

THE BIG MARCH

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The Big March is the biggest fight against bullying Europe has ever seen. From classrooms in Brno, Czech Republic, to lawmakers in Brussels, Belgium, everybody in Europe will march against the crisis of bullying; the single most important issue facing young people in Europe.

The Big March provides a unique opportunity for brands to be a part of a campaign to institutionalise a European Day Against Bullying and demand that EU Member States do more to combat bullying.

How does it work, what will happen?

The Big March is a digital demonstration, where instead of streets, we march across websites. Launching in November 2013, children and adults will create personal avatars and will assemble at The Big March Park. In mid-February 2014, The Big March 2014 will see over one million avatars marching across websites of brands such as Google, AOL and Stardoll over a 24-hour period, culminating in the electronic delivery of our petition for a European Day Against Bullying on the European Commission website.

What are the benefits of being involved to your organisation?

This is a unique chance for your brand to stand out from the competition. Your organisation will be associated with a high profile, global charity movement, which will feature in both national and international press. This opportunity allows you to connect with your target audience on a personal level and gain brand exposure in an exciting new way.



What does a partnership look like?

There are many ways of being involved with The Big March, but the most popular partnership package includes:



Tent - Pitch your branded tent in The Big March Park, which opens from November until the end of February. Each tent is designed to complement your brand and can be created to your own requirements (please see the tent specification document)



A place on the route - Our marchers will walk across your website on their way to the European Commission site to hand in our petition



Branded avatar - Your fully branded avatar will join the march, carrying a fully branded placard.

The cost of this partnership package is 15,200€.

There is the opportunity to become headline sponsor, or one of our key sponsors. For more information, please contact BeatBullying using the details below.

What has happened before?

The Big March took place in 2012 and we saw the following results:

- Over one million people signed up to The Big March
- The tents in The Big March Park received over 750,000 visits
- The PR and advertising value of the Big March 2012 was worth over £20 million
- Websites included in the march route included MSN, MTV, AOL and The Sun

To book your partnership package now, please contact Ross Banford at ross.banford@thebbgroup.org or by calling **+44 (0)20 8768 1021**.