

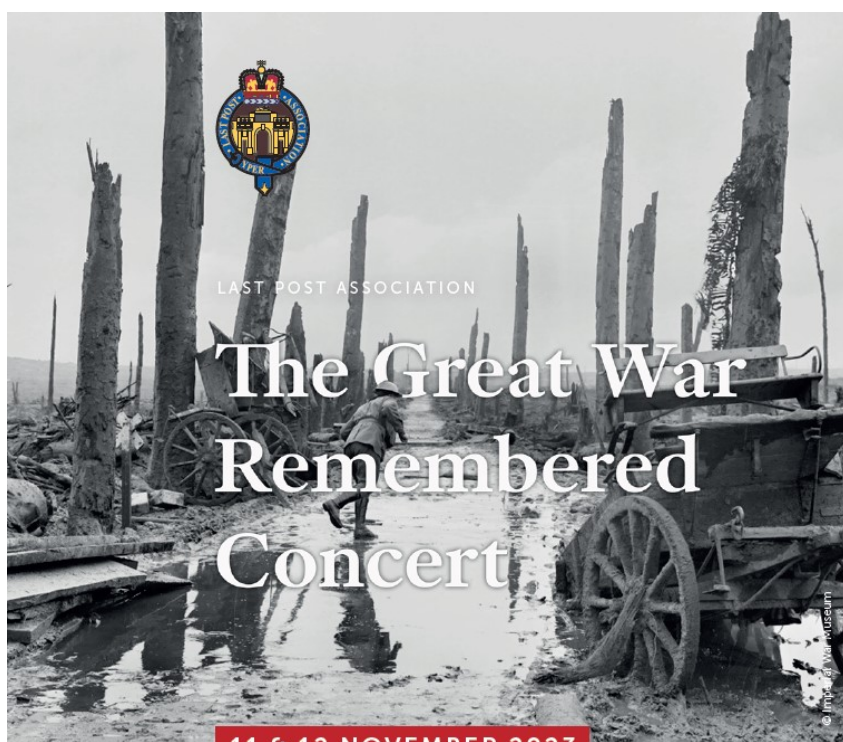
SPONSOR FILE



CONCERT THE GREAT WAR REMEMBERED

The landscape reveals

11 & 12 November 2023



Het landschap getuigt | The landscape reveals

Kathedraal | Cathedral Ieper
Een muzikale evocatie van WOI
A musical evocation of WWI

Zaterdag - Saturday 11/11 | 17h00 & 20h30
Zondag - Sunday 12/11 | 17h00

Met steun van | Supported by



Info & tickets:
Last Post Association
www.lastpost.be/concert

Introduction

The Last Post Association is an **independent, voluntary, non-profit-making organisation**. It was the Association that first founded the Last Post Ceremony back in 1928, and it is the Association that is still responsible for the day-to-day organisation of this unique act of homage at the Menin Gate in Ieper.

In accordance with its own statutes and in keeping with the wider spirit of remembrance, the Last Post Association seeks to honour the memory of the soldiers of **Great Britain and its Empire**, who died during the Great War of 1914 -1918.

The Association also seeks to promote the ideals which the **Menin Gate Memorial** has come to represent, not only in terms of suffering and self-sacrifice, but also in terms of solidarity, duty, courage and service to one's country. At the same time, thoughts may also turn to those who fought on the other side of no-man's land: enemies then, but partners now in a new, united Europe. In this sense the Last Post not only represents a mirror into our past, but also a **beacon of hope** for all our futures.

This daily remembrance ceremony experiences a growing number of **visitors** and welcomes a number of approximately 200.000 à 250.000 visitors per year.



The buglers of the Last Post Association

Project description

In order to collect the necessary funds which enable us to continue the daily Last Post Ceremony, the Last Post Association organises a number of annual activities.

11 and 12 November 2023 will see the 18th edition of “The Great War Remembered concert”, a benefit concert and a musical evocation of World War I. This event, to which we invite the general public, consists of a combination of songs, music, poetry and prose and also contains a moment of religious reflection (partly inspired by the Remembrance Night, organised by the Royal British Legion in London). The concert takes place in the unique setting of the Ieper Sint-Martins cathedral with atmospheric lighting.

