



LOVE YOUR TENT

International Initiative

LOVE YOUR TENT – international initiative



Love Your Tent is a **waste campaign** dealing with the fact that festival visitors leave behind thousands of tents and tons of camping equipment on festival's camp sites after the event

It was invented and run by **Eco Action Partnership** (UK) and operated successfully in its first year in UK and Germany supported by **A Greener Festival** and **Sounds For Nature Foundation**, media and a couple of festivals.

2013 Love Your Tent aims to grow into a **huge international initiative** with the additional support of **GO Group** (Green Operations Europe) and **Yourope** (the European Festival Association)

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We would like you to join us building...

...a **huge international initiative**

...a **strong group** of international **festivals**

...a **solid base to approach** outdoor related **associations** and organisations or single outdoor equipment **retailers and producers** as they have to join in to solve the problem because they are part of the problem.

...a **consistent way to communicate** the problem to the festival audience and media.

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We would like you to join us and help show people

- how much **waste** there is
- how much it **costs** them each year
- **what happens** to this waste.
- how much energy and resources it takes to produce it

Let's show them **an alternative** to this situation and maybe make them think... and even change their behaviour. Every tent less is a success!

We offer you **two packages** to join Love Your Tent:

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Small Package includes:

- Logo (pink & triplet) low-res for online use only
- QR Code
- Press releases
- Festival mentioned as supporting festival on LYT-website
- *Promotional animation clip* for online use only
- *A Greener festival film* for online use only

The small package is for free and requires:

A signed LYT – agreement

Answers to the LYT questionnaire regarding camp site waste related numbers/figures

If you are a UK festival pls contact LYT-founders Eco Action Partnership on iloveit@loveyourtent.com for a more bespoke service including an onsite team

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Full Package includes:

- Logos (pink & triplet) hi-res for online use and own artwork (to be confirmed by LYT)
- Permission to translate LYT claims etc. to other languages
- QR Code
- Press releases
- Festival mentioned as pioneering festival on LYT-website
- *Promotional animation clip* for online and onsite use
- *A Greener festival film* for online and onsite use
- *100.000 tents clip* (incl festival logo) for online and onsite use
- *Richer clip* (incl festival logo) for online and onsite use
- *Tent is an album clip* (incl festival logo) for online and onsite use
- *Better Lovers* (incl festival logo) for online and onsite use

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Full Package includes (continue)

- 5 fence banners layouts in different colour versions (festival logo integration)
- Ad layouts for print in different colour versions (festival logo integration)
- Various online banner formats
- LYT stencil layout for „tent is an album action“

The full package requires:

A handling fee of 200,- Euro

A signed LYT – agreement

Answers to the LYT questionnaire regarding camp site waste related numbers/figures

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Full Package details – sign up

a) You will receive the LYT-agreement that has to be returned by signed e-mail or fax to us.

b) A personal user name and password will be created for you to access the download area with all materials on www.loveyourtent.com

c) You will receive an invoice for the handling fee that is to be payed promptly

c) You can download all necessary files there. Festival logo integration to the clips will be done by us after receiving the hi-res logo from your end.

Integration on banners and ads has to be done by your own designers, (that could be done by us, too, but we would need to charge for that service).

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Full Package details – Logos & Claims

- Love Your Tent - Logos hi-res for online use and own artwork
- Permission to translate LYT claims etc. to other languages

Though we recommend using the materials offered by LYT to keep the consistent design and recognizable look of the campaign we understand that some festivals may have a policy of exclusive use of own CD. Those will be allowed to use our logos and claims in own artwork.

Pls notice that in this case all designs have to be approved by LYT.

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Full Package details – Press Releases

- QR Code
- Press releases

Love Your Tent will provide press releases in English (for UK and international) as well as a German version. Of course we will be available for interviews and media support by request.

