



80th anniversary of D-Day | Normandy

SPONSOR FILE



B.O.W.U International

B.O.W.U INTERNATIONAL is a French non-profit association (based in Normandy) under the 1901 Law with a Cultural Memorial scope.

The organization of commemorations within B.O.W.U INTERNATIONAL has brought together each year, for 9 years, musicians from the four corners of the globe.

One of the largest pipes and drums gatherings in France, with the Interceltic Festival of Lorient and the Franco-Scottish festivals of Aubigny-sur-Nère.

| A UNIQUE EVENT IN NORMANDY

- **More than 350 musicians** and volunteers around the world
- **More than 13 nations** of pipers & drummers (Scottish bagpipes and drummers) meeting under the same banner and carrying the values of peace and fraternity.
- **Thousands of spectators** who gather each year during our parades
- **More than 10 ceremonies** on each anniversary of the commemorations, between parades, aubades and mass bands...

OUR ACTIONS

| **Project leader:**

Association BO.W.U International

With the mayoralties of Colleville-Montgomery & Bénouville

| **Dates :**

From 02 to 08 June 2024

Calvados

| **Types of events :**

Parades & Aubades | Official Ceremonies

International Pipe & Drum Bands Championship

Concerts & musical fireworks

Festive and cultural events

[Our online program](#)

| **Target audience :**

General public - international

All events will be offered in French and English



THE HIGHLIGHTS ORGANISED BY B.O.W.U

| Sunday, June 02: Piper's opening evening

- Colleville-Montgomery | 5.00 p.m to 11.00 p.m

To open the commemorations of this 80th Anniversary of the Landing and the Battle of Normandy, B.O.W.U International, with the help of the municipality of Colleville-Montgomery, is organising a festive and cultural evening.

Exhibitors around D-Day, restoration and pub, testimonies, aubade of the pipers, parade of period military vehicles...

A free concert by the group Spoon O'Porridge (Celtic folk) will close the evening.

This evening is also a charitable event for the association. All the revenues are a support for the organisation, logistics of ceremonies and the reception of foreign musicians (USA, Canada, British, Australia, Europe...).

About 1,500 visitors expected



THE HIGHLIGHTS ORGANISED BY B.O.W.U

| Monday, June 03 : Piper's Tour

- 10:30 am - Normandy British Memorial (Ver-sur-mer) | 2:30 pm - American cemetery (Colleville-sur-mer) | 6:30 pm - Artificial port of Arromanches-les-bains

June 3, 1944 - June 3, 2024: A forgotten national symbol

The Provisional Government of the French Republic (GPRF) is the name given to the political regime and the corresponding institutions that, succeeding the French Committee for National Liberation (CFLN) on June 3, 1944, ruled for two years the entire territory of metropolitan France and its empire until October 27, 1946.

This tour aims to commemorate the memory of women and men, fighters and civilians, of all nations who lost their lives during the Battle of Normandy.

A parade and a mass band aubade will be organised in each of the three sites, symbolic high places of memory.



THE HIGHLIGHTS ORGANISED BY B.O.W.U

| Wednesday, June 05 : The Great Pipers Parade

- Colleville-Montgomery | 3.30 p.m to 5.00 p.m

More than 13 nations of musicians:

Nearly 200 musicians during a great parade on Boulevard Maritime, flying over period PIPER aircraft (British reconnaissance aviation).

A mass band aubade around the Bill Millin statue (the Piper who landed on June 6, 1944 in the same place) will come in the second part, in the presence of the Millin family.

An animated memorial film (testimony by Bill Millin) will be broadcast on the big screen in parallel with the aubade.

At the 75th Anniversary, more than 4,500 spectators were at the rendezvous.



THE HIGHLIGHTS ORGANISED BY B.O.W.U

| Thursday, June 06 : D-Day Normandy Cup

- Bénouville | From 10:00 to midnight

To mark the 80th anniversary, the B.O.W.U International association is organising, in partnership with the municipality of Bénouville, an event of cultural, memorial and festive scope, a stone's throw from the mythical Pegasus Bridge.

First edition of the festival dedicated to bagpipes in Normandy:

Ringer competition, village of producers and artisans around D-Day, youth entertainment, catering and pubs...

Three free concerts :

Spoon O' Porridge (Celtic Folk)

Calum STEWART & Cie (Scotland & Irish Traditional)

Celtica Pipe Rock (Celtic Rock)

+ 10 000 visitors expected on the event.

Event page : [click here](#)



OUR SEARCH FOR SPONSORS

Designation	Information	Quantity	Total Cost
Concert	Group stamps on the evening of June 6 - D-Day Normandy Cup 70m² stage, sound system and technicians	3 1	10 898 33 000
Audiovisual	Camera, drone shooting, sound and photography + 16:9 and 9:16 montages (social networks)	4 days	3 990
	15m² outdoor led screen and sound system: La Grande Parade des Pipers - June 5	1 day	8000
Tourist Coaches	Coaches with drivers with 126 seats in total: Monday, June 03 - Piper's Tour	2	2 160
Ecocup	50 cl with quadri digital marking Product made and printed in Loire Atlantique (44)	8 000	3 813
Signage Communication	Oriflammes + banners + kakemono displays + social media communication	-	4 000
Techniques & security	Walkie-talkie, voice door, staff and volunteer outfits, safety cords	-	800
Operation	Autonomous POS machine (Mypos)	3	140

* Total expenses excluding ancillary expenses covered by municipal subsidies.

Total expenses*

66 801,00 €

YOUR SPONSORS ON OUR EVENTS

| From 500€

The name of your company will appear in writing in the end credits of the 80th D-Day souvenir film, mention "with support".

| From 2 500€

+ Your logo on our websites "D-Day Program" page and "Events" pages until the end of the year.

| From 5 000€

- + Display your banners on our two events on Sunday 3 and Thursday 6 June. Limited to 2 banners of 1m (ht.) x 2m (lg.) maximum (sending at your expense if necessary and without return).
- + Invitation for 2 people to the Pipers meal on Friday, June 7 in Bénouville.

| From 9 000€

- + Your company logo will appear on the ecocups of the 80th D-Day edition, printed to at least 8,000 copies.
- + Display of your company logo on the partner banner and on a giant screen.
- + No sponsor competition in your field (e.g. supermarket)

| From 15 000€

- + Design of a version of the 80th D-Day souvenir film with your logo in starting credits, in first position and without end credits (excluding mentions of the association and public partners).

6 REASONS TO SUPPORT US

- **Join a regional event** and of international scope by our side
- **Enjoy communication as close as possible to the latest veterans** and invited public figures
- **Benefit from the 80th Anniversary of the landing labelling** carried by the Normandy region through our image and our presence at official ceremonies
- **Join one of the biggest events** of all the 80th Anniversary programming
- **Differentiate yourself** current events related to D-Day birthdays
- **Give your support** to the transmission of memory and history for the younger generations





SPONSOR US

Our websites :

 www.bowu.international

 www.bowuinternational.co.uk

To write to us :

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Our social networks :

