

PEACE IN THE PARK



SEPTEMBER 20TH 2020

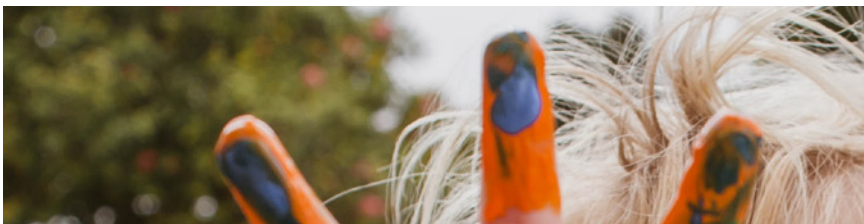
PEACE DAY



ON 20 SEPTEMBER 2020 A VERY SPECIAL EVENT WILL TAKE PLACE IN LOWNDES PARK, CHESHAM.

For the first time our town will join with the rest of the world for **PEACE IN THE PARK**, a celebration of the UN International Day of Peace or 'Peace Day', a day of Global Ceasefire and Non-Violence.

Lowndes Park Chesham is set to explode with colour, diversity, music, theatre, art, dance, global cuisine and much, much more as **PEACE IN THE PARK** comes to life. Various stalls will shine a light on the benefits of Peace Day, the achievements of the day and Peace education resources. Others will highlight the work of those who strive for peace every day including the armed forces, the emergency services, NGO's and many others. Most of all there will be something for everybody all with a fantastic feeling of Peace Day positivity.



LET'S SMASH THE RECORD

... FOR DOING
SOMETHING AMAZING!



with an attempt by the whole town
to break a Guinness World Record.

AS WELL AS HAVING A FESTIVAL WE ALSO
WANT TO CREATE SOMETHING TRULY MEMO-
RABLE - AN EVENT THAT WILL BRING PEOPLE
TOGETHER AND THEN SEE THEM UNITE IN A
FANTASTIC CHALLENGE...



**OFFICIAL
ATTEMPT**



THE CHESHAM PEACE IN THE PARK CHALLENGE!



IN KEEPING WITH THE PEACE DAY THEME WE WILL CREATE AN ENORMOUS CANVAS OF A PEACE DOVE AND THEN ATTEMPT TO BREAK THE RECORD FOR...

‘ THE MOST INDIVIDUALS CONTRIBUTING TO A HANDPRINT PAINTING IN 1 HOUR ’

With the current record standing at 1877 people, it's going to take a huge collective effort to do it but, under the watchful eye of adjudicators from Guinness, we have no doubt that the people of Chesham will rise to this incredible Peace Day challenge!



THE STORY OF PEACE DAY



Peace Day existed from 1980 but had no fixed date and was purely symbolic. In 1999, the UK NGO Peace One Day was launched to create a real Peace Day - a day of ceasefire and non-violence.

IN 2001 THE UNITED NATIONS UNANIMOUSLY PASSED A NEW RESOLUTION GIVING THE INTERNATIONAL DAY OF PEACE A FIXED CALENDAR DATE - SEPTEMBER 21 - MAKING IT A DAY OF GLOBAL CEASEFIRE AND NON-VIOLENCE. SINCE THEN PEACE DAY HAS ACHIEVED INCREDIBLE THINGS AROUND THE WORLD.



HIGHLIGHTS OF PEACE DAY



IN 2007 UNICEF USED PEACE DAY TO INSTIGATE A CEASEFIRE BETWEEN ALL SIDES IN AFGHANISTAN SO THAT MILLIONS OF CHILDREN IN THE MOST HOSTILE AREAS COULD BE VACCINATED SAFELY. THIS CONTINUED UP TO AND INCLUDING 2011.



MORE HIGHLIGHTS



SINCE ITS RE-CREATION IN 2001, AWARENESS HAS RISEN FROM ZERO TO 2.2 BILLION WITH MILLIONS NOW ACTING ON PEACE DAY EVERY YEAR.

2005

2.2 million UK schoolchildren sang the same song
'No wars will stop us singing'

2010

Peace Day football matches were played in every country of the world

2015

Peace Day education posters were delivered to 75,000 schools across Africa

2016

Google recognise the day with a link on their homepage

2017


Facebook recognised the day with a special loveheart illustration

2018

4,500 Israeli Jewish and Palestinian women held a peace march in Jerusalem



HOW WE WILL MAKE PEACE ^{IN} THE PARK A SUCCESS



Starting with a smaller event in Sept 2019 at the Elgiva Theatre Chesham we will begin spreading awareness a year in advance. This Peace Day event will be a feast of world music and dance and the place to get our 2020 PEACE IN THE PARK team finalised.

From October 2019, we start our 11-month campaign with an all media Press Release. To advertise the event, we will create web, digital media and printed posters, plus a beautifully produced 1 minute promo film featuring the people of Chesham spreading the word.

Through social media we will promote and create a huge buzz on our PEACE IN THE PARK Facebook, Instagram and Twitter platforms. Using our film making capabilities, every time a new supporter comes on board we can follow it up with a post.

