

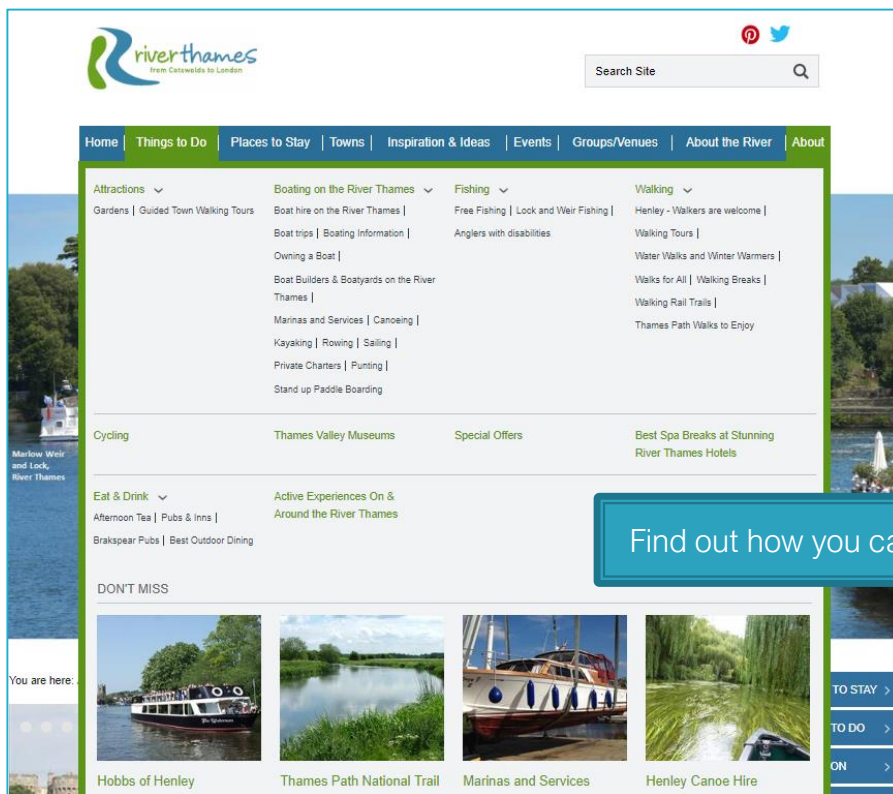
# VISIT THAMES

www.visitthames.co.uk

## Visit Thames Marketing Partnership

Providing a source of information, inspiration and a marketing tool for the promotion of the River Thames.

Averaging nearly 31,000 monthly views



### Marketing Plan

- PR
- Family Fun promotion
- Spring & Autumn Short Breaks promotions
- Social Media – Twitter & Pinterest
- Groups campaign
- Conference & Meetings


## VISIT THAMES Marketing Partnership

Supported by British Marine Thames Valley, Thames Path National Trail, Tourism South East, Royal Borough of Windsor & Maidenhead, Wycombe District Council, Hobbs of Henley (Chair), Macdonald Compleat Angler and Runnymede on Thames Hotel.

# Advertising Options

## Standard Entry

- Listing on searches (see below)



**River & Rowing Museum**  
Museum  
Henley-on-Thames

Our contemporary, award winning building is situated on the banks of the River Thames, a short walk from the centre of Henley on Thames and the railway station.

Entry includes:

- 6 photographs + 100 words
- Prices, Facilities
- Direct link to your website
- Metrics to inform business referrals directly from your entry

**COST: £90+VAT = £108**

## TOP 10 Listing

Entry includes:

- Above plus inclusion in one Editorial
- Social Media incl. own Twitter feed
- 3 event entries

**COST: £115 +VAT = £138**

## Silver Partner

Entry includes:

- All above plus inclusion in social media promotion, and video listing, weddings, groups and conference/meetings sections
- 6 Event entries

