



26th April – 2nd May 2010

Go Real Together!

Real nappies save parents money, benefit the environment, look good, and provide families with a choice...

About Real Nappy Week

Real Nappy Week provides the focus for UK and International real nappy promotions. The combined media push at both local, national and International level ensures excellent marketing opportunities. Past Real Nappy Weeks have:

- ✦ Attracted the support of up to **90% of UK Local Authorities**.
- ✦ Achieved annual **Opportunities To See or Hear** figures in the region of **60,000,000**.
- ✦ Attracted **33,000 website hits** during the two main months of RNW activity.
- ✦ Instigated up to **500 individual events** taking place across the UK.
- ✦ Been **covered by all mainstream and regionalised parenting magazines**, Real Nappy Week is a standard feature in their relevant editions.
- ✦ Gained support from **155 elected representatives**.
- ✦ Attracted an **International audience** from New Zealand to South Africa.

Real Nappy Week 2010

A global gathering of parents united in one cause, to provide a better future for their children...

By connecting communities around the UK and the globe we will break down social barriers, share culture, unite people and promote the environment through the benefits of real nappies.

Using Social and Digital media we will bring together existing Real Nappy users and support potential users in the launch of a Go Real community. The main activities of the week will be threefold:



Go Real TV

Live streamed nappy events taking place across the UK and the world.

Interactive events accessible through preferred social media sites, attracting large numbers of users who can take part in each event from the comfort of their own homes.

Pre-recorded items and recorded versions of the live events will also be available for people to watch at any time.



Interactive Map

Online map to track events, featuring: event details, blogs, photos and videos posted by the organisers, encouraging people from all over the UK and the world to link up with groups or activities via email and online chat facilities.

The World's Largest Nappuccino

Kicking off the week with a Go Real Nappuccino, held at the Internationally recognised Eden Project. The largest event of its kind to ever to take place will be the first live streamed event on Go Real TV and will include demonstrations, interviews and discussion as well as lots of babies in bright, colourful, real nappies.

Benefits to You

We are looking for a major sponsor to help support this fantastic event. You benefit from:

- ✦ Extensive brand exposure direct to a number of markets including:
 - Baby and family
 - 18 – 35 year old women
 - New Dads
 - Over 400 Local Authorities
 - Health and childcare professionals
- ✦ National, regional and international press coverage: mainstream, lifestyle and specialist press; TV and radio.
- ✦ Improving Corporate Social Responsibility by supporting a social enterprise with both environmental and social outputs
- ✦ Demonstrating your company's concern for the environment by backing a project which has real environmental results.
- ✦ Involvement in a "first of its kind" event.
- ✦ A range of mediums including online TV, social media, website pages and interactive functionality, printed materials used regionally and nationally plus regional and national events.

For more information on Real Nappy Week or Go Real sponsorship contact either:

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