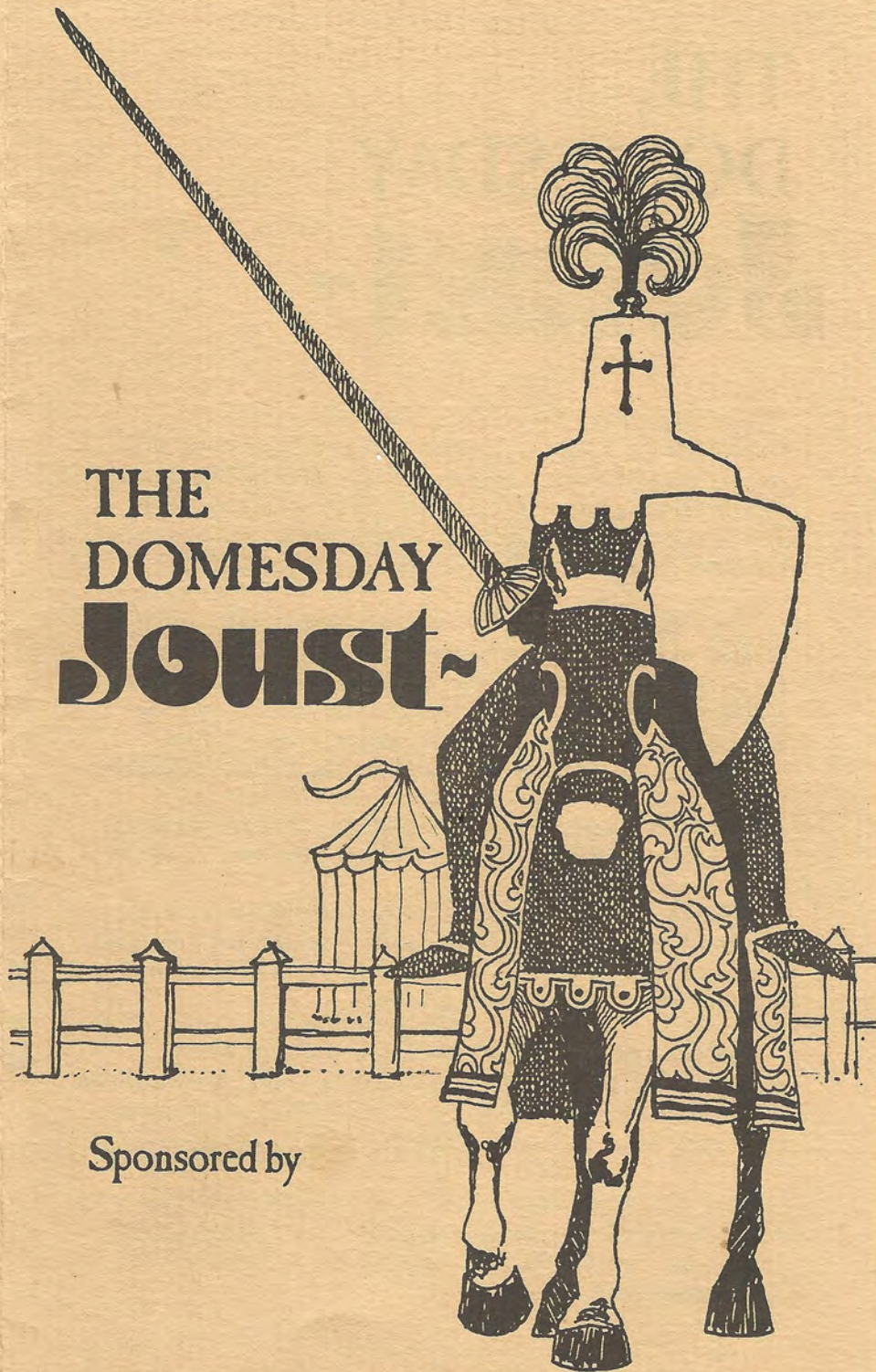


THE DOMESDAY Joust



Sponsored by



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Proceeds to The Prince's Trust & The East Meon Charitable Trust

THE DOMESDAY Joust

A Tournament "fit for a Prince" will be held at the Queen Elizabeth Park on August 24th and 25th 1986, the August Bank Holiday weekend. The proceeds will be donated to The Prince's Trust, the charitable fund set up by HRH The Prince of Wales to help run enterprises for the young in the inner cities, and to The East Meon Charitable Trust.

The Village of East Meon is organising the Joust, and it is seeking sponsorship to guarantee the financial success of the event. The village has been designated "The Domesday Village" in association with the exhibition celebrating the ninth centenary of the Domesday Book; a model of the village will be on display in Winchester throughout the Spring and Summer of 1986 and it is anticipated that tens of thousands of people will visit East Meon. "The Domesday Joust" is being organised as the climax of the year's activities.