**COST: £245 +VAT = £294**

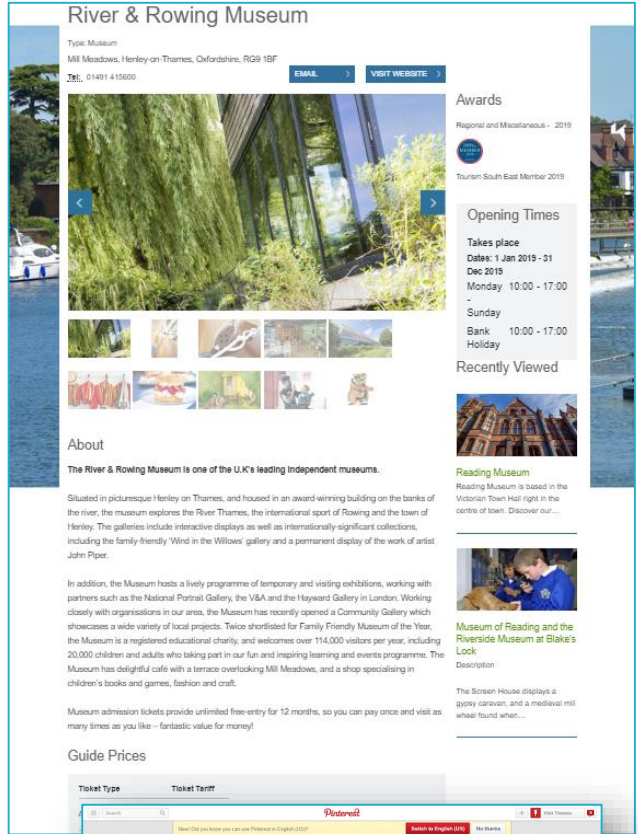
## Gold Partner

Entry includes:

- All above plus inclusion in Short Breaks promotion (includes entry in e-newsletter)
- Additional bespoke options e.g.

**COST: £490 +VAT = £588**

## Your Entry



**River & Rowing Museum**

Type: Museum  
M1 Meadows, Henley-on-Thames, Oxfordshire, RG9 1BF  
Tel: 01491 410500

EMAIL VISIT WEBSITE

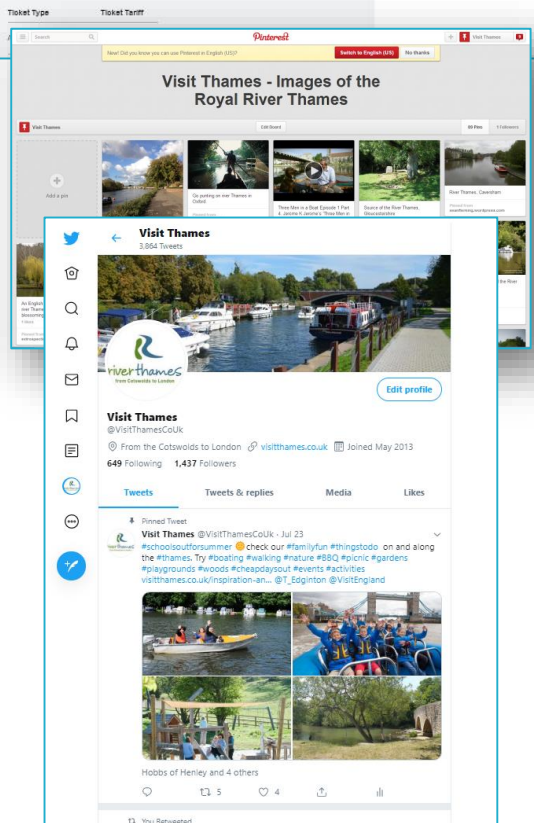
**Awards**  
Regional and Miscellaneous - 2019  
Tourism South East Member 2019

**Opening Times**  
Takes place  
Dates: 1 Jan 2019 - 31 Dec 2019  
Monday 10.00 - 17.00  
Sunday 10.00 - 17.00  
Bank Holiday

**Recently Viewed**  
Reading Museum  
Museum of Reading and the Riverside Museum at Blake's Lock, Deserford  
The Screen House displays a glossy carousal, and a medieval mill wheel found when...

**About**  
The River & Rowing Museum is one of the U.K.'s leading independent museums.  
Sited in picturesque Henley on Thames, and housed in an award-winning building on the banks of the river, the museum explores the River Thames, the international sport of Rowing and the town of Henley. The galleries include interactive displays as well as internationally significant collections including the family-friendly 'Wind in the Willows' gallery and a permanent display of the work of artist John Piper.  
In addition, the Museum hosts a lively programme of temporary and visiting exhibitions, working with partners such as the National Portrait Gallery, the V&A and the Hayward Gallery in London. Working closely with organisations in our area, the Museum has recently opened a Community Gallery which showcases a wide variety of local projects. Twice shortlisted for Family Friendly Museum of the Year, the Museum is a registered educational charity, and welcomes over 114,000 visitors per year, including 20,000 children and adults taking part in our fun and inspiring learning and events programmes. The Museum has delightful cafe with a terrace overlooking M1 Meadows, and a shop specialising in children's books and games, fashion and craft.  
Museum admission tickets provide unlimited free-entry for 12 months, so you can pay once and visit as many times as you like - fantastic value for money!

