THE PEACE ONE DAY
PARTNERSHIP PORTFOLIO

A selection of partnership opportunities helping to institutionalise PEACE DAY, 21 SEPTEMBER
WHO WILL YOU MAKE PEACE WITH?
### PEACE ONE DAY CORPORATE COALITION MEMBERSHIP

Join a group of the world's leading businesses committed to supporting Peace One Day - 3 levels of annual subscription are available:

- **Bronze** - $80,000 USD
- **Silver** - $150,000 USD
- **Gold** - $250,000 USD

### PEACE ONE DAY EDUCATION

Title ownership of Peace One Day’s global education program and related initiatives - $300,000 USD (or become an Education Partner - $80,000 USD)

### ONE DAY ONE GOAL

Title ownership of Peace One Day’s global football (soccer) campaign - $150,000 USD

### TRY FOR PEACE

Title ownership of Peace One Day’s rugby campaign - $80,000 USD

### ONE DAY ONE DANCE

Title ownership of Peace One Day’s global dance campaign - $80,000 USD

### SET FOR PEACE

Title ownership of Peace One Day’s DJ/music campaign - $80,000 USD

### PEACE ONE DAY CONCERTS AND EVENTS

Sponsorship opportunities relating to Peace One Day’s annual concerts and events - Sponsorship amount subject to type of event

### FLEXIBLE LICENCING AGREEMENTS - A ‘PEACE LICENCE’

Time sensitive opportunities often linked to the sale of specific products around Peace Day - Minimum guarantees and royalty payments subject to individual agreement

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Peace One Day would like to thank its long-term partners for their fantastic support.

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Become part of the Peace One Day Corporate Coalition and join a group of the world's leading businesses committed to helping institutionalise Peace Day, 21 September.

The Corporate Coalition provides the primary framework for engagement with Peace One Day and represents an opportunity for developing long term and impactful corporate partnerships. The Corporate Coalition membership is available at the three different levels shown below. These are explained in greater depth over the following pages.

- **Bronze Membership** - $80,000 USD
- **Silver Membership** - $150,000 USD
- **Gold Membership** - $250,000 USD

All funds generated through the Corporate Coalition are directly invested into supporting Peace One Day’s mission to institutionalise Peace Day, 21 September. The Corporate Coalition was launched in 2013 in partnership with Unilever who have since been joined by the organisations featured below:
Purpose of the Peace One Day Corporate Coalition

1. To raise awareness of Peace Day, 21 September
2. To increase levels of engagement and participation worldwide on Peace Day
3. To raise funds to support the non-profit Peace One Day and enable the activation of strategic programmes

Corporations have the power to generate unparalleled levels of awareness all over the world.

- By engaging externally with their consumers or clients, and also by activating internally with their workforces, corporations hold the key to institutionalising Peace Day. It is the role of the Peace One Day Corporate Coalition that will ultimately make Peace Day, 21 September self-sustaining.
- Joining the Corporate Coalition provides an opportunity to contribute to society in a positive way. The corporate sector can utilise consumer ability as a lobbying force for good and leverage key contacts, opinion formers and business leaders. Activation within the Corporate Coalition has the potential to unite and inspire an international workforce around a global cause.
- The level of awareness created by the members of the Corporate Coalition creates action, and that action saves lives - fewer children are bullied, fewer women are hit, fewer guns are fired.

Why should corporations join the Corporate Coalition?

BRAND VALUE
Association with Peace One Day increases brand affinity and builds brand equity. The Corporate Coalition provides a platform for corporations to demonstrate their commitment to a more peaceful and sustainable world.

INCREASED ‘PEACE DIVIDEND’
By joining the Corporate Coalition you are supporting the global peace process. A more peaceful world will create greater economic stability and increased business opportunities.

MEMBERSHIP FOR YOUR ORGANISATION INTO A WIDER COMMUNITY
The NGO, ‘Reducing Domestic Violence’, Student and Faith Coalitions, as well the Schools’ Network, sit alongside the Corporate Coalition. Collectively these represent thousands of organisations from every country of the world, generating inspirational content and stories, as well as enormous potential for networking on a global level.

