

Friends of This is Edinburgh

Friendship Benefits and Opportunities
Summer 2018



THIS IS
EDINBURGH

Become a Friend

Join like-minded businesses who are actively participating in the leisure and tourism sector and let us open the doors to exciting new opportunities. Get involved in city marketing campaigns, promote your business across the city's biggest online channels and join us championing Scotland's capital city.

This is Edinburgh

This is Edinburgh is the authority on all things related to Scotland's capital, with around **130,000 unique users** visiting the Official Guide to Edinburgh every month and over **400,000 people following us** across our social media channels. Locals and visitors alike come to us for inspiration on things to do, places to eat and drink, to get the latest updates on events in the city and how to make the most of their visit to Scotland's capital.

Vital Statistics

184,000+ fans on Facebook	1.5million+ users per year	Website users:	Top user locations:
119,000+ followers on Twitter	2.36 pages per session	66% female 34% male	UK USA Ireland
103,000+ followers on Instagram	50% users aged 25-44	10,000+ Newsletter Subscribers	Edinburgh London Glasgow

Friends of This is Edinburgh will appear on one of the biggest online guides to Edinburgh. Our website edinburgh.org currently ranks **No.1** in Google for 'Edinburgh', and $\frac{3}{4}$ of our website traffic comes from this and other related search terms.

Friendship Benefits and Opportunities

Listing with link to your website on edinburgh.org

Digital display banner advert for one calendar month of choice*

Inclusion on edinburgh.org/offers

Social media promotion from Facebook, Twitter or Instagram

30% off @edinburgh rate card

Priority opportunities to be included in city marketing campaigns and press / blogger trips organised by Marketing Edinburgh

**Only
£595+ VAT
per year**

As a Friend of This is Edinburgh, you will also enjoy a 30% discount on the rate card for any further digital advertising across our channels.

*subject to availability

edinburgh.org

This is Edinburgh Friendship Application and Authorisation

Please complete this form and return to:

Joanna Ablett, Marketing Edinburgh, 26 Frederick Street, Edinburgh EH2 2JR

Business Contact	
Business Telephone	
Business Email	
Purchase Order Number (if applicable)	

Product	Start Date	End Date	Fee
Friendship of This is Edinburgh (1 year)	_____	_____	£595
Total (excluding VAT)			£595

I/We confirm that _____
will enter into a Friendship with This is Edinburgh, a marketing channel of Marketing Edinburgh,
and abide by the Terms and Conditions, and Advertising Guidelines as attached.

Signed:

Print:

Date:

Contact

For more information or to discuss your needs further, please contact:

Joanna Ablett

Business Development Manager

0131 270 3283

joanna.ablett@marketingedinburgh.org

Marketing Edinburgh Ltd: Terms of Friendship

The Terms and Conditions below, together with any specific terms set out on the Application Form, form an agreement between the applicant whose details are shown on the accompanying Application Form ("Friend of This is Edinburgh") and Marketing Edinburgh Ltd a company incorporated under the laws of Scotland and registered under number SC3925580 whose registered office is at 26a Frederick Street, Edinburgh, EH2 2JR. Marketing Edinburgh Ltd will grant to the Friend certain rights in return for payment of a Marketing Fee to Marketing Edinburgh Ltd, all in accordance with this Agreement.

A Friend of This is Edinburgh is a business actively participating in the leisure and tourism sector only and will fulfil one of the following business sectors; retail outlet, tourist attraction, restaurant, bar, tour operator, leisure activity or event. Any participating business or organisation will have operated for a minimum of 2 years.

The terms of agreement are set out below:

1. Term

Unless terminated earlier in accordance with Clause 5 below, this agreement will commence on the date the marketing fee is credited to the bank account of Marketing Edinburgh and continue for a minimum term of 12 months.

2. Fee

- 2.1 In consideration of the rights granted by Marketing Edinburgh to the Friend in terms of this Agreement, the Friend shall pay a fee within fourteen (14) days of the completion date of the application form.
- 2.2 The Friend shall pay the Fee by credit card or direct bank transfer on or before the due date to the bank account to be intimated to the Friend by Marketing Edinburgh Ltd for the purpose. No marketing benefits will be granted until such time as the fee is paid.
- 2.3 Late payment of Fees is charged at 2% per month after the due date.

3. Rights & Benefits

- 3.1 In consideration of payment of the Fee by the Friend, Marketing Edinburgh agrees to provide the following core benefits:
 - 3.1.2 Listing of business on edinburgh.org website with external link
 - 3.1.3 Display advert on edinburgh.org for 1 month during the Term
 - 3.1.4 Inclusion on 'Offers' tab on edinburgh.org, and capacity to change on a monthly basis
 - 3.1.5 1 x Social post (Facebook/Instagram) or 6 x Tweets during the Term
 - 3.1.6 Priority opportunities to be involved in city marketing campaigns
 - 3.1.7 Capacity during the Term to update listing text or image on edinburgh.org
 - 3.1.8 Priority Opportunities to be included in Press / Bloggers/ Vloggers and PR activities of Marketing Edinburgh
 - 3.1.9 Receive 30% discount on supplementary advertising on Edinburgh.org website subject to a minimum spend criterion of £500.

4. Friend's Obligations

The Friend shall:

- 4.1 Not exploit its rights in such a manner which brings Marketing Edinburgh Ltd into ridicule or disrepute;
- 4.2 Not hold itself out as a supplier to or sponsor of Marketing Edinburgh Ltd or otherwise associate itself with Marketing Edinburgh except strictly in accordance with and subject to the terms of this agreement;
- 4.3 Co-operate with and comply with all reasonable requests of Marketing Edinburgh at all times during the Term and promptly notify Marketing Edinburgh of any factor which could or does impact upon the Friend's ability to perform its obligations under this Agreement; and
- 4.4 If the Friend becomes aware of any threatened or actual unauthorised use of Marketing Edinburgh's intellectual property rights, the Friend shall immediately notify the same to Marketing Edinburgh in writing, setting out the facts in reasonable detail.

5. Termination

- 5.1 Without prejudice to any rights that have accrued under this agreement or any of its rights or remedies, Marketing Edinburgh Ltd may terminate this agreement without liability if:
 - 5.1.1 The Friend fails to pay the Fee on the due date for payment and remains in default not less than fourteen (14) days after being notified to make such payment;
 - 5.1.2 If the Friend is in breach of the terms of this Agreement; or
 - 5.1.3 On giving not less than 30 days written notice to the Friend.
- 5.1.5 Should the Friend wish to terminate the agreement a period of 30 days' notice must be given in writing. No refund of Fees will be given.

6. Assignment

- 6.1 The Friend shall not assign or attempt to assign in whole or in part the benefit of this agreement without the prior written consent of Marketing Edinburgh.
- 6.2 Marketing Edinburgh shall be entitled to assign any of its rights and obligations under this Agreement provided the Friend's rights are not adversely affected.

7. Force Majeure

Neither party shall be in breach of this agreement or liable for delay in performing, or failure to perform, any of its obligations under this agreement if such delay or failure result from events, circumstances or causes beyond its reasonable control.

8. General

- 8.1 Neither party shall have any liability whatsoever for any indirect, economic or consequential loss suffered by the other party or any third party in relation to this agreement (and for these purposes consequential loss shall include without limitation all loss or profit and/or opportunity).
- 8.2 This agreement sets out the entire agreement and understanding between the parties and supersedes all previous agreements and arrangements between them with regard to such transactions.
- 8.3 This agreement shall be governed by Scottish law and the parties agree to submit to the non-exclusive jurisdiction of the courts of