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Full Package details – Clips

LYT Promotional animation clip (2:12min)

for online and onsite use
downloadable from LYT-site or
embeddable from vimeo

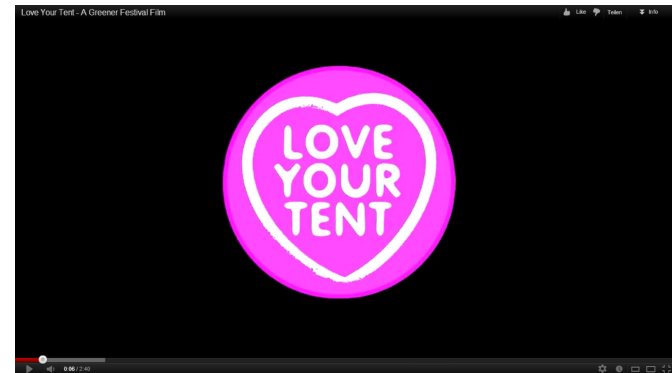
(click on pic to see it)



A Greener festival film (2:40 min)

for online and onsite use
downloadable from LYT-site or
embeddable from youtube

(click on pic to see it)



We recommend online use of these clips as they may be a little long for festival screens

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Full Package details – Clips

100.000 tents (1:04min)

for online and onsite use

with festival logo integration provided by us
EU and UK versions available

embeddable from youtube (without logo)

(click on pic to see it)

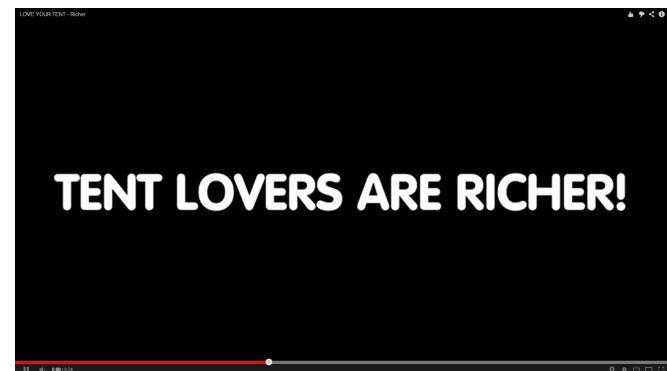


Richer (0:23 min)

for online and onsite use

with festival logo integration provided by us
embeddable from youtube (without logo)

(click on pic to see it)



Perfect for use on screens as they are 1 min or shorter

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Full Package details – Clips

Better Lovers (0:23min)

for online and onsite use

with festival logo integration provided by us
embeddable from youtube (without logo)

(click on pic to see it)



Tent is an album (0:26 min)

Supporting the LYT tent spray-action
for online and onsite use

with festival logo integration provided by us
embeddable from youtube (without logo)

(click on pic to see it)



Perfect for use on screens as they are 1 min or shorter

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Full Package details – Clips

Logo integration

We will provide a 3 sec pre-roll showing
Your festival logo plus „supports“
See examples on Youtube just click links:

100.000 tents EU

Richer

Better Lovers

Tent is an album (also logo integration
in the clip's spray scene)

We require hi res vector files of your logo for
white and black background to holger@bnpd.de



Please donot share these links online they are not listed on Youtube on purpose

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Full Package details – fence banner layouts

We provide fence banner layouts to **accompany the clips**, infos and messages mentioned before.

We provide **all motives in white on black and black on white** versions with **different highlight colours** according to the LYT logo (pink/blue/green/none) – so at least 8 versions for every motive.

The layouts are provided in **standard HERAS-Format** (3,41m * 1,76m) and in an **oversize format** of +0,20m on each side.

There's a defined place where the festivals Logo is to be integrated by your designers.

If you want to adapt the banners claims and messages for own artwork pls contact us.
LYT Logo has to be integrated and design has to be confirmed by LYT!

Love Your Tent Take It Home



Thanks!



www.loveyourtent.com



Example:

Motive: Take It Home (white on black version, highlight colour blue, square marks place of festival logo)



Love Your Tent Take It Home

Thanks!



www.loveyourtent.com

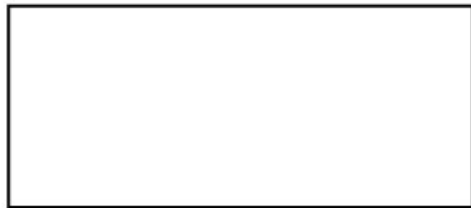


Example:

Motive: Take It Home (white on black version, highlight colour pink)



1 in 5 tents are abandoned at festivals and they can't be recycled
The **10 biggest European Festivals** are attended by **1.000.000** people
That's **100.000** abandoned tents
The average cost of a festival tent is **30 Euro**
That's **3.000.000 €** going to landfill or getting burnt



**Love Your Tent
Take It Home**



PS: There are more than 10 festivals with camping in Europe ... about 1000

www.loveyourtent.com



Example:

Motive: 100.000 tents (black on white version , highlight colour green, square marks place of festival logo)



Tent Lovers Are Better Lovers

Love Your Tent
Take It Home



www.loveyourtent.com



Example:

Motive: Better Lovers (white on black version, highlight colour none)



Got too much money? **No?** Tent lovers are richer!

