



2025 marks 80 years since the liberation of Guernsey at the end of World War II. Liberation Day is a special day for islanders and is a time to commemorate and celebrate freedom from the German occupying forces.

Given the landmark year in 2025, we hope local businesses will show their support by sponsoring one of the many events and activities that will take place on 9 May and in the surrounding week. The support of the business community is key to making the day a success and we would like to invite you to be part of it by taking up one of our partnership opportunities.

Drone show

£10,000

Cavalcade

£10,000

Music stage

£10,000

**Children's
Zone**

£7,500

**Residential
hampers**

£5,500

**Guernsey
Sings**

£5,000

Tea Tent

£5,000

Fireworks

£5,000

Youth Zone

From £4,000

Click on the sponsorship button for more information

To discuss how your business can support Liberation 80 please contact Krista Osborne at Black Vanilla on krista@black-vanilla.gg or 729229.



Committee for
Education, Sport & Culture



Liberation 80

Drone Sponsorship

£10,000

An exciting new addition for the 80th anniversary celebrations will be the first public drone display to be staged in Guernsey. It will feature hundreds of drones choreographed to create stunning visual effects and provide a memorable and modern twist to the traditional celebrations.

PR ACTIVITY

- Sponsor mention and quote in 1x press release relating to sponsored activity. All activities will be referred to as sponsored by or supported by. There are no naming rights for any activities.
- Activity included in Guernsey Press pullout during liberation week with sponsor mentioned.

WEBSITE - liberationday.gg

- Company logo with hyperlink to sponsor website and company paragraph/profile on sponsor page.
- Company logo included with details of sponsored activity.

DIGITAL BENEFITS

- Promotion of sponsored activity on social media pages (Facebook, Instagram and X) @LiberationGSY including company name and tag where available.
- 1 x boosted social media post for each activity including sponsor tag.
- General sponsor posts throughout the build-up to Liberation Day on all social media pages.
- Branded social media graphic provided for sharing on sponsor's own social media pages. Sponsor requested to tag @LiberationGSY on own posts which can be liked/shared.

COMMEMORATIVE PROGRAMME

- Full page advert.
- All activities included in programme with sponsor logos.
- Company name/logo listed on sponsor thank you page.

ON THE DAY

- Company logo to be shown on the big screen on the music stage on North Beach.

DRONE SHOW SPECIFIC

- Sponsor logo created as part of the drone show.
- Sponsor logo included on the drone show livestream.
- Opportunity to host a hospitality area on North Beach to watch the drone show (catering at an additional cost).

OTHER

- 4 x seats on Twinkle the bus in the Cavalcade.
- 6 x invites to the VE Day beacon lighting at Castle Cornet on 8 May 2025.
- Opportunity to fire the noon day gun at Castle Cornet on an agreed date in 2025.

Liberation 80 Cavalcade Sponsorship

£10,000

The cavalcade is at the heart of the community celebrations and has been a key part of Liberation Day for many years. With the traditional route from Pembroke into St Peter Port, the 80th anniversary cavalcade will be joined by parish floats, community groups, bikes, pedestrians and music as it arrives in St Peter Port and will see thousands of people of all ages line the route.

PR ACTIVITY

- Sponsor mention and quote in 1x press release relating to sponsored activity. All activities will be referred to as sponsored by or supported by. There are no naming rights for any activities.
- Activity included in Guernsey Press pullout in Liberation week with sponsor mention and cavalcade route map including sponsor logo.

WEBSITE - liberationday.gg

- Company logo with hyperlink to sponsor website and company paragraph/profile on sponsor page.
- Company logo included with details of sponsored activity.

DIGITAL BENEFITS

- Promotion of sponsored activity on social media pages (Facebook, Instagram and X) @LiberationGSY including company name and tag where available.
- 1 x boosted social media post for each activity including sponsor tag.
- General sponsor posts throughout the build-up to Liberation Day on all social media pages.
- Branded social media graphic provided for sharing on sponsor's own social media pages. Sponsor requested to tag @LiberationGSY so posts can be liked/shared.

COMMEMORATIVE PROGRAMME

- Full page advert.
- All activities included in programme with sponsor logos.
- Company name/logo listed on sponsor thank you page.