Young people are at the heart of Peace in the Park, and we plan to visit all the schools in the area to inspire pupils of all ages to get creative, come up with ideas and get involved as many ways as possible. They will lead the World Record Attempt in 2020.

An event which involves people taking part in a World Record breaking challenge has tremendous charity donation possibilities. We will explore how best to capitalise on these opportunities to help raise as much monies as possible for chosen charities.

As film makers we will also use all our contacts to get celebrities involved. They will attract both local and national media coverage. This will help us spread a wonderful message about Peace Day and the town of Chesham - far and wide.

Peace in the Park will be a first for Chesham - our first ever celebration of Peace Day with a World Record Breaking Challenge - all helping to build an amazing community spirit! Everyone who hears about it loves the idea, so come along and support us!

SPONSORSHIP OPPORTUNITIES



TO CREATE CHESHAM'S FIRST PEACE IN THE PARK EVENT WE RELY ON THE GENEROUS SUPPORT FROM OUR LOCAL BUSINESSES AND INDIVIDUALS.

We are therefore delighted to be able to offer sponsorship opportunities to get involved in this exciting event whilst promoting your brand - and help make Chesham's PEACE in the PARK the success it deserves to be.

We intend that this will become an annual celebration, and hope to establish partnerships in this first year which will grow into lasting relationships.

One crucial point to note: the organisers will not make any money from this event. Once event costs are covered, remaining monies will be given to charities which focus on the innocent victims of conflict around the world.



THE SPONSORSHIP BENEFITS



THERE ARE A RANGE OF BENEFITS ASSOCIATED WITH EVENT SPONSORSHIP

PEACE IN THE PARK PROMOTIONAL FILM FOR USE ACROSS ALL MEDIA

From launch until the end of the event and beyond we will be using a wonderfully engaging 1 minute promo film in all our communications. Featuring the people of Chesham, the promo explains Peace In the Park and lays down the challenge to the town - to come and break a Guinness World Record. The promo will sit on the 'Peace In The Park' Facebook page and will be released on every social media platform. In all it will be played thousands of times. Once the promo is over it will instantly be followed by a 'Many thanks to our sponsors...' end credit page which will run for 10 seconds. Let us know if you would like your logo to feature on this page.

PEACE IN THE PARK SOCIAL MEDIA POSTS

From launch until the event and for about 4 weeks beyond we will be creating on average 5 social media posts per week, increasing to around 8 per week during September, totalling approximately 200 posts in all. Again each will be edited to have a 10 second 'Many thanks to our sponsors...' end credit page. Let us know if you would like your logo to feature on this page.

EVENT BROCHURE: FULL PAGE/ HALF PAGE/QUARTER PAGE

From 2 weeks prior to PEACE IN THE PARK a hugely engaging event brochure will be distributed around Chesham giving a full description of the event, information about Peace Day, background details of the stallholders, details of any performers and details of the World Record Attempt. Overall it will be a great excitement builder. Let us know if you would like your business to feature in one of the many available pages.

PRESS AREA LOGO BOARD:

From launch right to the day itself we intend to generate as much press as far and wide as possible. For the press launch we will be using the resources of 3 Counties Radio and from there on we will be spreading the message to every press outlet and high profile personality in Buckinghamshire and beyond to raise awareness of PEACE IN THE PARK. Consequently we expect to have a buzzing press area on the day with many well known faces spreading the message of Peace Day positivity. This will take place in front of a large sponsors board so let us know if you would like your logo to feature on this board.



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THE SPONSORSHIP BENEFITS



ROUNDBOUT BANNER

Mounted on the Lowndes park railings one week prior to the event and facing onto the central Chesham roundabout this banner advertising 'Peace In The Park' will be seen by thousands of motorists and with an official Guinness World Record official Attempt logo it is guaranteed to be noticed and studied repeatedly. Let us know if you would like your logo to feature on this banner.

A3 AND A5 POSTERS

Placed in shop windows and various public buildings around Chesham and surrounding towns 6 weeks prior to the event giving details of Peace In The Park and clearly referencing the Guinness World Record Attempt. Let us know if you would like your logo to feature on our posters.

EVENT LOGO BANNERS:

10 X Banners placed around the event area on the day letting people know who has come forward to sponsor PEACE IN THE PARK. Let us know if you would like your logo to feature on these banners.

IF YOU WOULD LIKE TO GET INVOLVED, REQUIRE MORE INFORMATION OR DISCUSS A SPONSORSHIP OPPORTUNITY THAT INTERESTS YOU - WE WOULD LOVE TO HEAR FROM YOU.

PLEASE CONTACT:

Adrian: abegon9@gmail.com

Parveiz: paslam21@yahoo.co.uk



**OFFICIAL
ATTEMPT**



PEACE IN THE PARK



SEPTEMBER 20 2020

LET'S JOIN WITH THE WORLD!
LET'S INCREASE THE PEACE!
LET'S SMASH THE RECORD
FOR DOING SOMETHING
AMAZING!