



CHINA NOW PROGRAMME PARTNER AGREEMENT

(Please see final page for Terms and Conditions)

I confirm that I accept the **Programme Partner Agreement** terms as outlined in the PDF provided.

Signature _____

On behalf of Partner Organisation _____

Please Print Name of Signatory _____

Date _____

Please print, sign and return this page to

Selina Kwok
CHINA NOW
16 Lincoln's Inn Fields
Holborn
London WC2A 3ED

Tel : 020 7396 5340
Fax: 020 7936 7640

Email: selinakwok@chinanow.org.uk
www.chinanow.org.uk

On receipt and acceptance branding guidelines and logos will be sent electronically

Thank you!

Simon Heale

On behalf of CHINA NOW

CHINA NOW PROGRAMME PARTNER AGREEMENT

Terms and Conditions

Responsibilities of CHINA NOW:

CHINA NOW will endeavour to deliver the following marketing and PR benefits:

CHINA NOW will execute a national PR campaign to raise the profile of events being undertaken by partners of CHINA NOW. This will include;

- Development of a CHINA NOW website that will PR all CHINA NOW events. We will provide space for your logo and a short overview of your organisation and event. In addition reciprocal links between www.chinanow.org.uk and your organisation's url will appear in order that visitors can click to find out more about your organisation and vice versa about how you feature within the festival.
- CHINA NOW will look at ways of promoting the CHINA NOW brand as well as the diary of component events via a variety of media channels and formats. This could take the form of guides to the festival, reader offers, editorial coverage, interviews etc. as appropriate. Full details are being mapped out with various media titles in order that all editorial, promotional offer angles are exploited to maximum effect.
- Network and advice: CHINA NOW and its staff are available to help you network with possible partners, or offer programme advice if required and as appropriate.



16 Lincoln's Inn Fields
London WC2A 3ED
Phone +44 207 396 5340
Fax +44 207 936 7640

Responsibilities of Partner Organisation:

The Partner organisation will provide CHINA NOW with the following benefits (where the following items are produced by the partner as part of the CHINA NOW partner programme):

Provide CHINA NOW with requested details to enable appropriate profile raising of your event to occur.

- Acknowledge the event as 'part of CHINA NOW'
- Ensure logo accreditation appears on appropriate PR and marketing materials, signage and banners, exhibition collateral including brochures, catalogues (where appropriate), invitation cards/event tickets
- Website: logo accreditation on your web site for the event with a link to CHINA NOW's website
- Press releases: CHINA NOW logo accreditation on all event press releases and a short 'note to editors' about CHINA NOW provided by CHINA NOW
- Media packs: opportunity to include CHINA NOW collateral in event media packs
- Media communications: where possible, acknowledgement of CHINA NOW in all media communications (broadcast, radio, print etc) associated with the event
- Complimentary or discounted tickets: an agreed number of tickets provided for the event itself, as well as to previews and VIP events where appropriate

