



DON'T BE A TOSSER CAMPAIGN ORDER FORM

October 2018



Keep Britain Tidy is an independent environmental charity with three goals – to eliminate litter, improve local places and prevent waste.

We understand that we cannot reach our goals by working alone, so we work with businesses, schools, communities, individuals, government - local and national – and other charities and voluntary organisations.

We know that if people care for the environment on their own doorstep – the local park, the street in which they live, the river that runs through their area – then the environment, the community and the individual will all benefit.

How can we expect people to understand and care about global environmental issues if they don't understand the importance of, or care about, their own local environment?

Keep Britain Tidy is a charity with a wealth of experience and expertise. We have been working and campaigning to eliminate litter, improve local places and prevent waste for many years. We want to share that experience and expertise with others, supporting businesses, communities, schools and government.

We fund our work by offering services and expertise to those who can benefit from them, by delivering accreditation schemes for parks, beaches, schools and public spaces and by developing relationships with partners in the corporate sector to support our research and campaign activities.

ABOUT KEEP BRITAIN TIDY.

Printed on 100% recycled material.

This document was first published in 2017 by Keep Britain Tidy

Copyright © 2017 Keep Britain Tidy

No part of this report may be reproduced in any form whatsoever without prior permission in writing from the publisher. Permission will normally be given free of charge to charitable and other non-profit making organisations.

Keep Britain Tidy is a registered charity. No. 1071737.

INTRODUCTION

DON'T BE A TOSSER

Thank you for choosing to partner with us on the Don't be a tosser campaign. This awareness raising campaign is to help local authorities tackle the issue of vehicle related litter.

It has been designed to send a hard-hitting message to drivers and their passengers that our roads are not one giant litter bin and that the owner of a vehicle can be fined up to £150 if rubbish is seen being thrown out of a car window.

DESIGNS

The campaign is available in three designs, choose one design for your package.

- Coffee cup (portrait in orientation)



- Fast food (landscape in orientation)



- Drinks can (landscape in orientation)



Please note there may be some restrictions on the choice of artwork, depending on the assets. For example if you ordered pull up banners these must be ordered with the coffee cup design due to the portrait artwork requirement.

CAMPAIGN PACKAGES

To ensure the campaign is cost effective and works for you, we have created two campaign packages to suit your

requirements:

Package one

Standard package £1,200 + VAT (includes 12 months Essential level membership)

*Essential level network membership is included in this package, however if you want even more benefits you can upgrade your membership – see below:

£2,200 +VAT includes Expert membership

£4,945 + VAT includes Exemplar membership

This pack includes all the assets (digital and hard copy collateral) you will need to run the campaign in your chosen area.

- Digital web banner for social media **Choose from fast food or drinks can artwork**
- Digital email banner/footer **Choose from fast food or drinks can artwork**
- Digital vehicle livery specs to be supplied **Choose from fast food or drinks can artwork**
- Choose **two** of the following. The artwork will be provided in a digital file.
 - 6 sheet artwork for bus shelters **Choose from coffee cup, fast food or drinks can artwork**
 - 48 sheet artwork for bill boards **Choose from fast food or drinks can artwork**
 - 96 sheet artwork for wider bill boards **Choose from fast food or drinks can artwork**
- 20 x A2 or A3 correx signs **Choose from coffee cup, fast food or drinks can artwork**

You will also have the option to add your local authority logo to some of the collateral. If you would like to utilise this option please send a copy of your white logo in eps format with your order form.

Package two

Campaign and roadshow bundle

£2,445 + VAT

(includes 12 months Essential level membership)

*Essential level network membership is included in this package, however if you want even more benefits you can upgrade your membership – see below:

£3,445 +VAT includes Expert membership

£5,420 + VAT includes Exemplar membership

This pack includes all the assets included in the standard package (digital and hard copy collateral) plus a range of materials to use at events and roadshows such as pop-up banners and campaign merchandise.

