Partnership Proposal.

Working together to showcase the best of the South West and Wales.

Over the last two years First Great Western, now Great Western Railway, has been working with tourism businesses in the South West and Wales to encourage more people to visit our beautiful part of the world.

We had a great response to our 2014 winter, and recent summer campaign, and now we're looking to make winter 2015 an even bigger success.

How do you fit in?

With the change in season upon us, it's the perfect time to show what the South West and Wales have to offer. Both existing and new partners are welcome to supply great winter offers. To ensure interest, please provide your best (and preferably exclusive) promotional offer.

Over 300 offers have been live throughout the last year, providing exposure for hotels, restaurants, cafes, bars, retailers and attractions just like yours. Take a look at **www.gwr.com/explore-the-west**, then, if you would like to be featured, send your winter offer through to be included from November.

Timings.

We're currently working with new and existing partners to develop our most attractive offers yet. We'll be finalising the first of our new offers and pulling together logos, imagery and terms and conditions over the next few weeks, in time for our winter deals to go live towards the end of November.

No need to feel rushed or that you'll miss out if you can't meet those timeframes though, we'll be working on getting new promotions live all the way through until the end of December.

Your offer will be live until the end of April 2016 or ongoing if you prefer.

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We need strong promotions.

Get creative, our results to date show that exclusive and strong offers are the most appealing to customers. Here's the kind of things we're after:

Accommodation
- Multi-night stays/extra nights free
- Room upgrades

Food and Drink
- Discount or money-off (more than the standard 10% please!)
- Free starter/course
- Free bottle of wine

Attractions
- Discount off entry: eg 20% or 25%
- Multiple ticket deals: 2for1 or 3for2
- Family Tickets or Kids Go Free

Retail
- Added value/gift with purchase
- Discount/money off

So, how does it all work?

Anyone travelling with Great Western Railway can take advantage of our partner promotions to build their perfect South West and Wales getaway.

- Your offer will be live on our website through until the end of April., or ongoing if you prefer.

- You'll get the benefit of any additional promotion we do which will include advertising, social media and PR.

- You've got a great offer to promote in your newsletters or on social media.

- Customers will use the voucher that they print off from our website to redeem their offer and will need to show their Great Western Railway ticket. If you require a promotional code for when customers book online, over the phone or present in person, you can supply one that we will include on your promotional page.

Interested?

Here's what we need from you in the template attached:

1.A short description of your business and your best offer.

2.Booking details (if required) and your phone number and/or web address.

3.Your logo as a high res jpeg and a photo to accompany your offer.

4.Simple terms and conditions – no more than 200 words. The fewer the better please – we need it to be as easy as possible for customers to take up the offers we are promoting.

5.If you require it, a simple promotional code for your offer so that people can use it when they book with you online or quote it over the phone.

Please email the information above to **gwroffers@leith.co.uk**