

## World Book Day®

### Not-for-Profit Partner T&Cs

Welcome, we are delighted that you have chosen to take part in the World Book Day® charitable campaign.

Before getting started, we would be grateful if you could read these terms and conditions (the “**Terms**”) which set out a little bit about the World Book Day® charity, how we can work together, what we will provide to you and how you can use our materials.

These Terms apply to all usage of the World Book Day® materials by charity partners and not-for-profit organisations (“**Partner**”, “**you**”). By receiving and making use of the materials we provide to you, you agree to comply with these Terms.

#### ***About us***

World Book Day (“**WBD**”, “**we**” or “**us**”) aims to change lives through a love of books and reading. Our mission is to promote reading for pleasure, offering every child and young person the opportunity to have a book of their own. We want to see more children, particularly those from disadvantaged backgrounds, reading for pleasure and benefitting from the improved life chances this brings.

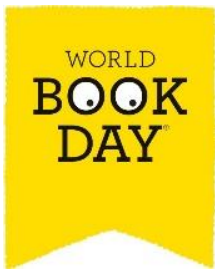
World Book Day promotes and encourages reading for pleasure through its annual event, World Book Day. World Book Day gives every child and young person the opportunity to have a book of their own and provides resources to support reading for pleasure.

#### ***Our relationship***

We are looking forward to working together with you to ensure the World Book Day event and wider campaign is used to further a shared aim; to increase the number and range of children and young people reading for pleasure (the “**Shared Aim**”).

To further this objective and ensure we can work together in a responsive and collaborative way, you and WBD will each nominate a designated “key contact” representative, at the outset of our relationship, who will be the first point of contact for all relations between us (the “**Key Contact**”). The respective Key Contacts will be the first port of call for all collaboration opportunities, resource development and any and all queries in relation to the World Book Day event and wider campaign.

Please contact Cassie Chadderton [cchadderton@worldbookday.com](mailto:cchadderton@worldbookday.com) or Emma Pritchard [epritchard@worldbookday.com](mailto:epritchard@worldbookday.com) to confirm your Key Contact and to discuss any other aspect of our partnership.



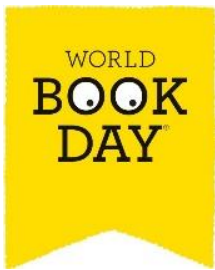
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#### *Your use of our registered trademarks*

As you will understand and appreciate, our brand is incredibly important to us, and protecting it and its reputation is crucial to upholding our charitable objectives. With that in mind, we require Partners to comply with the **World Book Day® Brand Guidelines** and/or **How to use the World Book Day® trademarks** in relation to your usage of the World Book Day registered trademarks, brand, logo, artwork and all other materials we may provide to you in relation to World Book Day (collectively, the “**WBD Materials**”):

- Partner shall ensure that any and all use of the WBD Materials by or on behalf of Partner MUST:
  - refer to the charity World Book Day, our mission and activities. It's important that people understand that it is more than just a cultural or promotional moment.
  - reflect and align with the central message of the relevant World Book Day Campaign, as notified to Partner;
  - be in support of and furtherance of the Shared Aim;
  - wherever possible, refer customers to the World Book Day £1 tokens and £1 Books and how they can be obtained;
- 1.1 wherever possible, refer to the [6 elements of promoting reading for pleasure](#) (e.g. where used by Partner in the production of any World Book Day related resources, materials and activities you may create (collectively “**Partner Created Materials**”)); and
- 1.2 use the WBD Materials in the format, colourways and dimensions provided. The WBD Materials should not be altered or amended in any way without WBD’s prior written consent.
- 2. As a partner in World Book Day you are actively encouraged to promote your resources and activities. Please refer to the World Book Day team for approval of press releases and assets regarding your involvement in World Book Day.
- 3. Partner shall ensure that any and all use of the WBD Materials by or on behalf of the Partner MUST NOT:
- 4. be used for fundraising, commercial gain, exploitation or financial advantage of Partner; or
- 5. be used in such a way as to be perceived as promoting unrelated activities and/or events of Partner.



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6. In the event that you want to make use of the WBD Materials in a way that conflicts with the use allowed under these Terms, do get in touch with us to discuss options to license the WBD Materials for other specific uses.

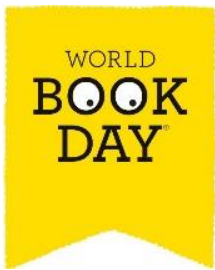
#### ***Fundraising***

Partners are not permitted to use the World Book Day assets for the purpose of fundraising. World Book Day retains sole rights to fundraise using its assets (our logo, trademarks and other materials).

If you would like to discuss collaborative fundraising ideas, please get in touch.

#### ***What we will do***

- We will provide you with approved World Book Day assets and messaging (including our logo, trade marks and other materials) for your use in the promotion of World Book Day.
- We grant you the right to use the WBD Materials in the UK solely in connection with the promotion of World Book Day and in support of the Shared Aim. We reserve the right to revoke this licence to use at any time where any usage of the WBD Materials may in our opinion damage the reputation of WBD or otherwise not align with our charitable objectives.
- Where appropriate, we will include Partner Created Materials as part of our programme of World Book Day activity (e.g. these materials may be included in our calendar of events, on our social media and other PR channels).
- We will include your charity's logo and an organisation description for Partner (if provided) on the World Book Day Partners web page – <https://www.worldbookday.com/about-us/who-we-work-with/Partners>. You grant us a licence to use such materials for this purpose.
- Where appropriate we will also include information regarding the impact of any Partner Created Materials as part of the evaluation of that year's World Book Day campaign (e.g. in our official impact report, on social media and other PR channels etc.).



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If you'd like to talk through any aspect of this agreement or how we might work together to encourage even more children to read for pleasure, get in touch Cassie Chadderton [cchadderton@worldbookday.com](mailto:cchadderton@worldbookday.com) or Emma Pritchard [epritchard@worldbookday.com](mailto:epritchard@worldbookday.com).