ON THE DAY

- Company logo to be shown on the big screen on the music stage on North Beach.

CAVALCADE SPECIFIC

- Sponsor logo on cavalcade map used on website and in social media pages.
- Live updates of the cavalcade on social media pages including sponsor tag.
- Sponsor logo on the livestream of the cavalcade, broadcast from its arrival into St Peter Port, on the Facebook page and Liberation Day website. Total views in 2024: 4,664.
- 10 x seats on Twinkle the bus.
- Branding of a vehicle in the Cavalcade to be discussed.
- Branded banners/flags (provided by sponsor) on the seafront front for the static display.

OTHER

- 6 x invites to the VE Day beacon lighting at Castle Cornet on 8 May 2024.
- Opportunity to fire the noon day gun at Castle Cornet on an agreed date in 2025.



Liberation 80 Music Stage

£10,000

This year's music stage will be positioned on North Beach alongside a food and drink village, local stallholders and a charity area. With entertainment from local and UK musicians from midday though to 10.30pm there will be music and entertainment to appeal to all ages. With a focus on 40s music throughout the afternoon and early evening, the focus will change with two popular local bands to close the day's celebrations.

PR ACTIVITY

- Sponsor mention and quote in 1x press release relating to sponsored activity. All activities will be referred to as sponsored by or supported by. There are no naming rights for any activities.
- Activity included in Guernsey Press pullout during liberation week with sponsor mention.

WEBSITE - liberationday.gg

- Company logo with hyperlink to sponsor website and company paragraph/profile on sponsor page.
- Company logo included with details of sponsored activity.

DIGITAL BENEFITS

- Promotion of sponsored activity on social media pages (Facebook, Instagram and X) @LiberationGSY including company name and tag where available.
- 1 x boosted social media post for each activity including sponsor tag.
- General sponsor posts throughout the build-up to Liberation Day on all social media pages.
- Branded social media graphic provided for sharing on sponsor's own social media pages. Sponsor requested to tag @LiberationGSY so posts can be liked/shared.

COMMEMORATIVE PROGRAMME

- Full page advert.
- All activities included in programme with sponsor logos.
- Company name/logo listed on sponsor thank you page.

ON THE DAY


- Company logo to be shown on the big screen on the music stage on North Beach.

MUSIC STAGE SPECIFIC

- Designated sponsor area/opportunity to meet the musicians have photographs taken with them
- Opportunity to position branded banners/bunting/flags around the stage (to be provided by the sponsor).
- Opportunity to host a hospitality area at an additional cost.
- Opportunity for sponsor to give a short speech at an agreed point in the concert programme.

OTHER

- 4 x seats on Twinkle the bus in the cavalcade.
- 6 x invites to the VE Day beacon lighting at Castle Cornet on 8 May 2025.
- Opportunity to fire the noon day gun at Castle Cornet on an agreed date in 2025.



Liberation 80 Children's Zone

£7,500

Crown Pier will be home to a range of children's activities, including a craft tent and art activities, local face painters, hair braiders and bouncy castles, alongside fairground rides from the UK the whole family can enjoy.

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- Activity included in Guernsey Press pullout during liberation week with sponsor mention.

WEBSITE - liberationday.gg

- Company logo with hyperlink to sponsor website and company paragraph/profile on sponsor page.
- Company logo included with details of sponsored activity.

DIGITAL BENEFITS

- Promotion of sponsored activity on social media pages (Facebook, Instagram and X) @LiberationGSY including company name and tag where available.
- 1x boosted social media post for each activity including sponsor tag.
- General sponsor posts throughout the build-up to Liberation Day on all social media pages.
- Branded social media graphic provided for sharing on sponsor's own social media pages. Sponsor requested to tag @LiberationGSY so posts can be liked/shared.

COMMEMORATIVE PROGRAMME

- Half page advert.
- All activities included in programme with sponsor logos.
- Company name/logo listed on sponsor thank you page.

ON THE DAY

- Company logo to be shown on the big screen on the music stage on North Beach.

MUSIC STAGE SPECIFIC

- Opportunity to position branded banners/bunting/flags throughout the Children's Zone (to be provided by the sponsor).
- Opportunity to have a branded sponsor area in the Children's Zone to give out balloons, merchandise, etc. (to be provided by the sponsor).

