



Meet Your Navy

25 - 27 July 2008

Corporate Sponsorship Proposal



PORTSMOUTH HISTORIC DOCKYARD

Meet Your Navy 2008

1. What is Meet Your Navy 2008

Meet Your Navy 2008 (MYN 08) is the Royal Navy's principal marketing event of 2008 and as such has been afforded the highest priority by the Navy Board. Following the success of IFOS and taking the lead from the tried and tested former Navy Day's events, MYN events are set to become the only large scale event to be held by the Royal Navy at either Portsmouth or Plymouth Naval Bases; MYN 08 will not return to Portsmouth until at least 2012. MYN 08 will be the region's premier/largest event in the Portsmouth area with no other comparable event the next comparable event in size and media coverage

Meet Your Navy 2008 presents a number of fantastic opportunities for corporate hospitality, advertising, media coverage and much more! It is anticipated that the principal sponsor will select the Upper Deck proposal as outlined later, which allows for opportunities relating to marketing and PR (tickets,

programmes and signage), however there are a significant number of corporate hospitality places (both in vessels and ashore) during the event and outside the public opening times. During the event itself, the opportunities are related to sponsoring certain 'zones' and the events or main attractions within that zone. And don't forget that there are 2 media events planned for Feb and May 08; let your imagination take over!

For all those interested in sponsoring MYN 08 in perhaps a smaller way there are several other equally exciting packages available with a menu of items which can be selected from to meet your requirements. All can be tailored to suit you. Perhaps you may wish to take on a theme within one of the zones, opt for the quarter deck package, or simply pick and mix?

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- **Attendance predicted to exceed 50,000 visitors throughout the weekend.**

 - **Upwards of 15 RN and foreign navy vessels**

 - **Representation from all the British Military Services**

 - **Target the public on the first weekend of the summer holidays**

 - **Well-known celebrity used for pre-event marketing and during the Event**

 - **Unique hospitality venues available – maybe the last chance to witness the beautiful surroundings and ambiance offered by HMS Nelson Wardroom!**

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1. What's On?

Events planned (subject to operational constraints) are to take place as follows:

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- **11 Feb 08 – Launch at Portsmouth Naval Base (well-known celebrity tbc)**

 - **May 08 – Second media event in PNB on board CVS**

 - **Fri, Sat and Sun 25-27 Jul 08 – Harbour Flying displays, Ship Role demonstrations and much more!**

 - **Sun 27 Jul 07 – Launch of Ensign**



Meet Your Navy 2008

2.1 Media Launch

This will take place in Portsmouth Naval Base on 11 Feb 08. It is intended to use a well-known celebrity alongside the 1st Sea Lord and Chief of Naval Staff, Admiral Sir Jonathon Band KCB ADC to launch MYN 08. It is intended to follow up this launch with another event in HM Naval Base Portsmouth during May 08. These would provide the lead sponsor with a great opportunity to stamp their mark on this event and place themselves in the media spotlight. The opportunities for a sponsor at these events are endless; perhaps you may like to sponsor a lunch at this event, have your logo projected by laser lights onto buildings, firework displays and of course all signage and associated PR will be exploited using your logo and branding. If you are considering acting as lead sponsor then act now so that you can really influence the format of this Event! Contact the MYN Project Manager now!

2.2 Major ship presence

Although not all named vessels are known at present, an aircraft carrier will be allocated to the event along with 3 Type 42 Destroyers, 1 Type 23 Frigate, 1 Bay Class Landing Ship Dock and several other smaller vessels including foreign naval ships. There are opportunities to host corporate hospitality on the aircraft carrier but options could be available on board other vessels as required. 1st Sea Lord, Chief of Defence Staff, 2nd Sea Lord (and others tbc) will all be hosting lunches on board the CVS each day to which places can be bought.



In the Programme

- Air displays
- RN and foreign vessels on display
- Water borne displays
- Tri Service displays
- Hundreds of uniformed personnel
- Military hardware on display

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2.3 Launch of 'Pennies for them...' Ensign

Throughout the weekend, the public will be able to buy ribbon (for 10p) to record their memories of the Royal Navy and the Meet Your Navy event in 2008. These will be tied to a large frame of an Ensign. As the ribbon is tied and added throughout the weekend, a large Ensign will form and is to be placed in a prominent position.

