



Real Nappies... Share the Secret!

Opportunities for Sponsors and Advertisers

Advertising

Receive a 15% discount on all advertising booked to run during Real Nappy Week, for a media pack and price list contact Tara on 01208 265941 or email tara.jones@goreal.org.uk.

Rewards and Competition prizes

This year Real Nappy Week will encourage parents to get involved and to thank them for their efforts we want to reward them by offering a gift pack¹ and the opportunity to win prizes. Include a sample of your product in our gift packs or donate a competition prize and benefit from additional exposure on the Go Real website.

E-Cards


Sponsor our brand new E-card system which will be launched in time for Real Nappy Week. Your brand will be built into the design of the system and will appear along with a company message and link on all E-card designs. Additionally you will have access to the contact details of all E-card "senders" and recipients who register for further information. This is a fantastic opportunity to secure a year's worth of coverage on an exciting and innovative addition to the popular Go Real website.

Real Nappy Week sponsorship

Be the principal sponsor of Real Nappy Week and benefit from unrivalled brand exposure. Opportunities could include:

- ✦ Statement from sponsor and logo included in all relevant literature including:
 - Local press release templates – distributed to all Local Authorities, volunteer networks and Real Nappy retailers for local release.
 - National and regional press releases issued by Go Real.
 - Real Nappy Week Promotional materials such as poster and advert templates – distributed to all Local Authorities, volunteer networks and Real Nappy retailers; used nationally and regionally.
 - Each Page of Real Nappy Week website with a link through to sponsor website.
- ✦ Sponsors message broadcast before live streamed events and pre - recorded videos
- ✦ Sponsor's brand featured as part of PR launch, with opportunity for sponsor to attend and speak directly to media.
- ✦ Sponsor to be able to submit pre-recorded features for Go Real TV.
- ✦ Designated web page on RNW website with link.
- ✦ Press opportunities co-ordinated in partnership.

¹ Where stocks allow

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- ✦ Regional events encouraged to involve or work in partnership with sponsor where applicable either in a physical sense or through competitions, discounts or offers.
 - ✦ Use of Go Real logo and endorsement in sponsor's own materials, press, website.
 - ✦ Regional events encouraged to make use of sponsor's logo on all event materials.
 - ✦ Opportunity for UK above the line media coverage including Local Authority vehicle livery, shopping centre and service station baby change advertising and promotional giveaways.
 - ✦ Outline report of activity and exposure achieved during RNW.

Level of Investment

We are looking for sponsorship contributions from £1,000 up to £40,000 with levels of brand exposure reflecting the contribution made. This is a unique opportunity to gain, not only national exposure but also grass roots, regional promotions; the effects of which are prominent in the months surrounding Real Nappy Week and sustained throughout the year. We are also happy to discuss in-kind contributions alongside or in place of financial contributions.

Want Something More?

Why not use Real Nappy Week to launch a longer and more fruitful relationship with Go Real, where your Corporate Social Responsibility is demonstrated throughout the year? We have sponsorship packages available which allow you to benefit from ongoing exposure through Go Real. Benefits include prominent brand exposure through:

- National events including the Baby Shows
- Go Real promotional materials and resources including The Real Nappy Guide and DVD, distributed by Local Authorities across the UK
- The popular Go Real website
- National press coverage
- Innovative social schemes such as our Nappies for All loan scheme.

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

Rebecca Rapson, Marketing Manager, on 01208 265935, rebecca@goreal.org.uk