OTHER

- 2 x seats on Twinkle the bus in the cavalcade.

Liberation 80 Fireworks

£5,000

The fireworks are always a highlight of the day and are watched widely both in person across St Peter Port and the east coast but also on the live stream across the world. The fireworks will be one of the final acts of the 80th Liberation Day and will mark a close to the commemoration and celebrations of the day.

PR ACTIVITY

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- Activity included in Guernsey Press pullout during liberation week with sponsor mention.

WEBSITE - liberationday.gg

- Company logo with hyperlink to sponsor website and company paragraph/profile on sponsor page.
- Company logo included with details of sponsored activity.

DIGITAL BENEFITS

- Promotion of sponsored activity on social media pages (Facebook, Instagram and X) @LiberationGSY including company name and tag where available.
- 1 x boosted social media post for each activity including sponsor tag.
- General sponsor posts throughout the build-up to Liberation Day on all social media pages.
- Branded social media graphic provided for sharing on sponsor's own social media pages. Sponsor requested to tag @LiberationGSY so posts can be liked/shared.

COMMEMORATIVE PROGRAMME

- Half page advert.
- All activities included in programme with sponsor logos.
- Company name/logo listed on sponsor thank you page.

ON THE DAY

- Company logo to be shown on the big screen on the music stage on North Beach.

FIREWORKS SPECIFIC

- Opportunity to host a hospitality area to watch the fireworks (catering at an additional cost).
- Logo on the livestream of the fireworks. Total views in 2024: 3,854.

OTHER

- 2 x seats on Twinkle the bus in the cavalcade.

Liberation 80

Tea Tent

£5,000

The tea tent will host three events throughout Liberation Day: a space to watch a livestream of the church service in the morning; a space to sit down, relax and enjoy a cup of tea and slice of cake throughout the afternoon; and a quiet space for families in the evening. The tea tent will be positioned at the bus terminus, alongside a Heritage Zone with nostalgia and commemorative items, information boards, photographs and film reels with some previously unseen footage from the war and our liberation.

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- Company logo included with details of sponsored activity.

DIGITAL BENEFITS

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- General sponsor posts throughout the build-up to Liberation Day on all social media pages.
- Branded social media graphic provided for sharing on sponsor's own social media pages. Sponsor requested to tag @LiberationGSY so posts can be liked/shared.

COMMEMORATIVE PROGRAMME

- Half page advert.
- All activities included in programme with sponsor logos.
- Company name/logo listed on sponsor thank you page.

ON THE DAY

- Company logo to be shown on the big screen on the music stage on North Beach.

TEA TENT SPECIFIC

- Opportunity to position branded banners/bunting/flags on the outside and inside of the tea tent (to be provided by the sponsor).
- Opportunity to provide branded aprons for team running the tent (at additional cost).
- Opportunity for sponsor's staff to have a presence in the tent/provide support to run the tent throughout the day.

OTHER

- 4 x seats on Twinkle the bus in the cavalcade.

Liberation 80 Guernsey Sings

£5,000

Guernsey Sings will celebrate the strong relationship formed with Biberach, where many islanders were sent during the war. The Biberach Youth Orchestra will visit Guernsey to perform with local singers and musicians in this Liberation Day concert with a programme of music chosen to remember, commemorate and celebrate this relationship and our liberation.

PR ACTIVITY

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- Activity included in Guernsey Press pullout during liberation week with sponsor mention.

WEBSITE - liberationday.gg

- Company logo with hyperlink to sponsor website and company paragraph/profile on sponsor page.
- Company logo included with details of sponsored activity.

DIGITAL BENEFITS

- Promotion of sponsored activity on social media pages (Facebook, Instagram and X) @LiberationGSY including company name and tag where available.
- 1 x boosted social media post for each activity including sponsor tag.
- General sponsor posts throughout the build-up to Liberation Day on all social media pages.
- Branded social media graphic provided for sharing on sponsor's own social media pages. Sponsor requested to tag @LiberationGSY so posts can be liked/shared.

COMMEMORATIVE PROGRAMME

- Half page advert.
- All activities included in programme with sponsor logos.
- Company name/logo listed on sponsor thank you page.

