



**Scarborough**  
**Armed Forces Day 2025**  
**Partnership Opportunities**



# About Armed Forces Day



It is a chance to show your support for the men and women who make up the Armed Forces community: from currently serving personnel to Service families, veterans and cadets.

It also marks the culmination of a week of celebrations, beginning on Monday 23 June, when the public show their support and appreciation for the Armed Forces community. It also includes Reserves Day, which provides the country with an opportunity to recognise our Reserve Forces.

Showing support for the Armed Forces provides a much-valued morale boost for serving personnel, veterans and their families.

Supporting our sailors, soldiers and aviators goes beyond Armed Forces Day. In fact, the Government, local communities and businesses across the UK have committed to supporting Armed Forces personnel past and present by signing up to the Armed Forces Covenant.



# About our event

Scarborough is proud to be hosting the 15th Armed Forces Day on Saturday 28 June 2025.

- The event was established in 2009
- The event is organised by a steering group which includes The Royal British Legion, Heroes Welcome and military personnel
- Scarborough was proud to host the Armed Forces National Event in 2022, with over 100,000 people in attendance
- Very well supported by the local businesses and community
- Every year has attracted between 20,000 - 25,000 people
- One of the biggest Armed Forces Day events in the North of England

The event consists of:

- Formal Area, where activities and performances takes place throughout the day
- The parade, which includes the military, veterans, cadets and Chelsea Pensioners
- Air displays (Royal Air Force & private)
- Vintage military vehicles
- Large community engagement project with schools & community groups
- Children's activities, assault courses, airsoft and laser tag
- Military charities and stalls
- A gala dinner on the eve of the event, organised by the Royal British Legion



# Platinum Package

## 1 Available at £10,000+VAT

- Headline sponsor of the event  
Scarborough Armed Forces Day sponsored by...
- Invitation to Friday's Royal British Legion Gala Dinner for one table of ten
- Promotional space near the Formal Area to showcase your business within the event area
- 12 reserved seats in the Formal Area
- Dedicated website sponsor page and stories
- Logo on the website sponsor page
- Marketing, press coverage and interviews where possible
- Logo on the event poster and programme
- Two sponsor banners within the Formal Area



# Gold Package

£5,000 + VAT

- Invitation to Friday's Gala Dinner for four attendees
- 6mx3m promotional space near to the Formal Area to showcase your business within the event area
- Six reserved seats in the formal area
- Logo on the event poster
- Sponsor stories on the website
- Logo on the website sponsor page
- One sponsor banner on the balconies in the Formal Area

# Silver Package

£1,500 + VAT

- 3m x 3m promotional space to showcase your business within event area
- Two reserved seats in the Formal Area
- Logo on the website sponsor page





**For any questions please contact**  
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