**Guide Prices**



**Visit Thames - Images of the Royal River Thames**

3,064 Tweets

**Visit Thames**  
@VisitThamesCoUK  
From the Cotswolds to London visitthames.co.uk Joined May 2013  
649 Following 1,437 Followers

**Tweets**

Retweeted  
Visit Thames @VisitThamesCoUK · Jul 23  
#schoolsoutforsummer check our #familyfun #thingstodo on and along the #thames. Try #boating #walking #nature #BBQ #picnic #gardens #playgrounds #woods #cheapdaysout #events #activities  
visitthames.co.uk/information-en @T\_Edgerton @VisitThames

**Email: Karen Roebuck**  
**VisitThames Project Manager**  
**KR Tourism Ltd**  
**karen@krtourism.co.uk**

# VISIT THAMES Booking Form

Name of Organisation (the Customer): \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Telephone: \_\_\_\_\_

Mobile: \_\_\_\_\_

Website: \_\_\_\_\_

**Please tick the relevant box for the advertising option you require:**

Standard Entry £108 (incl. VAT)

Top 10 Listing £138 (incl. VAT)

Silver Partner £294 (incl. VAT)

Gold Partner £588 (incl. VAT)

Orders will only be accepted on receipt of full payment for the advertising option or an official purchase order. Once the Order has been received a start date for the entry will be confirmed.

Cheque payable to KR Tourism Ltd enclosed for £ \_\_\_\_\_ (incl. VAT)

Purchase Order No. \_\_\_\_\_ for £ \_\_\_\_\_ (incl. VAT)

Payment may be made by BACS please email Karen Roebuck

KR Tourism Ltd (the Supplier) will issue a VAT receipt for all payments received.

By signing this Booking Form you are confirming that you are entering into a legally binding contract between you ('the Customer') and KR Tourism Ltd ('the Supplier') and that you have read and agree to be bound by the specific terms contained in the Advertising Options and the Booking Form and the General Terms and Conditions which follow on the next page.

Authorised Signatory: \_\_\_\_\_ Date: \_\_\_\_\_

Please complete and return to:  
Karen Roebuck, VisitThames Project Manager,  
KR Tourism Ltd, 59 Mitre Copse, Eastleigh, Hampshire SO50 8QE  
Email: [karen@krtourism.co.uk](mailto:karen@krtourism.co.uk)

# VisitThames Advertising

## GENERAL TERMS & CONDITIONS

### 1. DEFINITIONS

1.1 For the purpose of this contract the following words shall have the following meanings:

**Booking Form:** The section of this contract which identifies the advertising options selected by the Customer and acknowledges that this transaction between the Customer and the Supplier constitutes a legally binding contract.

**Customer:** the company, organisation or other party identified on the Booking Form.

**Material:** All copyright materials provided by the Customer to the Supplier in connection with the Order and all updates, amendments, additions and revisions to them and any works, designs, or inventions incorporated or referred to in them for any purpose relation to the Order.

**Order:** The advertising option indicated on the Booking Form by the Customer.

**Advertising Options:** The section of this contract which provides detailed descriptions of options ordered by the Customer.

**Supplier:** KR Tourism Ltd whose registered office is 59 Mitre Copse, Eastleigh, Hampshire SO50 8QE (Company Registration No 8359241).

### 2. COPYRIGHT: LICENCE

2.1 The Customer grants to the Supplier, with immediate effect, a non-exclusive, royalty-free licence to copy and make full use of any Material prepared and/or supplied by or on behalf of the Customer for any purpose relating to the Order.

2.2 This licence carries the right to grant sub-licences for any purpose relating to the Order.

### 3. COPYRIGHT: WARRANTY OF AUTHORITY

3.1 The Customer warrants that:

3.1.1 it is the sole legal and beneficial owner of, and owns all the rights and interests in, the copyright in all of the Material; and

3.1.2 in respect of any Material whose copyright is vested in third parties, it is authorised by such parties to grant the licence set out in clause 2 above.

3.2 The Customer shall notify the Supplier of any Material in respect of which it is not so authorised and shall exercise all reasonable endeavours to obtain such authorisation as soon as reasonably practicable.