See your logo alongside this lasting memory of the event in addition to the point of sale kiosk.

2.4 Block Mills

The newly renovated Block Mills, famous as the world's first factory to employ a mechanical production line was created by Mark Brunel (father of Isambard Kingdom Brunel) at Portsmouth in 1802, producing ships' rigging block, will be reopened in April 2008. This would be the first opportunity to see inside and offer your clients a unique and unusual setting for any corporate event. Tickets can be available to buy for entry to tours of Block Mills with option to host Corporate hospitality on site. Block Mills always attracts much media interest

2.6 Guinness Book of Records Attempt

There is to be an attempt to form the longest marching procession of both Service personnel and the public. It will be lead by the RM Band and an armed guard along with ariel filming of this.

2.5 'Bimble down Memory Lane'

This will be an opportunity to place your brand above a street painting (Anchor Lane) in a prominent position. It will receive considerable coverage during the Record attempt and from ariel filming. Make this as big and eye-catching as you want and perhaps tie in an exhibit or recruiting stand too!



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4. Sponsorship Opportunities

Upper Deck Proposal

- MYN 08 branding and promotional opportunities for your company logo/branding throughout site
- Own logo/branding presence on website, programmes, tickets and arena and entry signage.
- Exhibit/recruitment stand
- Option for targeted marketing campaign
- Access to all participants – recruiting/networking
- Lead sponsor of both media launch events
- Opportunity to engage and entertain with up to tbc Naval Staff and Business Heads throughout the weekend
- 2 places at each lunch on board the aircraft carrier
- 50 places at Saturday night Cocktail party/dinner/music hosted by (Naval figurehead tbc) guest speaker tbc
- 4 places at media launch
- 2 tickets to Block Mills tour
- Option to host hospitality in Block Mills
- Exclusive VIP hospitality lounge and viewing area with stewarding, catering and bar facilities available
- Sponsored corporate hospitality event on board aircraft carrier for up to tbc pax
- Discount ticket/allocation
- Merchandise (separate negotiation)

Zones

The following zones will be available for sponsorship as part of the final chosen package;.

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Discover – RN Past
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Adventure – RN Present
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Explore – RN Present
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Action – RN Future
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Meet Your Navy – Young person's area (age 5-16yrs) RN Past, Present and Future

It is intended to use the zones to promote the many faces of the Royal Navy and the wider military. Each zone will be themed and could cater for your company by including your products or services, carry your brand styling throughout or even sponsor a ship within the zone. Do you need to launch a new product, recruit from a particular sector or want to demonstrate your capability? Could this be the opportunity you have been looking for?

4. Sponsorship Opportunities

Quarter Deck Proposal

- Presence within event website and programme
- 2 Banners within event area (other opportunities at own expense)
- Exhibit/recruitment stand
- Access to all participants – recruiting/networking
- Opportunity to engage and entertain with up to tbc Naval Staff and Business Heads throughout the weekend
- 2 places at each aircraft carrier lunch
- 20 places at Saturday night cocktail party/dinner/music hosted by (Naval figurehead) guest speaker tbc
- Discounted tickets or ticket allocation

The Gun Deck Proposal

- Presence within website and programme
- 2 Banners within event area (other opportunities at own expense)
- Exhibit/recruitment stand
- Access to all participants – recruiting/networking

Sponsorship Opportunities

Upper deck =	£300k+
Quarter Deck =	£150k+
Gun deck =	£to be discussed

Don't forget you can pick and mix from any of the offers to create a truly bespoke sponsorship package to suit your requirements...just call the team to discuss your ideas

For more information and to take advantage of this unique chance to be a part of something special in Portsmouth contact:

Lt Cdr Susie Campbell RN (MYN Project Manager) 02392 724026 or 0782 58633011

And don't forget, get in early to reserve the best locations and be seen where it matters!





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