

Commercial Partnerships and Experiential briefing form

Please complete this form and send to ExperientialMarketing@tube.tfl.gov.uk who will evaluate your request.

Name of Brand

Name of Agency

Date of activity/partnership and length
.....

Brand's objectives/what do they want to achieve? (e.g brand awareness, increased sales, PR)

.....
.....
.....

Brand message

Brand's idea/concept

Are there specific stations or times of day are you would like to use?

If sampling, how many samples will there be and what is the product?

Number of staff/brand ambassadors needed

Is parking required? Yes/no

Do you want to use any of the following, if yes please detail how?

- License to TFL IP filming and photography, e.g. roundels station environments?
- License for Filming and Photography for content/promotion
- PR and Social Media
- Involvement of Celebrities
- Large builds
- Station renames
- Whiteboards
- Station announcements
- Train carriages takeover
- Character Roaming rights in around stations/ station animation
- Charity collections
- Sales/Pop Up
- Bus stations
- What is your rough budget for this?
- Is this part of a wider advertising campaign on the TfL estate?
- Contact telephone number so we can call to discuss options