



THE HISTORIC
DOCKYARD
CHATHAM



40 YEARS
1984-2024

A SPECTACULAR EVENT NOT TO BE MISSED!

SALUTE TO THE '40s



SPONSORSHIP PACK

**MUSICAL EXTRAVAGANZA . CLASSIC
CARS AND MILITARY VEHICLES . TIME
TRAVELLING PERFORMANCES . VINTAGE
MARKET . FAMILY FRIENDLY FUN &
GAMES . CREAM TEAS . AIR RAID SHELTER
EXPERIENCES . MODEL RAILWAYS . ARTS
& CRAFTS . RE-ENACTORS AND WARTIME
DISPLAYS . FOOD & DRINK**

INTRODUCING

SALUTE TO THE '40s



*A Creative Vintage Festival for all
the Family*

14TH & 15TH SEPTEMBER 2024

WE ARE EXCITED TO PRESENT AN INCREDIBLE OPPORTUNITY FOR YOUR BRAND TO ALIGN WITH A UNIQUE AND ENGAGING EVENT – SALUTE TO THE '40s. THIS NOSTALGIC JOURNEY THROUGH TIME OFFERS A PERFECT PLATFORM FOR YOUR COMPANY TO CONNECT WITH A DIVERSE AUDIENCE WHILE SUPPORTING A MEMORABLE EXPERIENCE FOR ALL.

As we gear up for our 17th edition, Salute to the '40s continues to be a beloved and eagerly anticipated festival in the Medway calendar. Over the years, it has evolved into a cultural phenomenon, offering a wonderful opportunity for people to step back in time, don their best vintage attire, and fully immerse themselves in the music, dance, and ambiance of the era against the unique backdrop of The Historic Dockyard Chatham.

**Organised by The Chatham Historic
Dockyard Trust**





KEY STATS



1.7M

The number of page views The Historic Dockyard Chatham website receives per year

62,000

The number of page views Salute to the '40s landing page received in 2023

50,000

The number of engaged followers across our social media platforms

83,000

Visitors attracted to The Historic Dockyard Chatham in 2023

6,500

6,500 visitors expected for Salute to the '40s 2024



JOIN IN THE SUCCESS

NOW IN ITS
17TH
YEAR!

**WE ARE GIVING LOCAL ORGANISATIONS THE
OPPORTUNITY TO BECOME A SPONSOR AND
JOIN IN THE SUCCESS OF SALUTE TO THE '40S.**

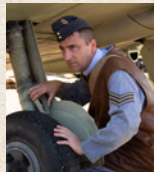


SALUTE TO THE '40S OFFERS THE FOLLOWING KEY FEATURES:



CREATIVITY

Embracing and promoting creativity throughout the event there will be something for everyone. Salute to the '40s will celebrate the rich tapestry of 1940s music, ensuring that every attendee finds their rhythm and groove and pay homage to the sounds that defined a generation and continue to resonate with audiences today. Dancing will be encouraged and jive lessons will be on hand! New for 2024 the inclusion of creative arts performances and Past Times of a Past Time will showcase traditional hobbies and crafts from model railways to stitching and knitting. The work of The Chatham Historic Dockyard Trust naturally aligns and supports the Creative Medway agenda.



HERITAGE & LEARNING

Dedicated to increasing the impact of The Historic Dockyard Chatham through innovative reuses and presentation of heritage assets to make it relevant to a wide audience while providing excellent experiences and inspirational learning for all. Military vehicles, classic cars, and living history displays will create an immersive experience, allowing attendees to appreciate the history and culture of the era.



FAMILY FRIENDLY ACTIVITIES

From interactive workshops to family-friendly games, the event caters to all age groups, providing a wholesome experience for families.



FASHION & STYLE

Celebrating and exploring popular culture of the time with showcase of vintage fashion, highlighting the iconic styles of the 1940s, providing a unique platform for brands looking to align with timeless elegance.



COMMUNITY ENGAGEMENT

Salute to the '40s is not just an event; it's a community gathering that fosters a sense of togetherness and nostalgia. Your brand can be an integral part of this shared experience.