INSPIRE AND UNITE THE WORKFORCE
Corporate Coalition membership can bring together and unite vast and international workforces in support of a global cause.

Corporate Coalition membership is available at Bronze, Silver and Gold levels which are explained over the following pages.

BRONZE MEMBERSHIP

$80,000 USD / BRONZE MEMBERS WILL RECEIVE:

IMAGE RIGHTS
Rights-free use of the Peace One Day name and logo-marks together with use of the name and image of Peace One Day founder Jeremy Gilley. These can be leveraged across all relevant brands and national, pan-regional and global markets. Peace One Day will provide each coalition member with a tailored Welcome Pack containing all relevant assets.

MESSAGING AND CONTENT
Creation of a bespoke activation plan for Peace Day. Peace One Day will work with your organisation to come up with specific messaging for use across events, campaigns, product packaging, point of sale materials and other communication collateral. We will work to engage your organisation with Peace Day in a manner which suits your corporate communications objectives. Your corporation will be provided with year round access to all relevant Peace One Day assets and content in the form of films, photos, blogs and more.

FILMED INTERVIEW
Film is central to Peace One Day’s work. Peace One Day will film, edit and produce for mutual use a special film featuring a representative of your organisation. This will consist of rights-free material in all digital formats. Peace One Day’s copywriters and Production Team are on hand to work with your organisation to produce specific content relevant to your required messaging. Peace One Day have produced high quality work for companies such as Coca-Cola, Skype, Unilever and British Airways.

DIGITAL MEDIA PRESENCE
Peace One Day will include your organisation’s logo-marks, image and Peace One Day related messaging within its extensive digital media presence. Peace One Day has an active and growing international support base on Twitter, Facebook, YouTube, Pinterest, Instagram and Google + all of which will be fully leveraged to promote Peace One Day Corporate Coalition members.

PREMIUM TICKETS TO PEACE ONE DAY’S ANNUAL CELEBRATION
Peace One Day is delighted to provide Corporate Coalition members with an allocation of premium tickets to the annual Peace One Day Celebration on 21 September.
$150,000 USD / SILVER MEMBERS WILL RECEIVE:

All Corporate Coalition Bronze membership benefits
plus the following additional rights & benefits

A PERSONAL APPEARANCE BY JEREMY GILLEY
At a time and location appropriate for you, Peace One Day Founder Jeremy Gilley will be made available for a personal appearance or talk for internal or external communication requirements. Jeremy regularly speaks at events and conferences around the world including TED Talks, One Young World, South By South West and other high profile events.

EXCLUSIVE VIRAL DIGITAL CONTENT FROM JEREMY GILLEY
Peace One Day founder, Jeremy Gilley, will provide Silver Corporate Coalition members with a supply of exclusive viral digital content for their employees and/or customers in the form of voxpops, blogposts and live updates from his journey.

VIP INVITATIONS AND BRANDING OPPORTUNITIES AT PEACE ONE DAY EVENTS
Every year Peace One Day produces and hosts a number of exciting events around the world to promote and raise awareness of Peace Day. Silver Corporate Coalition members will be supplied with an allocation of premium VIP tickets to all of these events, as well as significant branding opportunities at the venues and in related communication materials.

$250,000 USD / GOLD MEMBERS WILL RECEIVE:

All Corporate Coalition Bronze and Silver membership benefits
plus the following additional rights & benefits

TWO PERSONAL APPEARANCES BY JEREMY GILLEY
At a time and location appropriate for you, Peace One Day Founder Jeremy Gilley will be made available for two personal appearances or talks for internal or external communication requirements. Jeremy regularly speaks at events and conferences around the world including TED Talks, One Young World, South By South West and other high profile events.

A BESPOKE CASE STUDY FILM
As an effective tool to communicate our work together, Peace One Day will create a unique promotional film to tell the story of your organisation's relationship with Peace One Day and how your organisation is activating. This is a valuable asset which can be utilised by your company, and can be tailored to fit your own objectives.

