

# RECIPROCITY & COMMUNICATION PARTNERSHIP

This partnership between the GRANDS PRIX DU DESIGN awards, selected associations, organizations, educational institutions or media, consists of a mutual visibility exchange by publishing content on the organization's respective platforms. Partners publish, on both sides, articles, news and announcements on their respective networks, at the international level according to their specializations and those of their community. There is no monetary exchange.

## ROLE OF MEDIA AND ASSOCIATIONS, ORGANIZATIONS OR EDUCATIONAL ENTITIES:

1. Diffuse the GRANDS PRIX DU DESIGN logo on its website
2. If the partner has a calendar of events on its website: add the important dates of the competition, i.e. the call for entries and the Gala events.
3. Circulate information related to the contest to its network via email and its social networks: *(press releases and visuals will be provided)*
  - › Broadcasts related to the Call for Entries
    - As examples:*
    - The opening of the call for entries
    - Disciplines and categories of the awards competition
    - The International Jury
    - Benefits of the contest
    - Deadline date of the Call for Entries
  - › Broadcasts on the Galas evenings
  - › Two broadcasts announcing the Grand Prize Winners:
    - Following the 1<sup>st</sup> Gala: sharing of the e-magazine's link containing the first part of the Grand Prize Winners
    - Following the 2<sup>nd</sup> Gala: sharing of the e-magazine's link containing the second part of the Grand Prize Winners
4. Provide a visibility report including screenshots of the broadcasts;

## ROLE OF GRANDS PRIX DU DESIGN:

- ▶ Commit to providing the following visibility:
  1. Inclusion of partner's logo and hyperlink in the PARTNERS section of the GRANDS PRIX DU DESIGN Website;
  2. Publication of a news item on our social networks announcing the partnership;
  3. Addition of partner's logo to the contest's call for entries newsletters;
  4. Insertion of partner's logo in the invitation newsletter for the awards ceremony;
  5. Projection of partner's logo on a giant screen at the award Galas;
  6. Publication of news (up to 3 per year) about the partner's activities on the INT.design portal and diffusion of these news via our newsletter and our social networks.

Become a reciprocity and communication partner and benefit from cross-marketing and win-win visibility.