WELCOMING & INCLUSIVE FOR EVERYONE

Creating an environment where everyone feels welcome through careful curation of the spaces and activities provided and promoting these values.



SOCIAL VALUE

Fostering a sense of community and social responsibility by working with local suppliers, charities, clubs, societies and organisations in the local area to maximise a positive impact on the local area.



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP IS IMPORTANT TO THE SUCCESS OF THE HISTORIC DOCKYARD CHATHAM. OUR SPONSORS CAN ENJOY A FLEXIBLE APPROACH TO PARTNERSHIP OPPORTUNITIES AND A WIDE RANGE OF BESPOKE BENEFITS DESIGNED TO ACHIEVE THEIR DESIRED AIMS.

We are always keen to partner with organisations where our brand values are aligned and we welcome an opportunity to discuss with you our sponsorship packages.

At The Historic Dockyard Chatham, we pride ourselves on delivering an events programme that provides innovative and creative experiences that resonate with wide audiences while also connecting them to an incredible 400 years of heritage over an amazing 80 acre site. The historical architecture and maritime ambience provides a creative environment for hosting art exhibitions, performances and cultural events. It is used as a popular filming location and provides a unique backdrop for creative expressions.

For The Chatham Historic Dockyard Trust, Salute to the '40s is a creative vintage family festival that brings the era to life through a captivating blend of music, dance, fashion, classic cars, military vehicles and historic displays from many reenactors. Visitors will be transported back to an era of resilience and unity, experiencing the sights and sounds that defined the 1940's and it provides an opportunity to learn about this important part of history.



WHY SPONSOR *SALUTE TO THE '40S?*



➡ **THE ADVANTAGES OF SUPPORTING SALUTE TO THE '40S ARE DIVERSE:** ⬅

BRAND EXPOSURE

Salute to the '40s has experienced year on year audience growth. In 2024 visitor numbers are expected to reach 6,500.

BRAND RECOGNITION

Our dedicated Marketing and Communications team can integrate sponsor branding across digital and physical media. From logo placement and prominent exhibition stands, we can tailor the offer to maximise your brand visibility.

TARGETED AUDIENCE

Reach a highly engaged and passionate audience.

NETWORKING AND COLLABORATION

Connect and develop valuable links with a predominantly Kent audience.

SOCIAL VALUE

Underpin your corporate social value strategy and activities.

SOCIAL MEDIA AMPLIFICATION

Leverage our social media reach and engagement to amplify your brand message. Our dedicated Marketing and Communications team can work closely with you to create engaging content and ensure maximum exposure across various platforms.

WE UNDERSTAND THAT EVERY PARTNERSHIP IS UNIQUE. THE CHATHAM HISTORIC DOCKYARD TRUST HAS A STRONG TRACK RECORD OF PARTNERSHIP COLLABORATION THAT IS MUTUALLY BENEFICIAL AND MOST IMPORTANTLY HAS A LONG-LASTING POSITIVE IMPACT. WE WOULD WELCOME A CONVERSATION WITH YOU TO CREATE A CUSTOMISED SPONSORSHIP PACKAGE THAT ALIGNS WITH YOUR ORGANISATIONAL GOALS AND OBJECTIVES.



SPONSORSHIP PACKAGES

PARTNERING WITH SALUTE TO THE '40S PROVIDES A UNIQUE OPPORTUNITY TO SHOWCASE YOUR BRAND TO A CAPTIVATED AUDIENCE. WE LOOK FORWARD TO THE POSSIBILITY OF WORKING TOGETHER TO CREATE A MEMORABLE AND SUCCESSFUL EVENT. THANK YOU FOR CONSIDERING THE CHATHAM HISTORIC DOCKYARD TRUST AS A STRATEGIC PARTNER.