PEACE ONE DAY STEERING COMMITTEE
Peace One Day would welcome a senior representative from each Gold Coalition member to join a ‘Steering Committee’ and attend an annual senior-level meeting to discuss and input on the progress and direction of Peace One Day. This unique opportunity affords a small number of partners to take a long-term approach and to add further value in shaping the future direction of Peace One Day.
Peace One Day Education Aims to Inspire a New Generation of Peacemakers to Be the Driving Force Behind the Creation of a United and Sustainable World.

What Will Your Corporation Receive?

- **Image Rights** - Rights-free use of POD name and logo-marks in all territories and across all formats.
- **Title Ownership of Global Education Resources** - Including significant branding opportunities.
- **Bespoke Lesson Plans** - To be included in the Global Education Resources and covering issues important to your corporation.
- **Title Ownership of Bespoke Education Project** - Projects might include interactive Peace Talks or a mentor programme.
- **Promotional Film** - Telling the story of our co-campaign and education projects.
- **Internal Participation** - Events or initiatives internally within your corporation to drive engagement.
- **Campaign Content** - Full access and rights to use all content collected.
- **Access to the Peace One Day Schools’ Network**.
- **Digital Media** - Your logo and messaging on POD website and across all of POD’s social media platforms.
- **Viral Digital Content** - Exclusive content relevant to the partnership from Jeremy Gilley.
- **Public Messaging** - Inclusion in all relevant POD external messaging.
- **Staff and Outreach** - Dedicated POD team members maximising participation and campaign impact.

Peace One Day’s work generates powerful stories that resonate with young people. Our education materials draw on our activities in music, art, film, sport, online, and with celebrities which inspire children all over the world. As a consequence, every year Peace Day 21, September is celebrated by an ever-increasing number of students and schools committed to having a positive impact on their own communities and the wider world. Currently Peace One Day’s free online education resources feature interactive, student-centred lesson plans exploring issues such as anti-bullying, the United Nations and great peacemakers.

Peace One Day Education encompasses a vast and growing network of schools, teachers and children actively committed to marking Peace Day. The education resources are utilized by over 21,000 educators around the world whilst, in addition to this, the Peace One Day Schools’ Network is represented by over 2,300 schools in 131 countries.

There are significant opportunities for Peace One Day and your corporation to work together to further progress and expand the reach and impact of Peace One Day Education. With your support we can together help open-minded students around the world become the active peace makers of the future.

**Anonymous**

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Tamara Wolpowitz
Teacher

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“Jeremy Gilley talked about bullying which matches with what we said when we studied stereotypes. You can’t be a bystander.”

Debora Ghoreyeb
Teacher, Santa Fe, USA

“Seeing my students react as they have, was a wonderful experience. These are tough kids, kids that have little to support their growth. They do not live in a peaceful world. But this material touched them, gave them courage to speak their minds and has changed their attitude for the better...I honestly found this material to be the best I have encountered in my years as a teacher”.

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There are also opportunities to explore country specific education programmes.

For example, in 2014 in collaboration with UNICEF, Peace One Day delivered education posters to 51,000 schools in the DRC.
TRY FOR PEACE

TITLE OWNERSHIP $80,000 USD

IN THE YEAR OF THE RUGBY WORLD CUP IN ENGLAND, TRY FOR PEACE WILL SEE RUGBY GAMES PLAYED ALL OVER THE WORLD TO MARK PEACE DAY, 21 SEPTEMBER.

“I think it’s a wonderful idea. It just seems a really amazing thing for one day a year where we all put peace first, not ourselves. If it can be done through games of rugby at universities, schools and backyards, fields outside your office, it’s fantastic and everyone should take it up. I’ve got images now of people around the world passing a rugby ball and shaking hands with each other. I think there’s no more powerful image than that.”

Sir Clive Woodward  
2003 Rugby World Cup Winning Head Coach & 2012 Team GB Director of Sport

Peace One Day has launched a brand new initiative, Try For Peace.

With the Rugby World Cup actually due to take place in September there will be significantly heightened global interest in the game serving to raise awareness of both Peace Day, 21 September but also your corporation’s commitment to peace and sustainability.

