

Commemorating the 80th anniversary of Victory in Europe.

**SPIRIT OF
VE
DAY**



**Mulberry
Events**
DELIVERING EXCELLENCE

Experience Victory 26th & 27th July 2025

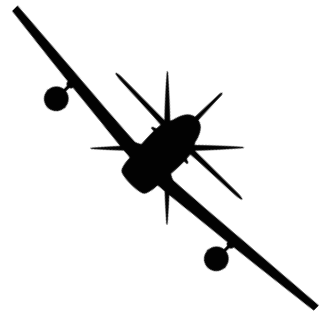
Delivered by Mulberry Events to commemorate the 80th anniversary of Victory in Europe, 1945-2025, with numerous activities planned for the weekend of the 26th & 27th. Read more online.

WWW.MULBERRYEVENTS.CO.UK

Newlands Farm, Peak Lane, Fareham, Hants.

Welcome to Mulberry Events

Delivering excellence for the Community.



Mulberry Events was established in 2024 with one mission in mind: to deliver successful events for Hampshire. 'Experience excellence' is not just a marketing tagline; it is the standard we hold ourselves to. That is why we are

planning and delivering the Spirit of VE Day 2025 in Stubbington Park. We are therefore seeking a strong partnership through sponsorship to help realise our vision and ensure the smooth and successful delivery of this event.

VE 80

Celebrate the legacy of Victory in Europe Day with a spectacular event that brings history to life! From live performances to authentic recreations, this event will honor those who served, inspire future generations, and foster a sense of community.

Join us as a sponsor to make this unforgettable event a reality while showcasing your brand to a highly engaged audience.

Audience & Reach

- Expected Attendance: 2,000-3,000+ people

Audience Demographics:

- Families, history enthusiasts, and veterans.
- Wide age range: from children to retirees.
- Community-focused and passionate about heritage.

Marketing Channels:

- Social media outreach (10,000 Reach).
- Press releases to local and regional media outlets.
- Event website with sponsor recognition.

Why Sponsor Spirit of VE Day?

Your Benefits as a Sponsor:

Increased Visibility:

- Your logo displayed on event banners, promotional materials, and digital media.
- Mentions in press releases and newsletters.

Community Engagement:

- Build meaningful connections with attendees.
- Gain goodwill by supporting a historic and cultural celebration.

Media Exposure:

- Event coverage across local newspapers, radio stations, and online platforms.
- Customizable Activation Opportunities:
- Showcase your brand with on-site booths, product giveaways, or interactive experiences.



Platinum Sponsorship

Contribution: £7,000

Benefits:

Title Sponsorship: Event branding as “Stubbington Spirit of VE Day the underneath [Sponsor Name].

Prime Logo Placement: On all promotional materials, banners, social media, and press releases.

Exclusive Event Area: Sponsor-branded feature, such as a VIP area, bar, or main stage.

Advertising: Full-page ad in the program, along with mentions in pre-event media coverage. Inc free pitch.

Hospitality: VIP seating/tickets for up to 10 guests with complimentary refreshments.

Gold Sponsorship

Contribution: £5,000

Benefits:

Logo Placement: Prominent placement on event flyers, banners, and website.

On-Site Branding: Opportunity to display banners or promotional material at the event Inc free pitch.

Advertising: Half-page ad in the program and recognition in press releases.

Hospitality: VIP access for up to 6 guests with complimentary refreshments.

VE DAY 80



Tier for Smaller Companies (Community Sponsors)

Silver Sponsorship

Contribution: £1,500

Benefits:

Logo Placement: Featured on flyers, posters, and the event website.

Event Space: Opportunity to set up a booth or stall to showcase products/services.

Advertising: Half-page ad in the program and recognition in the thank-you section.

Tickets: Complimentary entry for 4 guests.

Bronze Sponsorship

Contribution: £500

Benefits:

Recognition: Logo featured in the program and website.

Event Space: Table space to display promotional materials or products.

Advertising: Mention in the event program (thank-you section).

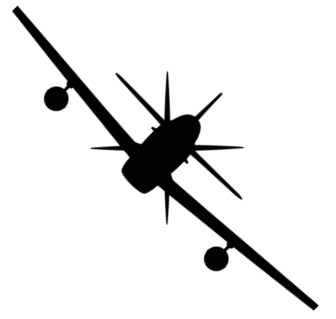
Tickets: Complimentary entry for 2 guests.