ON THE DAY

- Company logo to be shown on the big screen on the music stage on North Beach.

GUERNSEY SINGS SPECIFIC

- Sponsor logo on concert poster.
- 20 x reserved VIP tickets at event.
- 10 x invitations to a post concert vin d'honneur for visiting students and party from Biberach.
- Branding on the big screens.
- Opportunity to position branded banners/bunting/flags in the Sir John Loveridge Hall, Beau Sejour (to be provided by the sponsor).
- Opportunity to give a short address at the concert.

OTHER

- 2x seats on Twinkle the bus in the cavalcade.

Liberation 80

Residential Hampers

ISSUED BY

THE GUERNSEY HAMPER COMPANY RAT

£5,500

Joy will be spread once again to Guernsey's elderly residents living in residential homes or attending Age Concert meetings, with over 800 islanders receiving an afternoon tea hamper. The hampers will contain items particular to liberation with information behind their inclusion, which often prompts residents to talk about their own experiences of the war.

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WEBSITE - liberationday.gg

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- Company logo included with details of sponsored activity.

DIGITAL BENEFITS

- Promotion of sponsored activity on social media pages (Facebook, Instagram and X) @LiberationGSY including company name and tag where available.
- 1x boosted social media post for each activity including sponsor tag.
- General sponsor posts throughout the build-up to Liberation Day on all social media pages.
- Branded social media graphic provided for sharing on sponsor's own social media pages. Sponsor requested to tag @LiberationGSY so posts can be liked/shared.

COMMEMORATIVE PROGRAMME

- Half page advert.
- All activities included in programme with sponsor logos.
- Company name/logo listed on sponsor thank you page.

ON THE DAY

- Company logo to be shown on the big screen on the music stage on North Beach.

RESIDENTIAL HAMPERS SPECIFIC

- Opportunity for sponsor to deliver hamper(s) to one or more residential home.
- The media will be invited to cover delivery at one home.
- Branded postcard from sponsor to be included in hamper.

OTHER

- 2 x seats on Twinkle the bus in the cavalcade.

Liberation 80 Youth Zone

£4,000 - £9,000*

The Youth Commission will be running the Youth Zone, which will see the launch of their new venture: The Bus Stop (*working title*). The bus will provide young people with a youth club space to hang out in, in any location, as well as fundraise and support events in a unique way.

The sponsorship will help cover the costs of buying and wrapping the bus, and, dependent on the sponsorship commitment, will give you the opportunity to be a long-term sponsor.

PR ACTIVITY

- Sponsor mention and quote in 1x press release relating to sponsored activity. All activities will be referred to as sponsored by or supported by. There are no naming rights for any activities.
- Activity included in Guernsey Press pullout during liberation week with sponsor mention. Potential further PR with the Youth Commission.

WEBSITE - liberationday.gg

- Company logo with hyperlink to sponsor website and company paragraph/profile on sponsor page.
- Company logo included with details of sponsored activity. Further website and social media support with the Youth Commission.

DIGITAL BENEFITS

- Promotion of sponsored activity on social media pages (Facebook, Instagram and X) @LiberationGSY including company name and tag where available.
- 1 x boosted social media post for each activity including sponsor tag.
- General sponsor posts throughout the build-up to Liberation Day on all social media pages.
- Branded social media graphic provided for sharing on sponsor's own social media pages. Sponsor requested to tag @LiberationGSY so posts can be liked/shared.
- Further social media support on the day with the Youth Commission over multiple platforms as well as future social media support.

COMMEMORATIVE PROGRAMME

- Half page advert.
- All activities included in programme with sponsor logos.
- Company name/logo listed on sponsor thank you page.

ON THE DAY

- Company logo to be shown on the big screen on the music stage on North Beach.

YOUTH ZONE SPECIFIC

- Branding on the Youth Commission bus – The Bus Stop.
- Branding in the area via flags or pop up banners (to be provided by the sponsor).
- Ability to donate branded merchandise to the bus – pens, balloons, notebooks, food items, mugs, etc.

**Sponsorship to be long-term in conjunction with the Youth Commission. The bus will be launched to local media prior to Liberation Day with the first use of the bus on Liberation Day.*