Rugby is a game of unique values and principles and therefore represents a perfect opportunity for your corporation and Peace One Day to collaborate for peace.

What Will Your Corporation Receive?

• Image Rights - Rights-free use of POD name and logo-marks.
• Branding Exposure - Key events with media/TV interest, featuring match banners with your branding.
• Merchandise Branding - A number of shirts/balls branded with your logo produced and distributed.
• Promotional Film - Telling the story of our co-campaign.
• Internal Participation - Tournament or event internally within your corporation.
• Campaign Content - Full access and rights to use all content collected.
• Access to the Try For Peace Global Community.
• Digital Media - Your logo and messaging on POD website and social media.
• Viral Digital Content - Exclusive content from Jeremy Gilley.
• Public Messaging - Inclusion in all relevant POD external messaging.
• Staff and Outreach - Dedicated POD team members maximising participation and campaign impact.

ONE DAY ONE GOAL

TITLE OWNERSHIP $150,000 USD

ONE DAY ONE GOAL HARNESSSES THE POWER OF THE ‘BEAUTIFUL GAME’ TO BRING PEOPLE TOGETHER IN PEACE AND SPREAD AWARENESS OF PEACE DAY.

“Games have included stadium matches between professional sides, through to matches bringing together children exposed to gang violence in South America, and even matches played between conflicting Iraqi and Kurdish forces. One Day One Goal has clearly illustrated the potential of football to unite people, build trust, and strengthen peaceful co-existence.”

Gary Lineker  
Former England Striker, BBC Sports Personality

SINCE 2008, OUR FOOTBALL (SOCCER) INITIATIVE ONE DAY ONE GOAL has seen thousands of matches played in each of the 193 UN member states on Peace Day 21, September.

By sponsoring One Day One Goal your corporation has the chance to facilitate vast activity on Peace Day and highlight the positive work of the sport and development community. This is a wonderful opportunity to both support the international peace process and also receive truly global brand exposure - in 2014, there were over 2,106 One Day One Goal matches played in the name of peace in over 74 different countries.

What Will Your Corporation Receive?

• Image Rights - Rights-free use of POD name and logo-marks.
• Branding Exposure - Key events with media/TV interest, featuring match banners with your branding.
• Merchandise Branding - A number of shirts/balls branded with your logo produced and distributed.
• Promotional Film - Telling the story of our co-campaign.
• Internal Participation - Tournament or event internally within your corporation.
• Campaign Content - Full access and rights to use all content collected.
• Access to the One Day One Goal Global Community.
• Digital Media - Your logo and messaging on POD website and social media.
• Viral Digital Content - Exclusive content from Jeremy Gilley.
• Public Messaging - Inclusion in all relevant POD external messaging.
• Staff and Outreach - Dedicated POD team members maximising participation and campaign impact.
From flash mobs in Vilnius, Lithuania, and London, UK to school performances in Qatar and India, amateurs and professionals dance for peace.

THE ONE DAY ONE DANCE INITIATIVE SEES thousands of people dancing on Peace Day, 21 September. In total there were over 828 dance events held in 55 countries around the world. Your corporation has the opportunity to get the world dancing on Peace Day, 21 September.

What Will Your Corporation Receive?

- Image Rights - Rights-free use of POD name and logo-marks.
- Branding Exposure - Key events with media/TV interest, featuring match banners with your branding.
- Merchandise Branding - A number of t-shirts branded with your logo produced and distributed.
- Promotional Film - Telling the story of our co-campaign.
- Internal Participation - Competition or event internally within your corporation.
- Campaign Content - Full access and rights to use all content collected.
- Access to the One Day One Dance Global Community.
- Digital Media - Your logo and messaging on POD website and social media.
- Viral Digital Content - Exclusive content from Jeremy Gilley.
- Public Messaging - Inclusion in all relevant POD external messaging.
- Staff and Outreach - Dedicated POD team members maximising participation and campaign impact.

What Will Your Corporation Receive?