### 4. COPYRIGHT: WAIVER OF MORAL RIGHTS

4.1 The Customer unconditionally and irrevocably waives, in respect of the Material, all moral rights to which the Customer may now or at any future time be entitled under the Copyright, Designs and Patents Act 1988 (CDPA 1988) [as amended from time to time]. This waiver is made in favour of the Supplier and shall extend to its sub-licensees.

### 5. COPYRIGHT: LIABILITIES TO THIRD PARTIES

5.1 The Customer undertakes to the Supplier that it shall, at its own cost:

- 5.1.1 pay all royalties payable to third parties in respect of the use of any Material in accordance with clause 2.
- 5.1.2 obtain a written waiver of all moral rights that any of its employees, agents or consultants (or any other third party) may have under the CDPA 1988 in relation to any Material; and
- 5.1.3 indemnify the Supplier against all liabilities, costs, expenses, damages or losses (including any direct or indirect consequential losses, loss of profit, loss of reputation and all interest, penalties and legal and other professional costs and expenses) suffered or incurred by the Supplier arising out of or in connection with the Supplier's use of the Material and/or its exercise of its rights granted under clause 2 above.

### 6. WARRANTY OF ACCURACY

6.1 The Customer warrants that the information contained in the Material is true and accurate and if published will not constitute an offence under the Trades Description Act 1968 and 1972 (as amended from time to time), or any other statute, nor shall they infringe the British Code of Advertising Practice.

### 7. DELIVERY AND USE OF THE MATERIAL

7.1 If the Material is in respect of an advert:

- 7.1.1 it must be provided as:
- 7.1.1.1 Standard Entry – 6 colour transparencies and typed copy as requested, images must be of a high resolution.

7.1.2 Banner adverts –

7.1.2 The Supplier cannot be held responsible for the final quality and standard if images and artwork are supplied at less than 300dpi.

7.1.3 If images and artwork are supplied electronically, the Customer must ensure that they have retained the original electronic file.

7.1.4 Any photographic image supplied to the Supplier without clear instructions for masking and/or cropping will be handled at the sole discretion of the Supplier.

7.1.5 The Customer must have the written consent of the parent or guardian of any child which features in pictures contained in the Material.

7.1.6 If the Supplier provides proofs and the Customer fails to confirm approval, or notify amendments, by the deadline indicated the Supplier may, at its sole discretion, proceed to print without further reference to the Customer.

7.1.7 The Supplier will not accept responsibility for any error or faulty reproduction which results from the failure of the Customer, or his agent, to make corrections to proofs provided by the Supplier.

7.2 The Supplier reserves the right to reject without explanation the whole or any part of the Material or to limit the size or amend the Material at its sole discretion should the Supplier deem it necessary.

7.3 The position of the Material will be at the sole discretion of the Supplier.

### 8. LIMITATION OF LIABILITY

8.1 The Supplier shall accept no liability for any error or omission from the Material when published, nor shall the Supplier be liable for any costs, expenses, damages or losses (including any direct or indirect consequential losses, loss of profit, loss of reputation and all interest, penalties and legal and other professional costs and expenses) suffered or incurred by the Customer howsoever caused.

8.2 In any event, the Supplier's liability is limited to the refund of the charge paid by the Customer for the relevant part of the Order.

8.3 Neither the Supplier nor any of the Supplier's sub-contractors shall accept any liability for any loss or damage to the Material or other property owned by the Customer or otherwise used by the Customer in respect of the Order.

### 9. VARIATIONS

9.1 The Supplier may vary the options at its sole discretion.

9.2 The Supplier may vary any of the specific or general terms and conditions at any time without prior notice.

### 10. PRICE VARIATIONS

10.1 Additional charges may apply if:

- 10.1.1 the Material requires any special layout.
- 10.1.2 the Customer requests any author's corrections.

### 11. CANCELLATIONS

11.1 Notification of cancellation of an Order must be provided to the Supplier in writing.

11.2 No refund will be given for cancellations after start date stated on receipt of Order.

11.3 A cancellation charge of up to 50% of the value of the Order will apply for cancellations notified before start date stated on receipt of Order.

11.4 Cancellation charges will apply even if the product is subsequently resold by the Supplier.

11.5 In the event of cancellation by the Supplier a full refund will be provided except that no refund will be made in the case of cancellation due to force majeure, including extreme weather.

### 13. AGENCY COMMISSION

13.1 Agency commission is not paid.

### 14. LAW

14.1 These conditions and all other express and implied terms of the contract shall be governed and construed in accordance with the laws of England and Wales.