The Joust will be staged in a natural amphitheatre in the Queen Elizabeth Park. Surrounded by yew-covered hills, the proposed field of battle lies in a fold of the South Downs just 500 metres off the main A3 road.

The two-and-a-half hour spectacular will start with a procession of trumpeters leading in the twelve knights together with their ladies and attendants. These will include buskers, fire-eaters, jugglers, wrestlers and pages.

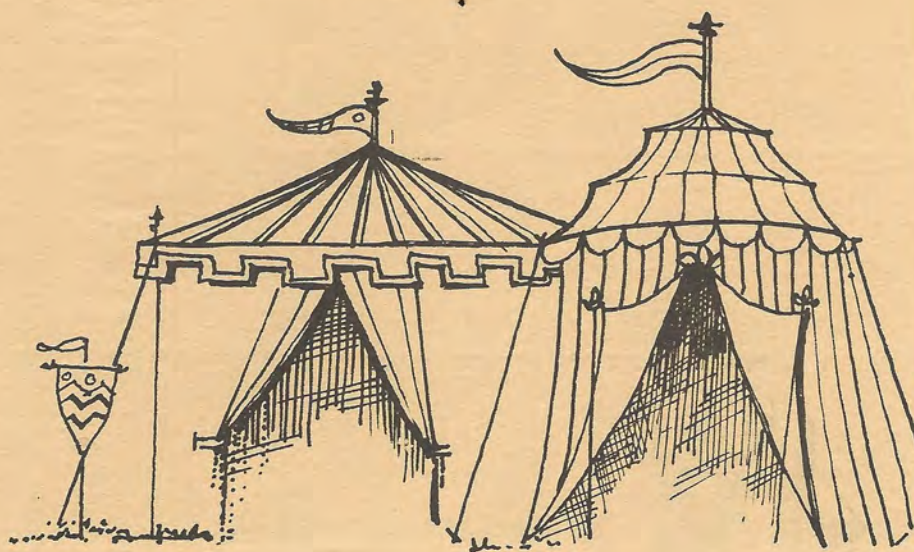
They will be followed by the Queen of Light and Beauty for whose favours the challengers will fight. They will do battle first on horseback, with lance and mace, and then on foot, with broadswords.

To reach the Jousting ground, visitors will walk through a Tented village, with rows of brightly coloured tents decorated with flags and bunting. There will be a "Market Square", "Craft Corner", Clothing and Country Pursuits streets, Farm Produce stalls and — in more modern vein— a House Buyers stand. There will be stages on which buskers and actors will give performances, and arenas in which mediaeval sports will be held, including a County tug-of-war.

A unique spectacle for a unique occasion, and it is expected that between 40,000 and 55,000 people will visit the Joust. The budget includes advertising on television and in the press, and the services of a public relations agency. Display advertising will include a major hoarding by the side of the A3 close by Queen Elizabeth Park. Plans are already being laid for extensive media coverage of the event, which bids fair to be the most visible and popular in this historic year.

For further information please contact Denys Ryder,
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Telephone: East Meon (073087) 557



The Sponsorship

The Organisers are seeking four categories of sponsor.

We offer one Sponsor the opportunity to associate itself closely with the Domesday Joust. This sponsor's name will be used on all publicity material. The Company or Organisation which avails itself of this opportunity will be seen to have promoted an enjoyable and historic event; it will also have benefited the two charities to whom the proceeds will be donated.

Catering rights for the event will be offered to a second company, covering all prepared foods (but excluding baked potatoes and barbecued meats).

The sale of alcoholic beverages will be franchised to a third company.

Local companies will be invited to sponsor one of the twelve knights competing in the Joust, and to provide their own "Tournament Maiden" as successor to the Queen of Light and Beauty.

Sponsors will be able to use the event for entertaining VIPs and customers, either in their own hospitality tents or in the pavilion arranged by the Organisers. Strict control is to be exercised over all displays and constructions; great emphasis will be placed on the aesthetics of the event.

Revenue is expected not only from the gate money (the planned entrance fee is £2.00 per adult and £1.00 for children), but also from the stall-holders and others who will be selling their wares in the Village.

Detailed budgets have been prepared and are available. The knights and their entourage are professional stunt-men and artistes, with an impressive record of mounting this kind of event in venues throughout Europe — and at a profit to the organisers.

"Other parts" will be played by the villagers of East Meon and surrounding districts, who will turn out in full period costume especially made for the occasion.

The staff of The Queen Elizabeth Country Park have offered their full co-operation, as have a number of local organisations. Their expenses will be met from the earnings, after which all proceeds will be divided between the two charities, The Prince's Trust and the East Meon Charitable Trust.



The field of battle

