



Liberation Day 2021

Sponsorship Packages

SUNDAY MAY 9 2021



Committee for
Education, Sport & Culture

Liberation Day is a time to commemorate the islands' freedom from the German Occupation during World War II.

Following a 2020 Liberation Day in lockdown, 2021 will be even more special as Islander's come together to remember in person. The 2021 celebrations will have an emphasis on **'Your Local Liberation'** and islanders will be invited to take part in a **'Community Cavalcade'**, to decorate their houses and to dress in red, white and blue for the day. We will also have a fantastic line-up of music and entertainment throughout the day and evening.

Your support in helping us to bring our Local Liberation Day to life in 2021 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.

Become a Hero sponsor for £2,500

The Hero sponsorship package includes:

Digital Benefits

- One week-long, individual, tailor-made, boosted Facebook post, reaching an estimated 2,000-6,000 people per day
- Digital logo on the Liberation Big Screen, in a prime location along the town seafront
- Logo, support message and hyperlink to your website on liberationday.gg Hero's page
- Supply of social media graphics for you to use in your own promotion

On the day

- Your full colour logo on a giant banner that will cover the front of the Creasey's building on the seafront thanking the Hero Sponsors for bringing Guernsey Together and supporting Liberation Day

Guernsey Press

- 5 x 1/4 page ROP adverts
- 1 x bespoke sponsor's media release with photo
- Your logo in the Liberation Day 2021 souvenir programme

Bespoke Activity & Zone Sponsorship also available

For more information please contact:

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Education, Sport & Culture



@LiberationGSY
liberation.gg