	ANCHOR	PROPELLER	SAIL	ADMIRAL
	Supporting Partner £2,500 +	Event Contributor £5,000 +	Official Event Partner £10,000 +	Title Sponsor £25,000 (Exclusive Partnership)
PRE-EVENT	<ul style="list-style-type: none"> ✓ Prominent logo placement on promotional materials ✓ Mention on the Salute to the '40s landing page (on thedockyard.co.uk) and link through to your own site. 	<ul style="list-style-type: none"> ✓ Prominent logo placement on promotional materials ✓ Mention on the Salute to the '40s landing page (on thedockyard.co.uk) and link through to your own site. 	<ul style="list-style-type: none"> ✓ Featured in all press releases ✓ Prominent logo placement on promotional materials). ✓ Mention on the Salute to the '40s landing page (on thedockyard.co.uk) and link through to your own site. 	<ul style="list-style-type: none"> ✓ Featured in all press releases ✓ Prominent logo placement on promotional materials. ✓ Mention on the Salute to the '40s landing page (on thedockyard.co.uk) and link through to your own site. ✓ Inclusion in Salute to the '40s social media posts plus one dedicated Facebook/Instagram/LinkedIn post
IN EVENT	<ul style="list-style-type: none"> ✓ Prominent logo placement on promotional materials ✓ Exclusive naming rights to an activity within the event ✓ Standard space in the exhibition area 	<ul style="list-style-type: none"> ✓ Prominent logo placement on promotional materials ✓ Exclusive naming rights to an activity within the event ✓ Premium space in the exhibition area 	<ul style="list-style-type: none"> ✓ Prominent logo placement on promotional materials ✓ Exclusive naming rights to an activity within the event ✓ Premium space in the exhibition area 	<ul style="list-style-type: none"> ✓ Prominent logo placement on promotional materials ✓ Exclusive naming rights to main stage. ✓ Premium space in the exhibition area ✓ Opportunity to host your business network in Commissioner's House during the event.
	<ul style="list-style-type: none"> ✓ 10 complimentary tickets for staff ✓ 10% Discount code for staff 	<ul style="list-style-type: none"> ✓ 25 complimentary tickets for staff ✓ 25% Discount code for staff 	<ul style="list-style-type: none"> ✓ 50 complimentary tickets for staff ✓ 50% Discount code for staff 	<ul style="list-style-type: none"> ✓ 100 complimentary tickets for staff ✓ 50% Discount code for staff
POST EVENT		<ul style="list-style-type: none"> ✓ Sponsorship Evaluation Report provided 	<ul style="list-style-type: none"> ✓ Sponsorship Evaluation Report provided ✓ Complimentary meeting space for 1 meeting throughout the year. ✓ 10 Complimentary tickets to other events held at the Historic Dockyard Chatham over the coming year. 	<ul style="list-style-type: none"> ✓ Sponsorship Evaluation Report provided ✓ Complimentary meeting space for 2 meetings throughout the year. ✓ 20 Complimentary tickets to other events held at the Historic Dockyard Chatham over the coming year.



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40 YEARS
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OUR CHARITY

**WE ARE AN AWARD WINNING
CHARITY WITH A TRACK RECORD
OF SUCCESSFULLY UNLOCKING
HERITAGE FOR PUBLIC BENEFIT.**

The Chatham Historic Dockyard Trust (the Trust) is a charitable organisation entrusted with the stewardship of The Historic Dockyard Chatham – an 80 acre maritime site that once was part of the former Royal Dockyard Chatham. It has been associated with many of the most significant events, figures and technological advances that have shaped our history – from the Spanish Armada to Charles Dickens and submarine construction. The Trust cares for over

70,000 objects related to the Dockyard's past and carries out specific research into the Dockyard's rich and varied history. Three historic warships and over 100 listed buildings form part of a dedicated preservation strategy. From projects focused on the lives of Dockyard workers, to the tragedies suffered in battle and conflict, to revealing untold histories of Women in the Dockyard and Black Lives in Kent, we continue to build the picture of the role and impact of the Dockyard over four hundred years.

Our work is recognised nationally and has led to a number of awards:



Kids in
Museums



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THE 40s

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TO DISCUSS *SPONSORSHIP OPPORTUNITIES*

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thedockyard.co.uk/salute