- Digital web banner for social media **Choose from fast food or drinks can artwork**
- Digital email banner/footer **Choose from fast food or drinks can artwork**
- Digital vehicle livery specs to be supplied **Choose from fast food or drinks can artwork**
- Choose **two** of the following. The artwork will be provided in a digital file.
 - 6 sheet artwork for bus shelters **Choose from coffee cup, fast food or drinks can artwork**
 - 48 sheet for bill boards **Choose from fast food or drinks can artwork**
 - 96 sheet artwork for wider bill boards **Choose from fast food or drinks can artwork**
- 20 x A2 or A3 correx signs **Choose from coffee cup, fast food or drinks can artwork**
- 4 x vinyl banners with eyelets (for railings) 3m wide x 1.5m deep **Choose from fast food or drinks can artwork**
- 100 x car air fresheners (generic) **Only available in the drinks can artwork**
- 2 x pull up banners **Only available in the coffee cup artwork**
- 100 x foldable car bins **Plain black, no artwork** (can be swapped for an additional 100 car window stickers if you prefer)
- 100 x car window stickers **Only available in the drinks can artwork**

PACKAGE




Please indicate which package you want to order:

	Please tick
Package one - Standard package	
Package two - Campaign and roadshow bundle	

<p>Would you like your Authority's branding adding to the items? (Please type Y or N in the box to the right?) If Yes, please attach a white eps logo of your application when emailing, no other logo formats will be suitable.</p>	
---	--

Now its time to choose your artwork for each of the assets, please use the order form on the next page.

Please note there are some restrctions on the design you can choose for certain assets, due to the design orientation.

ITEM	PACKAGE ONE STANDARD PACKAGE	Please confirm dimensions required				
	1 x Digital web banner One design only	Standard size	Artwork not available for this asset			
	1 x Digital email banner/footer One design only	Standard size	Artwork not available for this asset			
	1 x Digital vehicle livery One design only	Please provide specs	Artwork not available for this asset			
	2 x Digital artwork for outdoor advertising space One design only PLEASE CHOOSE TWO OPTIONS FROM: - 6 SHEET - 48 SHEET - 96 SHEET	6 sheet (bus shelters) Please provide specs				
		48 sheet (bill boards) Please provide specs	Artwork not available for this asset			
		96 sheet (wide bill boards) Please provide specs	Artwork not available for this asset			
	20 x A2 or A3 correx signs One design only	Please tick A2 <input type="radio"/> A3 <input type="radio"/>				
	PACKAGE TWO CAMPAIGN & ROADSHOW BUNDLE	Package two includes all of the items included in package one, plus the items below to run a roadshow with merchandise to raise awareness.				
	4 x vinyl banners with eyelets One design only	Standard size 3m wide x 1.5m deep	Artwork not available for this asset			
	100 x car air fresheners One design only	Generic – not customised	Artwork not available for this asset		Artwork not available for this asset	
100 x car window stickers One design only	Generic – not customised	Artwork not available for this asset		Artwork not available for this asset		
100 x foldable car bins Plain black	Standard black, no artwork or customisation	Artwork not available for this asset	Artwork not available for this asset	Artwork not available for this asset		
2 x pull up banners One design only			Artwork not available	Artwork not available		

ADDITIONAL OPTIONS

If you would like to purchase alternative items not already listed, please get in contact on 01942 612655 or 612606 or email network.enquiries@keepbritaintidy.org and one of the team will be happy to assist and provide a quote.

--

INVOICE & DELIVERY DETAILS

Organisation/ Local Authority name	
Contact name	
Job title	
Contact telephone number	
Email address	
Invoice address	
Additional items ordered, please provide a quote (Please type Y or N in the box to the right?)	
Delivery address (if different from above)	

PO number	Total cost
Signature	Date

*Please note the items are non returnable/refundable unless there is a fault on the product.

Please include any other notes, queries or additional information here:

THANK YOU FOR YOUR ORDER

Please send your completed order form to:
network.enquiries@keepbritaintidy.org

If you have any questions, please do not hesitate to contact the team on
01942 612655 or 612606

TERMS & CONDITIONS

Policy on web/social media use:

1. the image should not be downloadable
2. the met data should not be stripped
3. the image should be no more than 800pixel along the longest side

We ask that high resolution images are not downloadable from your website to avoid images being downloaded and distributed without permission. For our social media channels, we kindly ask that only low resolution images are used (an effective definition of 'low resolution' is 600x600 pixels).