



LOVE YOUR TENT FULL PACKAGE - PIONEERING FESTIVAL

Thank you for agreeing to show your support for the 'Love Your Tent' (LYT) campaign at

(the 'Festival', 'you', 'your')

Love Your Tent is a rapidly growing movement spearheaded by *Eco Action Partnership Ltd* ('us', 'we', 'our') of *19 New Road, Brighton, East Sussex, BN1 1UF*, with the cooperation of A Greener Festival (UK), the Association of Independent Festivals (UK) and Sounds for Nature (Germany) and supported by the european institutions GO Group (Green Operation Europe) and Yourope (The European Festival Association), with the aim of reducing camping waste and landfill at festivals around the world through social pressure and consciousness.

Our aim is to change people's behaviour through a carefully planned campaign.

As a 'pioneering' festival we have agreed to provide you with a service where, in addition to the logos and [animation film](#) to promote Love Your Tent at your event, we offer the use of ads and banners and small films with your logos attached to promote the simple *Love Your Tent* message to your audience. This has the agreed fee attached to it of EU200 and is valid for the festival season 2013.

To use the name 'Love Your Tent', our logo and other materials which we can provide to your Festival, we do need to enter into an agreement with you and you must agree to the Standard Terms and Conditions of Use attached hereto and by reference incorporated herein. We do need to protect our name, brand and intellectual property to ensure that the message is not hijacked, distorted or used for personal or corporate gain or is used for unwarranted endorsement.

Please show your acceptance of the above and the attached Standard Terms and Conditions of Use by replying with electronically signed email and dating it and please signify the entity (or entities if we have agreed to more than one user) which this is signed on behalf of. (Or fill in and fax or send pdf by mail.)

Please note that the licence to use our copyrights, marks and other intellectual property is personal to you and if you want to use the materials in any other way or with another entity or client you will need further approval and agreement.

Thanks and welcome to a positive movement for a better planet!

Yours sincerely

The **Love Your Tent**-Team
@ Eco Action Partnership & Sounds For Nature

(please fill in contact person & adress,
sign and stamp and return by mail/fax)

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Love Your Tent Standard Terms and Conditions of Use

1. You acknowledge that all copyright in the LYT concept, logos, The Love Your Tent Film (or versions thereof) and any other intellectual property including but not limited to materials featured and hosted on the LYT website, Facebook pages and any information therein and including the logo and word mark set out in Schedule 1 attached hereto and by reference incorporated herein are the property of Eco Action Partnership Ltd and/or its cooperation partners. You, your employers and any affiliated companies including but not limited to your clients will only use that intellectual property in the manner provided for herein.
2. This non-exclusive licence is personal and may not be assigned, transferred or the benefits sub-licensed without the further written approval of Eco-Action Partnership Limited.
3. You may use the name mark, logo and Film on your website to support the Love Your Tent campaign and to illustrate any actions you may be taking to reduce campsite waste. You may use the Film at your Festival by way of exhibition on screens and/or monitors or otherwise in connection with the Love Your Tent campaign.
4. We grant to you a non-exclusive, non-transferable licence to use the Love Your Tent name, logo and branding for the purpose of promoting Love Your Tent and as a 'Pioneering Festival' in accordance with the terms of this Agreement, subject always to our right to expressly approve each use of the LYT name, logo and branding prior to its display, publication, distribution or broadcast to the public (and always in connection with the Festival) and provided that such logo or name are used in a reasonable manner, do not suggest any endorsement by LYT of any other party's products or services and that the appearance of such name or logo is in no way altered or changed. Approval is usually given by you submitting one outline schedule with a list of all of the uses you wish to secure (as images where appropriate), and our agreement to this.
5. You agree to make all reasonable efforts to drive people towards the LYT website and Facebook pages in order to create greater awareness and social pressure on festival goers and campers alike to be responsible in their activities and to encourage others to do the same. You agree to show the Film plus the campaign logo on your website with a direct link to the LYT Facebook page from both.
6. You further agree to answer the LYT-questionnaire (fe. camping waste figures for each year of the festival when you participate in the Love Your Tent campaign including data such as amount of tents left behind, tonnage weight from campsites diverted to landfill, man hours needed to clear campsites etc.) and allow us at our discretion to include these figures in an adaptation of this or future LYT or EAP Film(s), campaign document(s) and public relation announcement(s), your festival will not be named specifically in these but will form a bigger picture overview combining figures from many festivals.
7. You hereby agree to hold LYT, Eco Action Partnership and our affiliates safe from harm or any legal action whatsoever that may directly result from your use of the film(s) and use of the Love Your Tent logos and other supporting material.
8. This agreement is limited for the festival season 2013 and ends at april 1st 2014.

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SCHEDULE 1 – Materials included in full package

Word mark: LOVE YOUR TENT

Claim: LOVE YOUR TENT – TAKE IT HOME

Logo:



Logos & claims

- for online use (low res file) - has to be linked to LYT Facebook
- for own artwork (vector file, all colours) – to be approved by LYT
- QR Code
- Tent Commandments
- UK press release
- German press release
- Euro press release

Clips:

Love Your Tent-Short clips with festival logo integration:

- [100.000 tents](#) UK (low-res example)
- [100.000 tents](#) EU (dto)
- [Richer](#) (dto)
- [Tent is an album](#) (dto)
- [Better Lovers](#) (dto)

Festivals need to contact: holger@bnpd.de and send eps-files of logos for use on white and on black for preroll integration.

(example pic for where the logo will to be inserted)



Plus unpersonalized versions of

Love Your Tent – [EAP promotional animation](#) (long version)

Love Your Tent - [A Greener Festival film](#) (long version)

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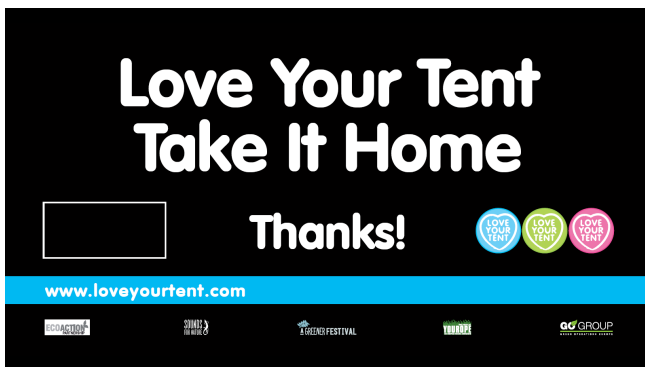


Fence banner layouts for own festival logo integration:

HERAS-standard format and oversized format (PDF) in various colour combinations and motives:

- „Take It Home - Please!“ in zip file
- „100.000 tents“ (incl EU/UK) in HERAS-standard format (PDF) in zip file
- „Richer“ in HERAS-standard format (PDF) in zip file
- „Better Lovers“ in HERAS-standard format (PDF) in zip file
- „Favourite Shirt“ (incl EU/UK) in HERAS-standard format (PDF) in zip file

(example pic for where the logo has to be inserted)



Ads layouts layouts for own festival logo integration:

with different highlight colour for personalization
horizontal and vertical versions

Layouts in DIN format and oversize (PDF)

(example pic for where the logo has to be inserted)



Online banners (Just claim and Logo on black or white)

- Rectangle
- Medium Rectangle
- Leaderboard
- have to be linked to LYT Facebook

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