- Image Rights - Rights-free use of POD name and logo-marks.
- Branding Exposure - Key events with media/TV interest, featuring match banners with your branding.
- Merchandise Branding - Merchandise branded with your logo produced and distributed at key events.
- Promotional Film - Telling the story of our co-campaign.
- Internal Participation - Competition or event internally within your corporation.
- Campaign Content - Full access and rights to use all content collected.
- Access to the Set For Peace Global Community.
- Digital Media - Your logo and messaging on POD website and social media.
- Viral Digital Content - Exclusive content from Jeremy Gilley.
- Public Messaging - Inclusion in all relevant POD external messaging.
- Staff and Outreach - Dedicated POD team members maximising participation and campaign impact.
As a key tool in informing people that 21 September is a day of global ceasefire and non-violence, music has always played a central role in Peace One Day’s work.

Concerts and events are a fantastic way for corporations to engage with Peace One Day’s global support base but also benefit from significant branding and networking opportunities.

From the Royal Albert Hall and Wembley Arena to the Peace Palace in The Hague, Peace One Day has produced many high-profile music-driven celebrations.

In 2014 the inaugural Monaco Gala included a performance from Jessie J with notable guests including Peace One Day Ambassador Jude Law and H.S.H. Prince Albert II of Monaco.

Peace Day 2014 was marked with an extraordinary celebration at Goma International Airport, eastern DR Congo, featuring a performance from five-time Grammy award-nominated hip-hop star Akon.

Peace One Day would be delighted to explore the opportunity to work with your corporation on a concert or Peace One Day event.

Many corporations have expressed interest in working with Peace One Day to activate across their markets during the month of September to drive awareness of Peace Day linked to specific product sales.

In response to this interest, Peace One Day has devised an innovative licensing-based partnership opportunity to enable brands to link sales of their products with the Peace One Day trademark and to raise awareness for Peace Day through marketing communication programmes that promote the partnership.

Peace One Day adopts a flexible approach to the commercial arrangements relating to such partnerships and will work with its partners to arrive at mutually agreeable solutions based upon a royalty based system on sales of Peace One Day linked products during the September promotion.

The Peace One Day marketing team works with its partners to devise, approve, implement and evaluate campaigns to ensure that the awareness of such partnerships is impactful and contribute to the overall objectives of Peace Day across individual or multiple markets.
FOUNDED IN 1999 BY FILMMAKER JEREMY GILLEY, Peace One Day is a non-profit organisation that in 2001 successfully campaigned the member states of the United Nations to unanimously adopt the first ever annual day of global ceasefire and non-violence with a fixed calendar date - 21 September, Peace Day.

With the day in place, Peace One Day’s objective is now to institutionalise Peace Day, 21 September, making it a day that is self-sustaining, an annual day of global unity, a day of intercultural cooperation on a scale that humanity has never known.

A report supported by Corporate Coalition member McKinsey & Company estimated that more than one billion people globally were exposed to the message of Peace Day 2014, with 610 million people aware of the day. Our collective results also show that 10 million people behaved more peacefully as a consequence of Peace Day. This is a big achievement but we want to make Peace Day 2015 an even bigger success globally.

In recent years, millions of people have been active on Peace Day in every country of the world, and hundreds of organisations have carried out life-saving activities in areas of conflict, most notably in Afghanistan, where 4.5 million children have been immunized against polio due to Peace Day agreements since 2007. With the support of the Howard G. Buffett Foundation, Peace One Day is currently engaged in a three-year project focusing on the Democratic Republic of Congo and Great Lakes region of Africa with the aim of seeing a significant reduction of violence on Peace Day by 2016.

In order to further increase participation around the world and to empower third party groups to take ownership of the day, Peace One Day has created a series of global coalitions, including the Corporate Coalition.

The achievements of Peace One Day to date serve to reinforce the value of an annual day of ceasefire and non-violence as a foundation for long-term sustainable peace.

The NGO Coalition with lead partner Interpeace, the ‘Reducing Domestic Violence’ Coalition with EDV Global Foundation, the Student Coalition with the European Students Union and the Faith Coalition with Religions for Peace are all now actively represented by thousands of organisations from every country of the world.

“When you build a house, you start with one brick. If we want to build peace, we should start with one day.”

Jeremy Gilley
Founder, Peace One Day

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