VICTORY



Support Beyond Sponsorship

Work with us differently



At Mulberry Events, we understand that contributions come in many forms, and we warmly welcome support through services and in-kind donations. Partnering with us in this way is a valuable way to showcase your expertise while directly contributing to the success of the Spirit of VE Day event.

How Your Services Can Help:

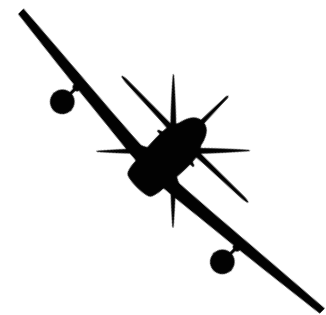
- **Catering and Refreshments:** Provide food and beverages to enhance the visitor experience.
- **Event Equipment and Rentals:** Support with marquees, sound systems, lighting, or seating.
- **Print and Design:** Assist with promotional materials like banners, programs, and signage.
- **Entertainment and Performances:** Bring 1940s-themed acts or unique services to life.
- **Logistics and Transportation:** Help with transporting equipment, performers, or supplies.

Your Benefits as a Service Partner:

- **Recognition:** Your contribution will be highlighted in our marketing materials, on-site signage, and announcements.
- **Visibility:** Showcase your expertise to a diverse and engaged audience.
- **Community Connection:** Be part of an event that fosters local pride and cultural appreciation.

Whether you're a local business, skilled professional, or community group, your services can make a meaningful impact. Let's collaborate to create an unforgettable experience while putting your business in the spotlight.

Program Advertising Opportunities



Support us through advert placement.

As part of your support for the Spirit of VE Day, we invite you to promote your business or service in our official event program! The program is a beautifully designed keepsake distributed to all attendees, ensuring your message reaches a highly engaged audience.

Advertising Options

Half-Page Ad: £65

Ideal for showcasing a specific product, service, or message. Gain visibility with a compact and effective ad.

Full-Page Ad: £120

Make a bold statement with maximum space for your brand. Perfect for detailed messages or eye-catching visuals.

Why Advertise in Our Program?

- **Targeted Audience:** Reach local families, veterans, and history enthusiasts passionate about community and heritage.
- **Keepsake Value:** The program is a treasured memento, giving your ad extended exposure long after the event.
- **Support a Great Cause:** Your participation directly supports the success of this important commemorative event.



EXPERIENCE VICTORY

Commemorating the 80th anniversary of Victory in Europe.

Mulberry
Events

DELIVERING EXCELLENCE

Experience Victory

Tickets details:

- Adult Admission £10.00 (**£12**)
- Adult Admission (two days) £18 (**£20**)
- Family Admission £25.00 (**£26**)
- Family Admission (two days) £45.00 (**£46**)
- Concession Admission £8.00 (**£10**)
- Concession Admission (two days) £15 (**£17**)
- MOD 90 Admission £8.00 (**£10**)
- MOD 90 Admission (two days) £15 (**£17**)
- Children Admission £2.00 (**£2.00**)
- Child Admission (two days) £4.00 (**£4.00**)

Bold is on the gate price.



More informative is available by scanning the QR code and visiting our event page.

WWW.MULBERRYEVENTS.CO.UK

Newlands Farm, Peak Lane, Fareham, Hants.

Why Partner with Mulberry Events?

Let's deliver excellence together.

At Mulberry Events, we specialize in creating meaningful, memorable experiences that bring communities together and celebrate our shared heritage. By sponsoring or supporting the Spirit of VE Day, you'll not only contribute to an incredible event but also align your brand with values of community, legacy, and pride.

What Sets Us Apart?

- **Proven Expertise:** With years of experience in event planning, we ensure every detail is managed to deliver exceptional results.
- **Tailored Opportunities:** We collaborate with our sponsors to create packages and activations that align with their goals and maximize their visibility.
- **Community-Focused Impact:** Our events are designed to foster local engagement and leave a lasting impression on attendees.
- **Professionalism and Passion:** We are passionate about what we do, and it shows in every aspect of our events.

Let's Work Together

We would love to discuss how we can create a sponsorship or partnership opportunity that benefits your business while supporting this unique celebration of history and community.

Set up a meeting with us to discuss your involvement:

Email: info@mulberryevents.co.uk

Phone: 07445 692370

Together, we can make the Spirit of VE Day an unforgettable success while ensuring your brand stands out in front of an engaged audience. Contact us today to start the conversation!

