



Positive Impact exists to provide education and collaboration opportunities to create a sustainable event industry

In September 2013, not for profit Positive Impact gathered a group of global industry influencers from business, sport and cultural events. Together we identified the need for an inspiring and collaborative vision of what a sustainable future event industry could look like. A future that has a positive economic, environmental and social impact.



The campaign launched on 15th November 2013 at www.shareapositiveimpact.com to an exclusive group of beta testers, along with a social media presence that everyone can participate in using the #shareapositiveimpact hashtag.

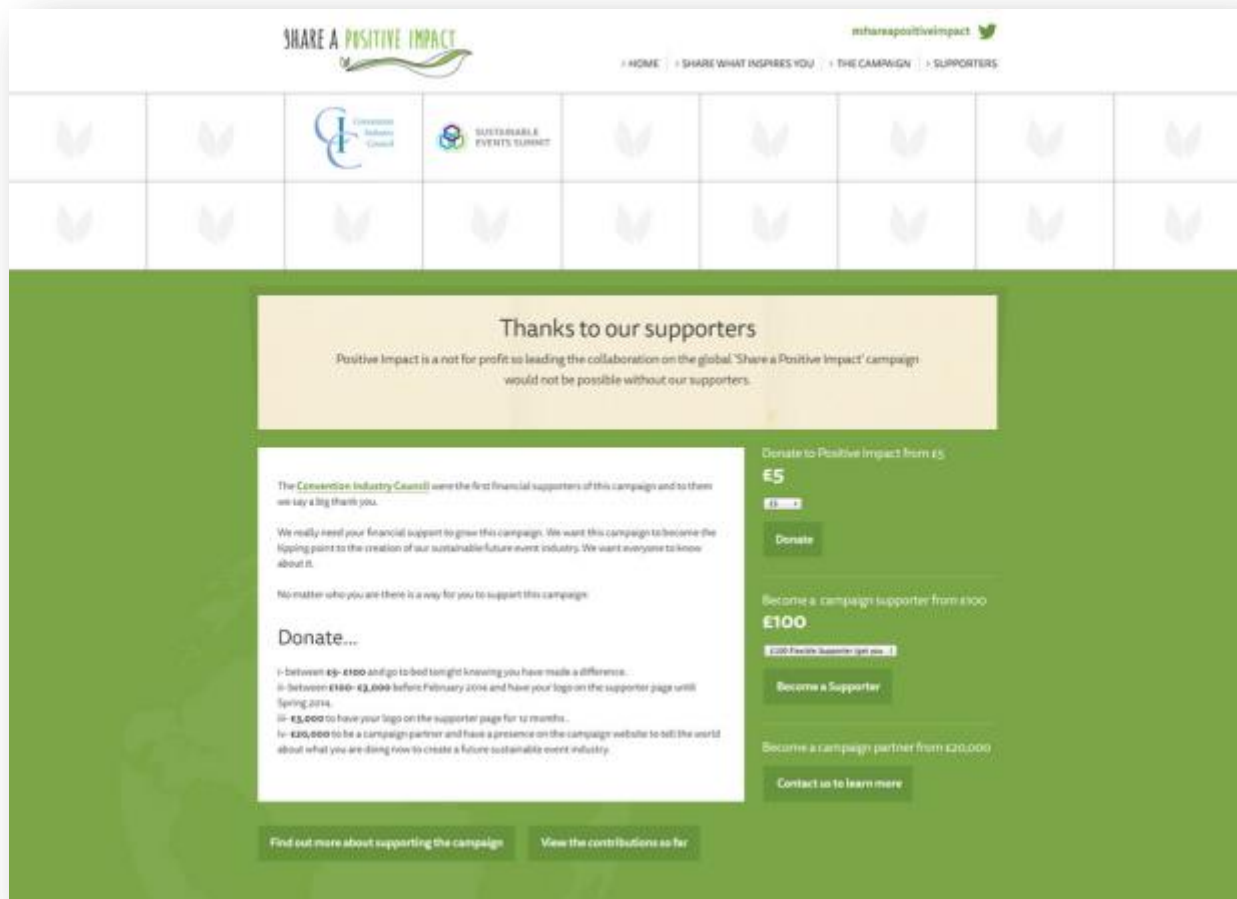


SHARE A POSITIVE IMPACT



We really need your financial support to grow this campaign.

We want this campaign to become the tipping point to the creation of our sustainable future event industry. We want everyone to know about it.



The screenshot shows the 'Share a Positive Impact' website. At the top, there is a navigation bar with the campaign logo and a Twitter handle '@sharepositiveimpact'. Below the navigation bar is a grid of logos for various partners, including the 'Convention Industry Council' and 'Sustainable Events Summit'. The main content area has a green background and features a central white box with the text: 'Thanks to our supporters. Positive Impact is a not for profit so leading the collaboration on the global 'Share a Positive Impact' campaign would not be possible without our supporters.' Below this, there is a 'Donate...' section with a list of donation options: i- between £5- £100 and go to bed tonight knowing you have made a difference. ii- Between £100- £3,000 before February 2014 and have your logo on the supporter page until Spring 2014. iii- £3,000 to have your logo on the supporter page for 12 months. iv- £20,000 to be a campaign partner and have a presence on the campaign website to tell the world about what you are doing now to create a future sustainable event industry. To the right of the 'Donate...' section, there are three donation options: 'Donate to Positive Impact from £5' with a 'Donate' button, 'Become a campaign supporter from £100' with a 'Become a Supporter' button, and 'Become a campaign partner from £20,000' with a 'Contact us to learn more' button. At the bottom of the page, there are two buttons: 'Find out more about supporting the campaign' and 'View the contributions so far'.

Donate...

i- £3,000 to have your logo on the supporter page for 12 months.

ii- £20,000 to be a campaign partner and have a presence on the campaign website to tell the world about what you are doing now to create a future sustainable event industry.

To discuss your support for the campaign in more detail, contact Fiona Pelham fiona@positive-impact-events.com or +44 (0)161 273 5107.