



BIG SECRET GIFT  
PLEDGE PROPOSAL

## THE MULTI-BILLION BIG SECRET GIFT CAMPAIGN

Together with the hospitality and retail industries, we invite you to join the **CharitableBookings.com Big Secret Gift**.

As a multi-billion global campaign, this is the largest initiative of its kind. The aim is to give **Big Secret Gift** vouchers, products or experiences to **50M** charity workers and volunteers worldwide, to show our appreciation and to simply say **thank you** to all those who do so much for so many.

Retailers, both large and small, will receive local, national and international exposure (with no marketing budget required) by simply pledging gifts to the campaign, that will equate to one of the largest initiatives of its kind.



*Thanking the 3rd sector*

## CHARITY WORKERS & VOLUNTEERS

With well over **1 Billion** charity workers and volunteers worldwide that make up the **3rd** sector and over **2.5M** registered charities our campaign is set to grow and grow.

The more gift vouchers you're happy to pledge the more exposure we can guarantee, not to mention the more charities we can universally support.

Receive **£100** of free guaranteed trackable exposure for EACH **£100 RRP** gift voucher, product or experiences pledged to the campaign.

Exposure for each gift is awarded at a favourable industry standard of **20,000** brand impressions, **200 ♥**'s or **100** clicks through to your official website.

This campaign is up to **5x** cheaper than other major platforms as the costing is based on the retail cost of each **£100** pledged gift voucher, product or experience and not the actual cost price to your business and there is zero upfront budget required.

Pledged gifts are **ONLY** released once they have received their exposure.

## IN ADDITION ALSO RECEIVE:

- The ability to monitor the number of impressions for brand exposure on **CharitableBookings.com** Big Secret Gift on your private management portal.
- Additional footfall to your preferred online or physical location for redemption of each individual gift.
- The ability to up-sell to the recipient on redemption of each gift.
- The ability to retain each recipient as an ongoing customer.
- Over 7 direct links to your official website and social media.
- The opportunity for you to PR your brand involvement in this unique global philanthropic campaign.
- Content/assets to enjoy broadcasting your involvement across all your social media.
- Your logo, in a minimum of 5 places, linked to your website within the campaign.
- The assurance that **100%** of each pledged gift is given to the recipient.
- The assurance that the actual value of each pledged gift is the only cost to you, with no cost at all until redemption.
- TAX relief, in most cases, as the actual cost of each redeemed gift is considered marketing.
- A free, fully managed campaign including a unique redemption page for each individual **Big Secret Gift** displaying a unique activation code, together with your logo, images, website link and redemption details.
- Involvement in a **100%** philanthropic global campaign that compliments your CSR.

## EXAMPLES OF PLEDGED BIG SECRET GIFTS INCLUDE:



The Griffin Inn - Irnham: £95 night stays for two including full English breakfasts.



Wiltons: £300 3 course dinners for 2 with sommelier selected wines.



Franco's: £150 3 course dinners for 2 with sommelier selected wines.



Pickett: £75 shop gift vouchers.



Kosmopol: £100 cocktail bar vouchers.



Ramsbery: £75 Ramsbery Gin, 2 glasses and silver stirrer hampers.



In The Night Garden Live: £90 sets of 4 tickets for the family.



Shangri La - Sri Lanka: 4 night stays for two including breakfast.



Bentley: World-famous production factory tours with champagne receptions.



Chi Spa: £100 full day spa treatments.

## GIFT TERMS & CONDITIONS

All **Big Secret Gifts** have a 12 months expiry from the date that each experience is allocated by **CharitableBookings.com** to each recipient.

In addition, we kindly ask that you are generous with the terms and conditions of your gift voucher experiences so there is no barrier to entry for redemption and to keep in the spirit and ethos of all the supporting companies.

## FUNDS FOR CHARITY

Once received, we do actively encourage individuals to donate on their **Big Secret Gift** to their charitable cause to raffle or auction, to help raise much needed unrestricted funds if they wish.

## UNREDEEMED GIFTS

Any non-gifted **Big Secret Gifts** left at the end of the campaign will be donated to a charitable cause to raise funds and give additional exposure to the partnering brand to help raise much needed unrestricted funds.

## QUALITY CONTROL

Please note all partners and pledged **Big Secret Gifts** are subject to approval by **CharitableBookings.com**.

## INDIVIDUAL CERTIFICATION

Individuals can only claim a **CharitableBookings.com Big Secret Gift** if they are officially certified by a registered charity. This ensures your gifts only go to either charity workers or volunteers.

## AUDIT

You will also be given access to the **CharitableBookings.com Big Secret Gift** online management system, which shows how many of your experiences have been gifted, activated or remain at any point together with an email to your account manager.

## YOUR UNIQUE GIFT CODES

Each individual **Big Secret Gift** voucher, product or experience will have a unique code supplied either by you or created by us, subject to your requirements.

## PLEDGE TODAY

Please add your support by making a **Big Secret Gift** pledge today at **CharitableBookings.com**

POWERED BY:



"INGENIOUS"

THE SUNDAY TIMES  
*magazine*

"GOOD DEEDS YOU CAN  
DO. NO 1"

London  
**Evening  
Standard**

"ETHICAL"

**Daily Mail**

"UNLIKE ANY OTHER ONLINE UK  
BOOKING PLATFORM"

Institute of  
Fundraising

"WEBSITE OF  
THE WEEK"

THE  
**Sun**

"WOW"

this  
**morning**  
with phillip & holly

"VERY, VERY  
SPECIAL"

**COUNTRY LIFE**

"CHARITY JUST GOT  
SO MUCH EASIER"

**Style**



*Travel & Lifestyle with a heart*

Registered in England and Wales company no. 10303937