Among those present at the previous 17 editions were many important people such as the King's Representative, the then Flemish Minister-President and later Belgian Prime Minister Yves Leterme, his successor Geert Bourgeois, West-Flanders Governor Breyne and his successor Carl Decaluwé, the Mayors of Ieper and many ambassadors and diplomatic dignitaries.

Because of the huge success and the demand to repeat this event, the Last Post Association decided to continue this annual tradition. Three editions of the concert will again take place on 11/11 at 17h00 and at 20h30 and on 12/11/2023 at 17h00 (3 x 900 people are admitted).

Pictures of the previous editions can be seen at www.lastpost.be/concert.

Participants

In 2023 the **participating bands, choirs and soloists** are:

- Royal Ypriana Wind Band
- Ypres Surrey Pipes & Drums
- Buglers Last Post Association
- Chorus Choir

Production: Mathieu Mottrie

Conductors: Nico Logghe and Tineke Devoghel

Director: Bart Cafmeyer

Summary - practical info:

Organizer: Last Post Association vzw (www.lastpost.be)
Date & hour: 11/11/2023 at 17h00 and 20h30 and 12/11/2023 at 17h00
Venue: Cathedral of Sint-Martin Ieper
Tickets: Online -> www.lastpost.be/concert
Admittance: € 49 / €39 / € 29
Additional info: Last Post Association (www.lastpost.be/concert / admin@lastpost.be)
+32 (0)497 05 10 97 (Jan Matsaert – sponsorship)
+32 (0)475 84 26 39 (Mathieu Mottrie – production)
+32 (0)477 27 00 61 (Benoit Mottrie – Chairman)

Target audience

The concert is open to the general public. In the period around Armistice Day thousands of visitors from Flanders and from all over the world come to Ypres to attend the commemoration services of World War I. All the previous editions of the concert were sold out. In 2015, there were for the first time two editions of the concert to fulfill the increasing demand for tickets. In 2023, three editions of the concert will be organised: at 17h00 and 20h30 on 11/11/2023 and at 17h00 on 12/11/2023 (3 x 900 people).

The proceeds

The proceeds of this concert go entirely to the Last Post Association and are used to cover the annual costs arising from the everlasting continuation of the daily Last Post Ceremony. These costs have increased seriously during the recent years as the ceremony continues to attract a large number of people from Belgium and abroad.

Sponsorship proposal

The last Post Association is looking for a limited number of sponsorships (all amounts VAT excluded). We offer the two following sponsorship options.

Option 1 - 600 EUR

- ½ A4-page in the concert's program (A4 - 3,000 copies)
- 2 free tickets for the concert on 11/11/2023 at 17h00 or 20h30 or 12/11/2023 at 17h00 (49 EUR/ticket)
- reserved places during the concert
- projection of your logo on the big screen above the stage and the 6 smaller screens in the cathedral, during 45 minutes before each edition.

Option 2 - 1.000 EUR

- 1 A4-page in the concert's program (A4 - 3,000 copies)
- 4 free tickets for the concert on 11/11/2022 at 17h00 or 20h30 or 12/11/2023 at 17h00 (49 EUR/ticket)
- reserved places during the concert
- projection of your logo on the big screen above the stage and the 6 smaller screens in the cathedral, during 45 minutes before each edition.

Closing date sponsorship: Tuesday 15 October 2023 at 18h00

The Last Post Association limits the number of sponsors and welcomes your proposals and suggestions for sponsorship. You always receive an invoice for the sponsorship.

Promotion

The Last Post Association promotes the concert through different channels:

- website www.lastpost.be en the specific concert webpage www.lastpost.be/concert
- Facebook Last Post Ieper – www.facebook.com/lastpostieper
- Instagram - <https://www.instagram.com/lastpostassociation>
- Twitter – twitter.com/lastpostieper
- Newsletter of the Last Post Association (± 10.000 subscriptions)
- Posters and flyers
- Banners on the internet
- ...

A few examples:

Poster



E-mail signature



Contact

Jan Matsaert

Secretary – Contact sponsoring

Last Post Association - tel. 0497-05 10 97 - admin@lastpost.be

Mathieu Mottrie

Director – Production

Last Post Association – tel. 0475-84 26 39 - mm.lastpost@telenet.be

Benoit Mottrie

Chairman Last Post Association – tel. 0477-27 00 61

