

EVENT DETAILS

Subject: Commemoration of the Italian Republic Day

Location: Gloucester Cathedral – United Kingdom

Date: June 2, 2025

Event description:

The Allied Rapid Reaction Corps (ARRC) is a multinational NATO Command based in Innsworth (Gloucester) in Gloucestershire; composed mainly of British military personnel, it has represented, within it, 21 nations of the Atlantic Alliance. Italy, after the British one, is in numerical terms the second most representative contingent among the *ARRC* Participating Nations.

Each country represented at the ARRC organises an event on its national day during which activities are carried out to promote the national identity of the organising country. On the afternoon of June 2, 2025 for the 79th Anniversary of the Italian Republic Day, the Italian contingent will celebrate the event at the picturesque Gloucester Cathedral recognized as one of the most fascinating medieval buildings in the United Kingdom, burial place of English royalty.

In addition to the personnel of the 21 nations belonging to the multinational Command, representatives of local government institutions will be invited to the activity, for a total of about 300 participants.

During the event, in addition to speeches by the authorities who intervened and the viewing of institutional films, sober refreshments and charity lotteries will also be organized during which any products / gadgets that will be offered by the sponsors will be raffled off and the proceeds of which will be entirely donated to a local non-profit organization for the packaging of hot meals in favor of the homeless.

The occasion represents an excellent opportunity to promote Italian products in a high-profile multinational context.

The companies that will propose themselves as sponsors for the event will be given the availability of an exhibition space where their representatives will be able to carry out demonstration, propaganda and advertising activities, including the direct free distribution of promotional products/gadgets; alternatively, the products will be exhibited by the event organizing staff, who will provide photographic feedback on the use of the products/gadgets offered by the sponsors.