



## FILE SPONSORS

# THE GREAT WAR REMEMBERED CONCERT

*8 & 11 November 2026 - St. Martin's Cathedral Ieper*

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### 1. Introduction

The Last Post Association vzw in Ypres is an independent non-profit organisation run by volunteers. Since 2 July 1928, it has been responsible for the daily performance of the Last Post Ceremony beneath the Menin Gate.

Through this ceremony, the Last Post Association pays tribute to the soldiers from Great Britain and the Commonwealth countries who fell in Flanders during the First World War. At the same time, it keeps alive values such as remembrance, solidarity, sense of duty, courage and service.

Today, the Last Post is not only a tribute to the past, but also a powerful symbol of unity and hope for the future. An estimated 200,000 to 250,000 visitors attend the ceremony each year.

### 2. The Great War Remembered Concert 2026

The Great War Remembered Concert brings together music, history and remembrance in a poignant tribute to those who fell in the First World War.

The 2026 edition will take place in St Martin's Cathedral in Ypres and will be themed: **Contrast** - From utter chaos to absolute silence.

Beneath the vaults of the cathedral, in the heart of Ypres, the audience will be taken on an intense musical journey of remembrance, exploring war, loss, silence and hope. The concert is more than a performance. It is a promise: We will remember them.

### Performances

- Sunday 8 November 2026 at 16h00
- Sunday 8 November 2026 at 19h15
- Wednesday 11 November 2026 at 17h00

Each performance welcomes ± 900 spectators, giving a total audience of approximately 2,700.

## Participants

The following participants are expected to take part in the 2026 edition:

- Royal Ypriana Wind Band
- Chorus
- Buglers of the Last Post Association
- Ypres Surrey Pipes & Drums
- Various musical guests

**Director & production:** Mathieu Mottrie and Geert Gombeir

**Conductors:** Nico Logghe and Tineke Devoghel

## 4. Practical information

<b>Organisation</b>	Last Post Association vzw - <a href="http://www.lastpost.be">www.lastpost.be</a>
<b>Location</b>	St. Martin's Cathedral Ieper
<b>Dates &amp; hours</b>	8 November 2026 at 16h00 and 19h15 11 November 2026 at 17h00
<b>Tickets</b>	Online through <a href="http://www.lastpost.be/concert">www.lastpost.be/concert</a>
<b>Ticket prices</b>	EUR 59 / EUR 49 / EUR 34
<b>Public</b>	Those interested in history, music, remembrance, heritage and international solidarity.

## 5. Allocation of the proceeds

All proceeds from the concert go entirely towards the continuation of the Last Post Ceremony.

These funds are used to help cover the costs associated with the day-to-day organisation of the Last Post Ceremony beneath the Menin Gate. Due to the rising number of visitors and growing organisational needs, these costs have increased significantly in recent years.

With your support, you are helping to ensure that this unique and internationally recognized tribute can continue to take place every day in the future.

## 6. Sponsorship opportunities

**By becoming a sponsor, your organisation will be supporting an internationally oriented commemorative project that brings together music, heritage and community spirit in the heart of Ypres.**

The Last Post Association is seeking a limited number of sponsors and advertisers for the concert.

Advantage	Formula 1 - EUR 750	Formula 2 - EUR 1.250
<b>Advertisement in the programme booklet</b>	1/2 page 145 mm b x 100 mm h	1 full page 145 mm b x 205 mm h
<b>Circulation programme booklet</b>	3.000 copies	3.000 copies
<b>Tickets</b>	2 free tickets for the concert of your choice	4 free tickets for the concert of your choice
<b>Seating</b>	Reserved seats during the concert	Reserved seats during the concert
<b>Logo visibility</b>	Projection on the large screen above the stage and on the six smaller screens in the cathedral for 45 minutes before the start of the three performances.	Projection on the large screen above the stage and on the six smaller screens in the cathedral for 45 minutes before the start of the three performances.

**Deadline for sponsors: Tuesday 1st October 2026**

We deliberately keep the number of sponsors to a minimum. Other options or suggestions are always welcome.

You will receive an invoice for every sponsorship or advertisement.

## **7. Communication and visibility**

The concert is being promoted via the Last Post Association's communication channels, including:

- website [www.lastpost.be](http://www.lastpost.be)
- Facebook
- Instagram
- X
- the Last Post Association's newsletter, with approximately 10,000 subscribers
- posters and flyers
- trailers, videos and banners on the internet and social media
- email signatures and targeted communications.

As a sponsor, your organisation will be associated with a project of great substance, reaching a wide audience, with an international reach and profound social significance.

## **8. Contacts**

### **Jan Malsaert**

Secretary – contact person sponsors and advertisers  
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### **Mathieu Mottrie**

Director – general coordination  
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### **Benoit Mottrie**

Chairman Last Post Association  
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