Love Your Tent Take It Home



www.loveyourtent.com



Example:

Motive: Richer (white on black version, highlight colour blue)





= 29,90 €

= 2 CDs

= 10 Beer

= Favourite shirt

**Love Your Tent
Take It Home**



www.loveyourtent.com



Example:

Motive: favourite shirt (black on white version, highlight colour green)



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Full Package details – ad layouts

We provide ad layouts with the main LYT claim “Take It Home – Thanks!” in **vertical** and **horizontal** formats.

We provide it in **white on black** and **black on white** versions with **different highlight colours** according to the LYT logo (pink/blue/green/none).

The layout is provided in **DIN A5** and **DIN A6** format with a bleed of 2cm for other formats.

There's a defined place where the festivals Logo is to be integrated by your designers.

If you want to adapt the banners claims and messages for own artwork pls contact us.
LYT Logo has to be integrated and design has to be confirmed by LYT!

Love Your Tent Take It Home

Thanks!

WWW.LOVEYOURTENT.COM



ECOACTION
PARTNERSHIP

SOUNDS
FOR NATURE

A GREENER FESTIVAL

YOUROPE
THE COMPLETE FESTIVAL EXPERIENCE

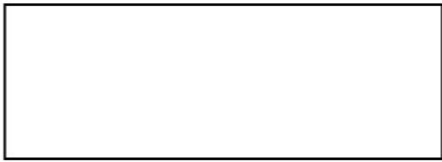
GO GROUP
GREEN OPERATIONS EUROPE

Love Your Tent Take It Home

Thanks!

WWW.LOVEYOURTENT.COM





Love Your Tent Take It Home

Thanks!

www.loveyourtent.com



Love Your Tent Take It Home

Thanks!

www.loveyourtent.com



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Full Package details – ad layouts

We provide a couple of online banners in **white on black** and **black on white** versions with the claim “Take It Home – Thanks!” in the following formats:

Rectangle (300*250)

Medium Rectangle (180*150)

Leaderboard (728*90)

They have to be linked to the LYT Facebook

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Your Tent Is An Album

The idea is that festivals approach their campers and ask whether they would like to have the LYT/Festival Logo Spray on their tents.

Those guests can start collecting the several sprays at different festivals and start collecting them on their tents. It starts becoming an album and there is a good chance that the campers love their tents even more if they start like that.

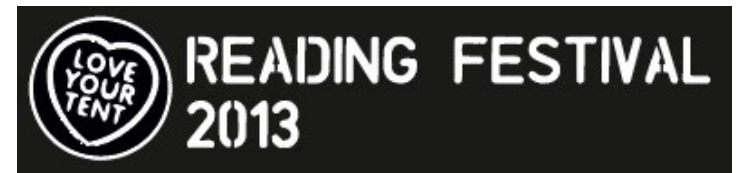
Festivals need to design their stencils on their own as they need to adapt their own logo for the stencil. We will provide info on what spray to use best on tents, the LYT-logo in stencil version (please use it with yours!)

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Your Tent Is An Album

These are just examples with random festival names to make the idea visible. (It doesn't mean that these festivals have the spray action on their campsites.)



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LYT requires in return:

- Festival media support
- Numbers and figures regarding the issue (no unauth. release) to/for
 - Gain valid figures
 - international comparison throughout the years
 - international communication – average figures
 - find out whether people behave better in a clean environment?
(we will provide a questionnaire)
- a small handling fee (200 Euro) for media production and personalisation etc.

Please be aware that this initiative is based on the voluntary and idealistic work of its initiators!

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It's one simple message to every festival and to everyone

Love Your Tent - take it home

**Let's raise one international voice and give it
the power of the whole European festival scene.**

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Join us now!

www.facebook.com/LoveYourTent

www.loveyourtent.com

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Thanks!