

Sponsorship Agreement

7 October 2017

World Zombie Day: London

<http://www.worldzombieday.co.uk>



Be a part of World Zombie Day: London by being a sponsor. Upon approval of this sponsorship agreement, we can offer blog and social media posts about your organisation, as well as including your information in our email blasts and press release. Your logo will be included in print and online – in particular digital flyers and printed posters. We will agree with you the number of posts/content, which should be sent as a clear package (image/video and copy ready to post).

No Flyering: It is important to us that no one hands out flyers or anything that could likely become litter. Stickers or stamps are good alternatives.

Sponsorship options

On-site promotion

Suggested minimum: £300

As we will be moving from location to location throughout the day, on-site promotion should either be mobile or limited to one stop.

Be creative! We ask that you run any concepts by us so that we can make sure it is aligned with the event and with the charity, but beyond that you have free rein.

Online prize giveaway

Suggested minimum value: £75+

We typically get 1500 people registering for World Zombie Day: London. A description of the prize and info about your organization will be shown to everyone who registers.

- Please provide a summary of the prize, value, and image or video to help advertise for it.
- Please provide a redemption/promo code, or give details as to how the winner will be provided the prize. If you have specific T&Cs you use for raffles please let us know, otherwise we will use a generic set.

Team donations

A team page allows your organisation to join World Zombie Day's [Just Giving](#) fundraising page. They're great if you want to raise money separately whilst still contributing to a larger goal.

You will need to have (or create a new) Just Giving profile and fundraising page for your organisation or representative. For full details on how to set up your page visit: worldzombieday.co.uk/donate/

Press

We will need to approve any pre-event press announcements before being released.

For any post-event press, we kindly request that it includes the following text (either the long or short version) and that you include the text code in social media posts. The long version should be used in at least one of your posts.

Long version: "One of the purposes of World Zombie Day: London is to raise money for the charity St. Mungo's Broadway. To donate text BRNZ66 £3 to 70070 or go to the donation page: www.justgiving.com/WZD2017. All the money raised will help improve the lives of homeless people."

Short version: "Text BRNZ66 £3 to 70070 to donate to St. Mungo's Broadway"

If you would like to use our logos please find them here:

https://www.dropbox.com/sh/qasds9ut1qb0tmg/AABaHSBL6n5PLbaDiPmPB_Dwoa?dl=0

Please do mention us whenever possible and use the tag #WZD2017!

Twitter: @wzdlondon

Facebook: worldzombiedaylondon

What we need from you

Please provide one to two images to share on Facebook and on our blog along with the information you would like us to share, including details about the prize or how you will be involved on the day.

- Facebook post word count approximately 30 to 75 words

Questions? Contact Megan Aileen Williams at megan@worldzombieday.co.uk

- Blog post approximately 300 to 500 words
- A high-resolution jpg or png logo (preferably with a transparent background).

NB: Please write in a style that makes sense for World Zombie Day to post opposed to your organisation. Example: "World Zombie Day is proud to offer XXXXX"

Provide your social media details below:

- Twitter handle(s):
- Facebook page:
- Any other relevant social media:

Select your sponsorship level:

Select one or more	Amount/Value/Goal	Description (optional)
On-site presence	£	
Prize donation	£	
Team donations	£	
Other	£	

Payment: Please send payment via PayPal to megan@worldzombieday.co.uk.

By becoming a sponsor (please tick):

I will make payment/secure prize within 10 days of returning this agreement

I have included my logo

I understand that there is no flyering

I agree to encourage donations to St. Mungo's Broadway

Agreement Accepted By:

Name of Sponsor:

Name of Representative:

Date:

Agreement accepted by World Zombie Day: London

Megan Aileen Williams:

Date: