

**(by email)**

Our reference: MGLA180424-1091

13 September 2024

Thank you for your request for information which the Greater London Authority (GLA) received on 18 April 2024. Your request has been considered under the Freedom of Information Act (FoI) 2000.

**You requested:**

I am writing to request information under the provisions of the Freedom of Information Act regarding the Diwali on The Square event that took place in 2023.

Specifically, I would like to request details regarding the fee paid by the Sponsor - Remitly for being a Partner at the Diwali on The Square event in 2023, as well as a breakdown of what was included in their sponsorship package. Furthermore, I also would like to understand what was the selection process of the Sponsor and what other companies have shown interest in.

Additionally, if there were any contracts, agreements, or documents related to the arrangement of the event, including any correspondence regarding the fee and package details, I would appreciate receiving copies of these materials as well.

**Our response to your request is as follows:**

Please find attached:

- Countersigned agreement
- Diwali Sponsorship package 2023
- Extracts of correspondence held with Remitly and the organisation acting on their behalf (Here and Now 365) which refers to the fee, sponsorship package, and arrangement of the event. Please note that any content referring to third party organisations and not within the scope of your request has been removed.

Please note that some of the content is exempt from disclosure under the exemption for Commercial Interests at section 43(2) of the FOIA. Section 43(2) provides that information can be withheld from release if its release would, or would be likely to, prejudice the commercial interests of any person. A commercial interest relates to a person's ability to participate competitively in a commercial activity and in this instance, the GLA is withholding the sponsorship costs because it would be likely to prejudice the commercial interests of the GLA

and Remitly/ Here and Now 365 in future negotiations on brokering sponsorship deals for similar events and undermining competitiveness.

The GLA is satisfied that in this instance disclosure of this information would be likely to, prejudice or harm the commercial interests of the GLA and Remitly. Section 43(2) constitutes a qualified exemption from our duty to disclose information under the FOIA and consideration has to be given as to whether the public interest favouring disclosure of the information covered by this exemption outweighs the public interest considerations favouring maintaining the exemption and withholding the information.

In this instance the GLA recognises the legitimate public interest in the transparency regarding the securement of its sponsorship partner for Diwali on the Square. In balancing the public interest in disclosure, we consider the greater good or benefit to the community if the information is released or not. The 'right to know' must be balanced against the need to enable effective government and serve the best interests of the public.

Although in many cases disclosure promotes competition, there is undoubtedly a public interest in allowing public authorities to withhold information which, if disclosed, would negatively affect their ability to negotiate or to compete in a commercial environment. In this case, it is felt that the public interest would not be met by revealing information which would be likely to be detrimental to the way in which sponsorship deals are secured in relation to the events it runs and in turn how much savings can be made to the public purse when delivering events.

Finally, the names of junior / non-public facing GLA staff and third parties are exempt from disclosure under s.40 (Personal information) of the FoI. This information could potentially identify specific employees and as such constitutes as personal data which is defined by Article 4(1) of the General Data Protection Regulation (GDPR) to mean any information relating to an identified or identifiable living individual. It is considered that disclosure of this information would contravene the first data protection principle under Article 5(1) of GDPR which states that Personal data must be processed lawfully, fairly and in a transparent manner.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA180424-1091.

Yours sincerely

### **Information Governance Officer**

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>

## Diwali on The Square event 2023.

1. Details regarding the fee paid by the Sponsor - Remitly for being a Partner at the Diwali on The Square event in 2023, as well as
2. a breakdown of what was included in their sponsorship package.
3. Furthermore, I also would like to understand what was the selection process of the Sponsor and what other companies have shown interest in.
4. Any contracts, agreements, or documents **related to the arrangement of the event**, including any correspondence regarding the fee and package details.

I understand that there may be sensitive or confidential information involved, and I assure you that any personal or sensitive information will be handled with the utmost discretion and in accordance with the provisions of the Freedom of Information Act.

### GLA note to the requester:

Please note that the GLA entered into negotiations with a third party (Here and Now 365) who arranged for the sponsorship of the event on behalf of Remitly and several other clients. The below extracts from the email correspondence below relate to Remitly and the scope of your request.


Please note that purely administrative communications (i.e. purchase order / invoicing / logistics) have been excluded.

Date / Time / From / To	Email extract	Email chain header
5 August 2022 09:44 GLA to 365	This is great news and please take this email as confirmation that we have confirmed Remitly as the sole Money Transfer company at the Presenting Partner rate if [Section 43(2)] for Diwali 2023. We very much look forward to working with them. I'd be very happy to arrange a call to discuss their presence at both Eid and Vaisakhi with you too. Could we set up a call for mid/end October to start these discussions please? Let me know a convenient time for you.	Subject: RE: Sponsorship Vaisakhi, Eid and Diwali
Thursday, August 25, 2022 9:37:16 AM From 365 to GLA	Dear Our client Remitly wants to go ahead with the Presenting Partner opportunity for next year's Diwali – 2023 so kindly send this to us in writing. They were not happy for this year as they had communicated their willingness long back. They would also be happy to consider Eid and Vaisakhi next year so let us know in case we were to do a 3 event deal. Regards	
19 August 2022 12:58 From GLA to 365	We are very sorry that we are unable to offer the Presenting Partner opportunity to your client Remitly this year. Both proposals were equally appealing and we would have liked to welcome both Money Transfer companies onto the Square, but unfortunately this was not an option for one party. So the decision, by our internal group, purely came down to the fact that our initial conversations with [third party] were based on having a three event deal in 2022 at Vaisakhi, Eid and Diwali. We appreciate that this is not welcomed news, however, we are very keen to work with Remitly in the future and therefore would like to offer them the same Presenting Partner opportunity for next year's Diwali on the Square in 2023 and we would be happy to put something in writing with your client to agree terms and conditions to that effect. I look forward to catching up with you next week with regards to finalising the contract for your other clients. All the best,	
18 August 2022 10:29 From 365 to GLA	So now we have confirmed Remitly Money Transfer for [Section 43(2)] We need to start working on collaterals and assets. Can we please set up a meeting or a call to discuss next steps and also we would like to confirm other clients too.	
16 August 2022 15:28 From 365 to GLA	Hi Just checking if you got all details fine. Let me know if you need any other details. Understand you have the internal discussion this week, shall await feedback. Thanks	
Friday, 12 August 2022 at 03:05 From 365 to GLA	Hi Hope you are having a good break. Post our discussion on teams, have caught up with our client Remitly and have worked out the final budget as below.  Diwali on the Square 2022 Presenting Partner - [Section 43(2)] investment in Total We will have all the Presenting Partner benefits for Also over and above The entire total cost to be invoiced will be [Section 43(2)] Kindly confirm at the earliest so we can get the necessary paperwork done and start working on the logistics. Let us know if you need any other details in the meantime. Thanks	

01 August 2022 18:41 From 365 to GLA	<p>We are currently working on the engagement plans for Remitly and is still in progress; will soon be able to share details. It will also be good to catch up on phone to get an idea of the different segments you have and we can see if there are any synergies.</p> <p>[Third party information removed]</p> <p>As mentioned earlier we have ensured that all activities would be strategic and will be interactive. Let me know if you are ok for a call tomorrow and will discuss.Thanks</p>	
Monday, August 1, 2022 4:34 pm From GLA to 365	<p>Thanks for your email. It would be good to understand what activities you had in mind for Remitly to deliver for [Section 43(2)] please. Would you be able to share your ideas with us please. Also, would you be open to us suggesting sponsorship ideas/activities for that additional [Section 43(2)] as we have several that we would like to have at the event which [Third party information removed] Look forward to hearing from you.</p>	
1 August 2022 16:21 From 365 to GLA	<p>With Remitly we have already put aside a budget of [Section 43(2)] for engagement and interactive activities. This as mentioned will be over and above the [Section 43(2)] proposed. These will be prominent activities and the budgets are significant [Third party reference]  Let me know if you would like to get on a call to discuss further.</p>	
01 August 2022 11:39 From 365 to GLA	<p>Thanks for coming back. Just wanted to check what you mean by [Section 43(2)] worth of activities. Can you please elaborate as our engagement and activities costs are way lot higher. Thanks</p>	
01 August 2022 09:00 From GLA to 365	<p>[Third party references] Would you like to go back to Remitly to discuss this with them? Look forward to hearing from you.</p>	
27 July 2022 20:55 From 365 to GLA	<p>Lovely meeting you online last week. As discussed we have gone through the current clients and agree on the below currently, more on its way. The budgets for clients on DOTS 2022 as below: Remitly – Presenting Partner – [Section 43(2)] [List of other third parties/clients]  As discussed we will ensure we are working well in advance to get the creatives, logos, etc needed and make this another successful event. Do let me know if anything else needed in the meantime. Thanks</p>	
Tuesday, July 19, 2022 11:50:20 PM From 365 to GLA	<p>Hope we can meet and discuss a few things soon. We would like to confirm presence of few clients namely 1. Remitly Money Trasfer 2. [List of other third parties/clients]</p>	
19 July 2022 10:00 From GLA to 365	<p>Thanks for reaching out expressing your interest in some of your clients sponsoring Diwali 2022 again. I'm leading on Diwali this year which is taking place on Trafalgar Square between 1-7pm on Sunday 9 October. I'm attaching the sponsorship deck and would be very happy to arrange a meeting with you to discuss this with you further. Very much look forward to hearing from you. All the best,</p>	
15 July 2022 16:56 From 365 to GLA	<p>Hi and Hope you are well. Just catching up again from our previous conversations on our money transfer client 'Remitly' We could not get them live for either Vaisakhi or Eid this year but as discussed we want to book them for Diwali 2022 and further events in 2023.</p>	
17 March 2022 15:18 From GLA to 365	<p>[Third party arrangement / reference] but we would be very happy to pick up discussions with you for Diwali later in the year and indeed to start early discussion for Vaisakhi and Eid in 2023.</p>	
Thursday, July 20, 2023 2:59:48 PM From 365 to GLA	<p>Thanks for your time earlier today. Unfortunately, was not able to join us for some reason, but it was great catching up and discussing various activities. I have just summarised some key action points: 1. HNN to confirm the list of brands we are bringing to DOTS this year and corresponding cost proposal. For now, we have discussed Remitly, [Third party arrangement / reference] 2. We might consider going Headline with Remitly, [Third party arrangement / reference]</p>	RE: Sponsoring Vaisakhi and Eid Festivals

	<p>3. [Third party arrangement / reference]</p> <p>We have decided to touch base again on the 2nd of August with activity plans for various brands.</p> <p>If there any questions you have please feel free to email me. Have a lovely afternoon.</p>	
Tuesday, July 18, 2023 5:51:25 PM From 3658 to GLA	<p>Hi</p> <p>Do confirm if 12.30PM works for you for Thursday.</p> <p>Also will be ideal to then be able to go through all clients together.</p> <p>We are happy to work on a deal with various clients as earlier and can package to make it effective.</p> <p>[Third party arrangement / reference]</p> <p>Let us also discuss on the layout and can start planning accordingly.</p> <p>Thanks</p>	
Tuesday, July 18, 2023 10:59 AM From GLA to 365	<p>[Third party arrangement / reference]</p> <p>I'm actually meeting with our production company this afternoon, so it would be really great to know a couple of key things if possible:</p> <ol style="list-style-type: none"> <li>1. [Third party arrangement / reference]</li> <li>2. What sort of pitch space each are hoping to have and if there is a preferred space on TSQ.</li> </ol> <p>Currently, I've identified 2 x 6x3m spaces for Remitly and [Third party reference] on North Terrace facing stage</p> <p>[Third party arrangement / reference]</p>	
18 July 2023 09:15 From 365 to GLA	<p>Hope you are well.</p> <p>We have a few clients confirmed now along with Remitly as the title sponsor [Third party arrangement / reference]</p>	
Thursday, February 2, 2023 8:36 PM From GLA to 365	<p>Look forward to hearing from you with regards to other potential clients and likewise, very much look forward to working with you and Remitly on Diwali.</p> <p>Have a wonderful weekend</p>	
02 February 2023 16:36 From 365 to GLA	<p>I think I have clearly expressed my concerns already on phone.</p> <p>Anyway look forward to making a successful Diwali with Remitly.</p> <p>Also will keep you updated on other clients bookings at the earliest.</p>	
01 February 2023 14:18 From GLA to 365	<p>I'm so sorry, as discussed on the phone last week and today, best and final offers were to be sent by 12 noon today which makes it a fair and transparent process for both competitors. You asked for a slight extension to this and I agreed till 1pm today and if I'd not heard back, then I would be offering this to our other client. Unfortunately, as I didn't hear from you I have now offered these two events to our other client.</p> <p>I'm sorry you were unable to reach Remitly in time but I do look forward to working with you and them on Diwali this year.</p>	
01 February 2023 14:08 From 365 to GLA	<p>As mentioned we are very much keen to work on Vaisakhi and Eid for Remitly along with Diwali which is already confirmed for 2023.</p> <p>We have pitched the client and are ready to up the offer considerably but we will need time till Tuesday 7<sup>th</sup> Feb as the client is away at the moment.</p> <p>Hope we have leeway on this, kindly let me know.</p>	
Tuesday, 24 January 2023 at 18:09 From GLA to 365	<p>It's great to know you are interested in a yearly deal and I'd be happy to discuss this with you.</p> <p>However, we do have to operate a fair and transparent process to all possible sponsors and I'm keen to avoid the situation we got into last year.</p> <p>I'm also mindful that in this current economic climate, things can change rapidly, so we do have proceed with caution, as I'm sure you will appreciate.</p> <p>Let's chat more tomorrow.</p>	
24 January 2023 17:59 From 365 to GLA	<p>The [Section 43(2)] on offer is as mentioned for all 3 events as a package for GLA. Split will be more or less but please consider this as a yearly deal.</p> <p>Lets discuss tomorrow in details of need be.</p>	
24 January 2023 17:42 From GLA to 365	<p>Thank you so much for sharing your proposal for Remitly.</p> <p>We have already agreed and confirmed Remitly for [Section 43(2)] for Diwali 2023, so I'm very happy to move forward with contracting you for that event.</p> <p>[Third party arrangement / reference]</p> <p>I'm looking to finalise this by close of play on Thursday, so please do reach back out to Remitly to see what they would like to do.</p> <p>Look forward to hearing from you.</p>	
24 January 2023 16:52 From 365 to GLA	<p>As discussed we are able to work on a commitment for all 3 events: Vaisakhi, Eid and Diwali.</p> <p>For Remitly we are happy to put forward a budget [Section 43(2)] for all events as presenting partners for 2023.</p> <p>We have discussed with the client and strongly recommended GLA events in spite of the issue we faced last year.</p>	

	<p>Anyway please work out and kindly approve so we can formulate the contracts in time.</p> <p>Finer details on activities we can always discuss on a call.</p>	
<p>13 January 2023 16:39 From GLA to 365</p>	<p>As promised please find the sponsorship packages for both Vaisakhi and Eid Festivals attached.</p> <p>I'm leading on Eid and [Section 40 Personal information] is leading on Vaisakhi.</p> <p>Once you've had a look through, please do send through your initial proposals and we can arrange a call to discuss.</p> <p>Look forward to hearing from you.</p>	
<p>Wednesday, January 11, 2023 6:53:39 PM From 365 to GLA</p>	<p>Hope you are well.</p> <p>Did try to reach a few times on your phone.</p> <p>Also sent texts but did not get any answer.</p> <p>We wanted to confirm on the 3 event deal that we spoke to you earlier for our money transfer client 'Remitly' for the 2023 events.</p> <p>Just to remind, you had clarified that it will be a sector exclusive for us this year [Third party arrangement / reference]</p> <p>Could we get on a call to discuss and fine tune on the deal.</p> <p>Will appreciate a call or a message back with a time please.</p>	
<p>30 September 2022 12:30 From GLA to 365</p>	<p>Following on from my email below, there is one slight change to the agreement. As the full amount of the contract is over [Section 43(2)] it will need to be approved by [Section 40] rather than [Section 40] who is on the original agreement.</p> <p>Please see the attached revised agreement.</p> <p>As below, the GLA have reviewed your proposed amendment to the Diwali Partnership Agreement (<b>Agreement</b>) and are of the view it is acceptable for the payment terms to be amended to 30 days following the event (following receipt of a valid PO number), which has been reflected in the <b>attached</b> document.</p> <p>Please could this be signed by close of play today – Friday 30 September?</p>	
<p>28 September 2022 09:58 From 365 to GLA</p>	<p>GLA have reviewed your proposed amendment to the Diwali Partnership Agreement (Agreement) and are of the view it is acceptable for the payment terms to be amended to 30 days following the event (following receipt of a valid PO number), which has been reflected in tracked changes in the attached document.</p> <p>If you could please review and let me know if you have any further questions. Once you have provided your confirmation, we can proceed to signing the Agreement.</p>	
	Attachment - MAYOR OF LONDON'S DIWALI FESTIVAL 2023 PROPOSAL	
<p>03 August 2023 11:31 From GLA to 365</p>	<p>Thanks for sharing this look forward to catching up very soon.</p> <p>Please see grid below for reference which we can discuss.</p> <p>[Section 43(2)]</p> <ol style="list-style-type: none"> <li>1. Remitly – 3mx6m + 3mx3m (near the stage) – to upgrade to Title – requested by client</li> <li>2. [Third party arrangement / reference]</li> </ol>	RE: Sponsoring Vaisakhi and Eid Festivals
<p>02 August 2023 11:41 From 365 to GLA</p>	<p>Nice talking earlier yesterday.</p> <p>As discussed we will be looking to raise a significant budget this year.</p> <p>We are happy to get the commercial clients on board as confirmed.</p> <p>Below is the deal with a [Section 43(2)] budget:</p> <p>Remitly – 3mx6m + 3mx3m (near the stage) – to upgrade to Title</p> <p>[Third party arrangement / reference]</p> <p>Lets speak on Thursday as planned and go ahead.</p>	
<p>Thursday, July 20, 2023 3:00 PM</p>	<p>Thanks for your time earlier today.</p> <p>Unfortunately, [Section 40] was not able to join us for some reason, but it was great catching up and discussing various activities.</p> <p>I have just summarised some key action points:</p> <ol style="list-style-type: none"> <li>1. HNN to confirm the list of brands we are bringing to DOTS this year and corresponding cost proposal. For now, we have discussed Remitly,</li> <li>2. We might consider going Headline with Remitly, but [Section 40] will revert with the investment.</li> <li>3. [Third party arrangement / reference]</li> </ol> <p>We have decided to touch base again on the 2nd of August with activity plans for various brands.</p> <p>If there any questions you have please feel free to email me.</p>	
<p>12 September 2023 09:52:00 From GLA to 365</p>	<p>Thanks for sharing this with me [Section 40] looks very engaging.</p> <p>[Third party arrangement / reference]</p> <p>Do you have time to run through this quickly with me now? I'm meeting our Production Team at 11 today so be good to clarify ahead of speaking to them.</p> <p>LOGO – Please can you share all logos in VECTOR EPS format single colour for the brands below by 4pm tomorrow Wednesday 13 September so our creative team can add them into the creative. Our asset colour this year is pink – all logos</p>	RE: Final proposals for Diwali and other food sponsor

	<p>will be white single colour as per last year. I will share this with you for sign off once approved.</p> <p>Also, just to remind you, final date to agree any further sponsors for Diwali is this Friday 15</p>	
<p>11 September 2023 19:43 From 365 to GLA</p>	<p>Was good to go through on the plans on phone with you. As mentioned we have got details of the below clients on what they intend to do with the space at DOTS this year. All of them are highly interactive and will be engaging also given the community angle will be really well received.</p> <ol style="list-style-type: none"> <li>1. Remitly – Title with engagement tactics (own 3mx6m marquee in North Terrace and another own 3mx3m marquee near the screen)</li> <li>2. <b>[Third party arrangement / reference]</b></li> </ol>	
<p>Tuesday, October 10, 2023 9:02:29 AM</p>	<p>Morning, Please can you share the names /roles /organisations of all your guests coming to the Diwali launch tomorrow by 12 noon today at the latest. If we haven't heard, then unfortunately DiL have advised they won't be able to cater for anyone else. I have added you both already.</p>	<p>Re: Invitation: Diwali on Trafalgar Square launch - Weds 11 October 2023</p>
<p>Tuesday, October 3, 2023 5:00 PM From GLA to 365</p>	<p>Diwali on Trafalgar Square is fast approaching and the Diwali in London Committee, whom we work in partnership with to deliver the event, every year host a lovely Launch event at their Chair team's premises. This year the Chair team are International Society of Krishna Consciousness (ISKCON) and they would very much like to invite all our sponsors along to the <b>Diwali Launch Event</b> taking place next <b>Wednesday 11 October between 18.00 – 21.00pm</b>. Please see the invitation below.</p>  <p>We do hope some representatives from your clients this year will be able to join us at the event. If you are able to share a list of names with me by Monday 9 October that would be most appreciated. I very much look forward to hearing from you.</p>	
<p>Tuesday, October 3, 2023 3:10 PM From 365 to GLA</p>	<p>Please find attached revised contract for perusal. Please can you sign and send back to me by COP today so I can get this countersigned and reshared with you. Once shared, I'll share contract with our finance team to raise a Sales Invoice.</p>	<p>RE: Diwali on the Square 2023 contract</p>



	As discussed last night, we'd like to propose a two staged payment plan: Stage 1: [Section 43(2)] ahead of event day Sunday 29 October Stage 2: [Section 43(2)] post event, within two weeks by Friday 10 November. Look forward to hearing from you.	
02 October 2023 18:51 From 365 to GLA	[Third party arrangement / reference] I will come back to you on the other elements on presentations. Also on the timings for Q&A etc once we get the timings approved from the client.	
Monday, October 2, 2023 6:43 PM From GLA to 365	[Third party arrangement / reference]  I will liaise with the DiL committee and the Mayor's Office with regards to your request for both Remitly and [Section 40] to be on stage during the lighting ceremony but very happy to offer Remitly 2-3 minutes Q&A on stage with Nil. We have a number of sponsor spots on stage at the following times – please advise when you would prefer their Q&A to take place and I'll share that with Nil and ask him to slot into the running order. 12.48pm / 2.51pm / 3.23pm / 4.31pm / 5.13pm / 6.23pm Very happy to offer Remitly 6 guest passes to Hospitality Zone and GBS 4 guest passes [Third party arrangement / reference] I'll update the contract with the above details once agreed.	
02 October 2023 18:13 From 365 to GLA	[Third party arrangement / reference] Billing details as below: Remitly – Title / Headline partner [Third party arrangement / reference] The payments will be done after the event just like every year. As discussed for Remitly it will be 6 hospitality passes and also 3 people on stage for lamp lighting and 2-3 minutes of intro on stage.	
Friday, September 29, 2023 7:57 PM From GLA to 365	These are the prices we agreed for each of the sponsors at the agreed sponsorship levels. They are getting all the packages at below the agreed rates. The total is [Section 43(2)]	
Friday, September 29, 2023 7:54:10 PM	Thank you for sending the details. [Third party arrangement / reference]  The costs will be [Section 40] Please if you can revise and send back the contract for [Section 40]	
Friday, September 29, 2023 7:44 PM From GLA to 365	Please find attached the contract for Here and Now for Diwali on the Square 2023. The following prices have been agreed for each of the sponsors amounting to [Section 43(2)] plus VAT. <ul style="list-style-type: none"> <li>Remitly [Section 43(2)]</li> <li>[Third party arrangement / reference]</li> </ul> Once countersigned, I will share with our finance team who will issue you with a Sales Invoice for one full payment of [Section 43(2)] This will be payable by Friday 13th October, two weeks ahead of the event on 29th October.	
	ATTACHMENT – Agreement dated 29.09.2023	
16 October 2023 19:48:00 From GLA to 365	Thanks so much for your quick response, [Section 40] [Section 40] we are very happy for [Section 40] to deliver their 2 minute speech on behalf of Remitly and we are incredibly grateful for their sponsorship of the event. We are equally happy to ask Nil, as host, to take a selfie with Remitly and the crowd in the background before or after his speech. I have advised [Section 40] on the two times for this 14.51 or 15.23. Please do let me know which is preferred. At the time of us drawing up the sponsorship package the political environment was slightly different and at this stage, it is not definite that the Mayor will be attending the event and or going onto the stage which I'm sure you will understand, so we want to just manage expectations for Remitly. Going forward we will be wording the Mayor photo opportunity differently to avoid disappointment. If the Mayor does attend, I would be very happy to facilitate a photo with Remitly backstage. In terms of the Opening Ceremony, we would request you respect [Section 40] wishes to keep this small with only the key people present. As per package, the Headline Sponsor is afforded a Q&A on the main stage, but the Presenting Partners are not so please do manage [Section 40] expectations here too.	RE: URGENT: Remitly - presence on stage during Open Ceremony
16 October 2023 18:46 From 365 to GLA	Yes, we had done that in 2008. And have steered away from larger opening and commerce during it. Opening ceremony on stage is not acceptable. But stage presence as offered [Section 40] by is. Photo with the Mayor will be subject to availability of the Mayor, but will facilitate this on best effort basis. I am really sorry that we are discussing this. [Section 40] will respond as the details/agreement is with GLA.	
16 Oct 2023, at 18:04	We have done this before a few times; have attached below images from DOTS [Previous third-party arrangement / reference]	



From 365 to GLA	<p>We only ask for this when the investment is above a certain level and for the good of the community. Headline partner Remitly is flying their American counterpart to be part of this from Seattle and we need to acknowledge their presence <a href="#">[Third party arrangement / reference]</a></p> <p>We are just asking for what has already been promised in the attached proposal. As reiterated earlier, if for some reason the Mayor doesn't turn up it is understood but our guests who are sponsors should be valued.</p>	
Monday, October 16, 2023 4:39 PM From GLA to 365	<p>As a rule We keep the opening ceremony simple and few on stage. We even excluded many committee members in order to streamline the opening ceremony. So this inclusion has had no authorisation. We also open the doors for future sponsors, who may want the same.</p> <p>They can have presence on the stage (2min plus plug) but not part of the opening ceremony. Will try to engage their anchor but not in the opening ceremony. You can also inform that The Mayor will not accept this. As commercial plug</p>	
On 16 Oct 2023, at 15:13 From 365 to GLA	<p>We have already promised both the clients on this based on our earlier understanding. They can come briefly on the stage for 2 mins for a photo op and we don't expect a lot.</p> <p>Hope we can sort this. We have worked tirelessly to bring all sponsors and we are not getting paid from GLA for doing this.</p> <p><a href="#">[Section 40]</a> please clarify. That's the bare minimum we expect even though I was also expected to go on stage but I'm happy to stay out.</p> <p><a href="#">[Third party arrangement / reference]</a></p>	
Monday, October 16, 2023 2:58 pm From GLA to 365	<p>I think you know who <a href="#">[Section 40]</a> is the Chair lead for Diwali in London committee this year.</p> <p><a href="#">[Section 40]</a> has advised me that he was unaware of any of our sponsors having a presence on the stage at the Opening Ceremony this year.</p> <p>From our point of view, we are trying to keep the stage presence here at an absolute minimum.</p> <p>We have agreed that Remitly can give a 2 minute Q&amp;A or speech but that is all. Our agreement doesn't state that Remitly or <a href="#">[Section 40]</a> will be on stage during the Opening Ceremony either.</p> <p>please do advise further.</p>	
16 October 2023 14:51 From 365 to GLA	<p>Below are the details For Remitly</p> <ol style="list-style-type: none"> <li>1. Name of the Remitly spokesperson for the event and for stage presence – 2 representatives will be invited on stage, and one spokesperson to address the audience.</li> <li>2. <a href="#">[Third party arrangement / reference]</a></li> </ol> <p>Guest names for guest tickets for hospitality tent (4):</p> <p><a href="#">[Section 40]</a></p> <p><a href="#">[Section 40]</a></p> <p>Spare ticket for <a href="#">[Section 40]</a> companion or <a href="#">[Section 40]</a> ( our VP, E&amp;A Marketing )</p>	
23 October 2023 08:44:00 From GLA to 365	<p>Hope all is well. Not long to go now!</p> <p>Sponsor Arrival Schedule and Site Map</p> <p>Please find attached the briefing pack and site map for the event which includes key information on arrival, set up and derig details. Any questions, please don't hesitate to contact either myself or <a href="#">[Section 40]</a></p> <p>Staff Induction form</p> <p>Please do ensure all staff working on site complete the induction form in the briefing pack by COP Wednesday this week.</p> <p>Vehicle Access for set up/derig</p> <p>Please do complete the vehicle access form for all vehicles coming to site – link in the briefing pack.</p> <p>Contacts on the day</p> <p>Both <a href="#">[Section 40]</a> and my colleague <a href="#">[Section 40]</a> from the GLA Events Team will also be your sponsor liaison throughout the day.</p> <p>Outstanding Items</p> <p><a href="#">[Third party arrangements / references]</a></p> <p>All sponsors and their staff will be issued with a Trader/Sponsor wristband for ease of entry to and from site.</p> <p>Look forward to hearing from you.</p> <p>Attachment Briefing pack</p>	Diwali on the Square briefing pack, site map and outstanding items
26 October 2023 21:22 From GLA to 365	<p>Please find details below for the Remitly photo and 2 x Q&amp;A appearances on stage with host <a href="#">[Section 40]</a> for Remitly and GBS.</p> <p><a href="#">[Section 40]</a> cc'd in will be your point of contact <b>on the day only</b> and can be reached on <a href="#">[Phone number - Section 40]</a></p> <ol style="list-style-type: none"> <li>1. 2.55pm - Photo with SK and Headline Sponsor Remitly Executive Vice President <a href="#">[Section 40]</a> backstage. <ul style="list-style-type: none"> <li>• <a href="#">[Section 40]</a> to arrive at SW Prod Accreditation Point to collect his stage wristband at 2.30pm where will meet him and escort him BoH.</li> </ul> </li> </ol>	Sponsor moments BoH briefing and POC

	<ul style="list-style-type: none"> <li>• Photo with the Mayor BoH taken in suitable location.</li> <li>• After photo, [Section 40] will escort back into the main square.</li> <li>• Please ask [Section 40] to keep wristband on for his later Q&amp;A appearance on stage.</li> </ul>	
	Attachment – Site Plan [Site plan exempt section 31 and Section 38]	
19 October 2023 09:02 From GLA to Remitly	<p>Hope all is well. Just following up on a few things please:</p> <ol style="list-style-type: none"> <li>1. Press Release – please see attached which is went live this morning.</li> <li>2. Q&amp;A timings – we have allocated you 2 mins at 2.51pm on the main stage.</li> <li>3. Q&amp;A questions – did you have any in mind you would like the host to ask for your 2-minute Q&amp;A?</li> <li>4. Advert – please could you share your advert with us again. The one we have received we can only hear the audio</li> </ol>	Diwali on the Square PR
16 October 2023 23:31 From GLA to Remitly	<p>Thanks for the biog. Shame about the release – please do get one created as we may get more requests for the release later on so we can always add it in. Will def mention Remitly as our Headline Sponsor for this year. Will share release before it goes live. I'm doing updates on website end of week so will add this to the list.</p>	
16 October 2023 22:51 From Remitly to GLA	<p>Here is [Section 40] biog:</p> <p><i>[Section 40] the EVP, Global Remittance Business Management at Remitly, a leading digital financial services provider for immigrants and their families and has been with Remitly since 2018.</i></p> <p>I can follow up on the Q&amp;A later this week if that is okay? In terms of the quote I've checked with our comms team and it's going to be too much to turn it around unfortunately. Can you just include a mention of Remitly as a sponsor in the release rather than a full quote? Would still be good to get eyes on the release before it goes out if possible just so we can see the brand name being used in context. One other thing - I noticed the link to our site on this page is pointing to an older campaign landing page. Can you please update that to <a href="https://www.remitly.com/gb/en">https://www.remitly.com/gb/en</a></p>	
Mon, Oct 16, 2023 at 9:49 PM From GLA to Remitly	<p>Thanks for coming back to me. Can you send me a short biog for [Section 40] too please- 30 words. Q&amp;A great – would you like to suggest a few questions for Nil to ask that best serves your brand? Quote – thanks for working on this. We would be distributing it on Weds 18th October, so please can you do your best to get that sent over tomorrow? I don't think we can push date back anymore as it was due out on Monday and we've already stalled a couple of days. Please can you try and work your magic?</p>	
16 October 2023 21:27 From Remitly to GLA	<p>Thanks for sharing this and for clarifying what comes with the sponsorship. That is all clear.</p> <ol style="list-style-type: none"> <li>1. Photo with the Mayor - The Remitly representative would be [Section 40] (who is from India himself but based here in London). He is the EVP, Global Remittance Business Management and part of our global Executive team. I've attached his head shot.</li> <li>2. Programming on stage - We would be very happy with a Q&amp;A instead as I think it's more interactive :) Would you be able to share the questions in advance? [Section 40] would again be the Remitly representative</li> <li>3. GLA press release - In terms of the quote we can get started on that and share with you soon.</li> </ol> <p>Just to clarify - when you say the release is due to be distributed on Oct 18 do you mean shared with us or it will be pitched out on the 18th? If the latter is there anyway to push that out as a little as it will be very tight for us to get our internal approvals turned around quickly as our legal/comms teams are based in the USA</p>	
Mon, Oct 16, 2023 at 6:10 PM From GLA to Remitly	<p>Following on from below, please find the draft Press Release below.</p> <p>There will be quotes from Remitly, [Section 40] and Diwali in London committee added to this with Remitly leading, followed by [Section 40] and then [Section 40].</p> <p>Please note, this is in draft form and still going through out internal process for sign off so please do not share with anyone. Please do share Remitly's quote with us asap. We will share the final version once the Mayor's Office have approved it – this will be distributed on Wed18 October. <a href="#">Mayor announces the capital's Diwali in the Square celebrations   London City Hall</a></p> <p>Look forward to hearing from you.</p>	
16 October 2023 14:49	<p>Nice to connect and thank you so much for sponsoring Diwali on the Square this year. It's great to have Remitly on board finally! With regards to your questions below:</p>	

From GLA to Remitly	<ol style="list-style-type: none"> <li>1. We can never promise a photograph with the Mayor or with the Mayor on the stage because it is never a guarantee that he will attend the event, especially in this current political climate. If, however, he does attend, we would be more than happy to arrange a photograph with him backstage. Please can you send me the name and position of the Remitly representative you would like him to meet along with a headshot so I can add this into a briefing document by 4pm today.</li> <li>2. Programming on stage – I understood from Here and Now that this would be a 2 minute Q&amp;A with the host, , however if you would rather give a 2-minute address then please could you share their speech by COP Wednesday 18th October so we can review internally with our working group and the Mayor's Office. Can you also share the name of person delivering the speech, along with a head shot and short biography. Once approved, we would then like to share this in advance with our BSL Interpreters so they can ensure they interpret it correctly on the day. Please could the speech also include a short introduction for us to give to the host to welcome your representative onto the stage. We are currently looking to schedule this Q&amp;A at either 14.51 or 15.23 – please can you advise on your preference.</li> <li>3. Quote in GLA Press Release – yes definitely. Please share your quote, asap and when finalised, I will ask the Press Team to share with you for review. Our Press Team will be circulating this on Weds 18th October and in terms of how this gets pitched, the team have a full list of contacts who they will share the release with.</li> </ol> <p>Hope that answers your questions. Look forward to hearing from you soon.</p>	
16 October 2023 12:40 From Remitly to GLA	<p>Hi [Section 40] - thanks so much. [Section 40] - it's very nice to meet you. [Section 40] and I can assist you on this. Just to confirm, as part of the sponsorship we get the following:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Photo on stage with the Mayor of London and host</b></li> <li><input type="checkbox"/> <b>Programming opportunities on Main Stage</b> – Remitly spokesperson will have the chance to address the crowd for 2 minutes and wish them Happy Diwali from the Brand</li> <li><input type="checkbox"/> <b>Quote in GLA Press Release</b></li> </ul> <p>A couple questions on the above so that we can manage to our internal approval timelines:</p> <ol style="list-style-type: none"> <li>1. For the address to the crowd - can you let us know what kind of approval process you have on your side and any deadlines for getting the speech over to you?</li> <li>2. For the quote in the GLA press release - would you be able to share out the full release in advance so our team can review and approve? Can you let me know how this will get pitched out?</li> </ol> <p>Let me know if you would rather hop on a call to discuss :)</p>	
Wed, Oct 11, 2023 at 4:59 PM From 365 to GLA	<p>As per my earlier email, I would like to introduce you to [Section 40] from the GLA, our key point of contact for all the sponsorship related entitlements. Please send the quote and relevant information to [Section 40] at your earliest convenience, and please keep and me in the loop.</p> <p>Hi [Section 40] Meet [Section 40] from Remitly, they will be able to help you with the quote for the press release. We both are here for any help that you might need.</p>	



**MAYOR OF LONDON**

---

# **MAYOR OF LONDON'S DIWALI FESTIVAL 2023**

## **SPONSORSHIP PROPOSAL**



# MAYOR OF LONDON

---

The Mayor's Events programme enhances and enriches London with free events that celebrate diverse cultures and bring Londoners together from across the city from different communities.

The GLA deliver and host over 40 events in London, engaging over 4 million people, including London's famous New Year's Eve fireworks, St Patrick's Day, Eid Festival, Vaisakhi, Diwali and St George's Day.



Events are held in London's most iconic public space, Trafalgar Square.

Events play a big part in our booming tourism industry and are one reason London is now the world's top travel destination.



# MAYOR OF LONDON

**Diwali Festival 2023**  
Trafalgar Square  
Sunday 29 October, 1 - 7pm





# MAYOR OF LONDON

---

- Diwali (Festival of Lights) is a celebratory occasion for Hindu, Jain and Sikh communities. The event has a strong reputation and is one of the Mayor's most well attended events in Trafalgar Square. In 2019, 2021 and 2022 there were over 25,000 attendees
- The event highlights #LondonforEveryone (Mayor Campaign) – creating a safer, fairer, greener and more prosperous city for all Londoners and celebrating London's rich and diverse communities.
- In 2023, the event will once again include a live music stage, delicious food stalls and a range of fun activities including a public interaction Garba dance and a variety of family activities for everyone



# MAYOR OF LONDON

---

## Impact

### Top line statistics from our market research for Diwali 2022:

- ❑ On a scale of 1 – 5, (1 being poor and 5 excellent) **84%** of visitors to Diwali gave the event **4 and above**
- ❑ **27%** of visitor attended to celebrate their culture with **29%** attending because they enjoy cultural events
  - ❑ **89%** believe the **event represents Diwali culture well.**
- ❑ **65%** said they **learnt something new about Hindu, Sikh and Jain culture**
  - ❑ The average dwell time at event was **3 hours**

# MAYOR OF LONDON

---

## Audience

### Top line statistics from our market research for Diwali 2022:

- ❑ **52% Male, 42% Female**
- ❑ **Age - 18-24: 13% / 25-49: 52% / 50-64: 19% / 65+: 14%**
- ❑ **56% Indian, 27% White (English, Irish and other), 4.4% Other Asian (Pakistani, Bangladeshi, Chinese or other ethnic group);**
- ❑ **52.6% Hindu, 21.6% Christian, 6.9% other including Sikh and Islam**
- ❑ **71% new visitors attended the event with 29% of visitors having attended before**
- ❑ **72% of visitors reside in London, 22.9% live elsewhere in the UK, 2.5% from overseas**



# MAYOR OF LONDON

## Partnership packages

SPONSORSHIP PACKAGE	HEADLINE SPONSOR	PRESENTING PARTNER	SUPPORTING PARTNER	FRIEND
SPONSORSHIP AMOUNT	£30,000	£20,000	£10,000	£5,000
Category Exclusivity	x			
Photo on stage with the Mayor of London and host with backdrop of crowd	x			
Programming opportunities on Main Stage	x			
Q&A with host(s) on stage	x			
Partner logo on event dressing around Trafalgar Square	x	x	x	x
6x3 activation space on Trafalgar Square for brand activity during event	x	x		
3x3 activation space on Trafalgar Square for brand activity during event			x	x
Quote inclusion in GLA Press Releases	x	x		
Inclusion in notes to editor section in GLA Press Releases			x	x
30 Second Promo Video on screen throughout event on Trafalgar Square (subject to GLA and WCC approval)	X 6	X 4	X 2	
Link to sponsors website on london.gov.uk website	x	x	x	x
Guest tickets for Hospitality Tent	X 6	X 4	X 2	X 2
Right to promote/give away Partner products subject to GLA approval - at activation stand only.	x	x	x	
Right to have 2 x branded crew to roam event site to inform visitors of activation stand (no flyering or merch give aways)	x	x		

## **Advertising only slots on the main screen**

Please note, we are only allowed a maximum of 6 minutes per hour for commercial advertising throughout the duration of the event. These will be prioritised according to Headline and Associate Sponsors' requests.

### **Advertising slots: 30 seconds each**

One slot: £750.00

Two slots: £700.00 each

Three slots: £650.00 each

Five or more slots: £600.00 each

Each advert must be agreed with the GLA and Westminster City Council and be in line with its priorities and ethics.

This agreement is made on the 29.09.2023

**The Greater London Authority** of City Hall, Kamal Chunchie Way, London, E16 1ZE, UK, ("the Authority"); and

**The Here and Now 365**, a private limited company registered in England and Wales as company number 05177196 whose registered office is 20 Rampart Street, London E1 2LS ("the Sponsor") (together "the Parties") on behalf of **Remitly**, [REDACTED].

agree to the Authority's grant of the Benefits in return for the Sponsor's payment to the Authority of the Sponsorship Costs relating to the [REDACTED] set out in the commercial terms below and general terms appended ("the Agreement").

**Please sign and return the enclosed copy letter to indicate your agreement.**  
**COMMERCIAL TERMS**

1. **Benefits:**  
Detailed Commercial Terms and Partner Benefits are included in **Appendix 2**
2. **Sponsorship Costs:**  
Provided a valid VAT invoice is issued, the Sponsorship Costs will amount to a total of [REDACTED] (broken into four separate invoices and PO's) as per the payment terms outlined in **Appendix 2**
3. **Sponsor Logos:** Sponsor Logo in **Appendix 3**
4. **Sponsorship Period** means the period commencing upon signing of this: agreement until 29 October 2023.
5. **Project** means **Diwali on Trafalgar Square - Sunday 29 October 2023**
6. Without limiting its obligations and responsibilities under this Agreement the Sponsor shall effect insurances as required by and to the satisfaction of the Authority and shall produce to the Authority the policy or policies of insurance so effected or evidence of such policy or policies of insurance and the Sponsor shall also produce to the Authority as and when required by him the current premium renewal receipts relative to the policy or policies of insurance aforesaid. Public liability insurance should be up to [REDACTED].

**SIGNED FOR AND BEHALF OF THE PARTIES**

.....  
[REDACTED]  
Senior Manager, Events for London  
Duly authorised signatory  
for the Authority

[REDACTED]  
.....  
[REDACTED] [REDACTED]  
Media Director  
Duly authorised signatory  
For Here and Now 365

**APPENDIX 1**






## GENERAL TERMS

1. The Sponsor shall pay the Sponsorship Costs in the manner and on the dates required by this Agreement.
2. In the event that the Sponsor fails to pay any fee or cost or meet any other obligation in accordance with this Agreement, the Authority may without prejudice to its other rights under this Agreement elect to withdraw the relevant element of the Benefits, offer an alternative or reduced Benefit(s) or deliver the Benefit(s) notwithstanding such late payment but recover the relevant sum(s) later.
3. No change to any of the Benefits shall entitle the Sponsor to reduce or refuse payment provided that, taken as a whole (including any additional or new facilities or benefits offered by the Authority), the package of benefits offered is not materially of less quality or extent than was determined as at the date of signing.
4. The Authority shall acknowledge the Sponsor's participation in the Project by incorporating the Sponsor's name and/or the Sponsor Logo on the literature, programmes, advertisements and posters if and to the extent as set out in the Commercial Terms. The Authority shall have the sole right of approving all such literature and materials.
5. The Authority may terminate this Agreement at any time if: (a) the Sponsor goes into liquidation, receivership, administrative receivership, administration, becomes insolvent or ceases trading or a petition is presented for its winding-up or bankruptcy; (b) the Sponsor demonstrates or declares, whether by words or its actions, that it shall not be paying the Sponsorship Costs and/or adhering to this Agreement; or (c) circumstances arise from which there is a risk of damage to the Authority by reason of the conduct of, or adverse publicity about the Sponsor, by giving the Sponsor notice in writing to bring the Agreement to an end immediately, and in such circumstances the Authority shall be entitled to retain fees already paid provided always that upon the application of paragraph 5(c), the Sponsor's liability for costs arising subsequently shall cease, save that the Authority's other rights for any breach shall survive termination.
6. The Sponsor shall remain liable for the Sponsorship Costs in full in the event that it determines it no longer wishes to be associated with the Project; the Authority gives notice of termination to the Sponsor in the case of the Sponsor's breach of this Agreement; or liquidation, receivership, administrative receivership, administration, becoming insolvent, cessation of trading or the presentation of a petition for its winding-up or bankruptcy.
7. Either Party may give notice to terminate this Agreement in the event that the other: (a) breaches this Agreement and fails to remedy such breach within 14 days of notice given by the Party not in breach to the other; or (b) breaches this Agreement where such breach is not capable of remedy;
8. The Authority accepts no responsibility for any change to the Project including without limitation the cancellation of an event(s) or for any reason beyond the Authority's reasonable control, including without limitation, act of God, fire, national or local disaster.
9. The Sponsor shall indemnify the Authority in respect of all claims, damages, costs (including without limitation legal costs) howsoever and whensoever arising (including, without limitation, claims, damages and costs in respect of death, personal injury or damage to property (and consequential loss)) resulting from any breach of this

Agreement, negligence, or breach of statutory or other duty by the Sponsor or any person acting on its behalf.

10. The Sponsor hereby grants to the Authority a non-exclusive, non-transferable and royalty free licence to use the Sponsor Logo in relation to the Project. Such licence shall terminate upon expiry or earlier termination provided always that the Sponsor acknowledges and agrees that: (a) following expiry or earlier termination by the Authority, the Authority shall be entitled to continue to use the Sponsor Logo in its reporting of outcomes of the Project, general historical reporting of the Project and for archive purposes; and (b) following any earlier termination by the Sponsor the Authority shall be entitled to a reasonable period within which to remove the Sponsor Logo from Project related materials such period to be no less than two (2) calendar months.
11. Neither Party shall do anything to impair the rights of the other Party in its trademarks or other intellectual property and neither Party shall represent that it has any right to (or to use) such trademarks except as expressly permitted under this Agreement. All rights in and to the Project, its name, get-up, logos, goodwill and reputation, and any related intellectual property rights, shall remain owned by the Authority, save for any intellectual property rights existing in the Sponsor Logo. Neither Party shall do or permit any act within its control which may be derogatory to the other Party, its products or services, its brands or trade or service marks or is likely in any way to damage or impair the high standing or reputation of that Party. Subject to Clause 9, in the event of termination, all rights of one Party to use the other Party's trademarks or other intellectual property ends immediately.
12. Without limiting clause 9, the Sponsor shall indemnify and hold harmless the Authority against any claims, damages, costs (including (without limitation) legal costs), expenses, loss or damage incurred by Authority as a result of a claim or allegation that any promotional or other material infringes, by reason of incorporating any of the Sponsor's marks or any content (such as text, graphics or photography) supplied by the Sponsor infringes the intellectual property rights of a third party.
13. The Sponsor undertakes to maintain in strictest confidence and not to disclose to any third party without the prior written consent of the Authority any trade or business secret or other information by its nature or expressed to be confidential supplied by the Authority to the Sponsor. The Sponsor gives its consent for the Authority to publish this Agreement and ancillary information/documentation.
14. The Sponsor shall not, and shall procure that it shall not pay any commission, fees or grant any rebates to any employee, officer or agent of the Authority nor favour employees, officers or agents of the Authority with gifts or entertainment of significant cost or value nor enter into any business arrangement with employees, officers or agents of the Authority without the Authority's written approval. The Sponsor shall comply with the Bribery Act 2010 and any guidance issued by the Secretary of State under it.
15. Any notice, demand or communication required to be given in connection with this Agreement will be in writing and may be delivered by hand, prepaid recorded delivery first class post or facsimile addressed to the recipient at its registered office or any other address (including a facsimile number) notified to the other Party in writing in accordance with this paragraph as an address to which notices, invoices and other documents may be sent. The notice, demand or communication will be deemed to have been duly served if delivered by (a) hand, at the time of delivery; or (b) post, 2 business days after being posted or in the case of airmail 14 business days after being posted.

For the purposes of this paragraph the Parties email addresses are set out below:

 [hereandnow365.co.uk](mailto:hereandnow365.co.uk)  
 [london.gov.uk](mailto:london.gov.uk)  
 [@london.gov.uk](mailto:@london.gov.uk)

Either Party shall notify the other of any change to its email address.

16. The Agreement is personal to the Sponsor who may not assign nor otherwise transfer any rights or obligations under this Agreement without the prior written consent of the Authority.
17. If any provision of this Agreement shall be held to be invalid, illegal or unenforceable for any reason the validity of the remaining provisions shall not be affected.
18. No waiver of any provision of this Agreement shall be effective unless expressly stated to be waived and communicated in writing to the other Party.
19. Nothing in this Agreement shall constitute or be deemed to constitute any partnership or agency arrangement between the Parties.
20. Save that any subsidiary (as defined in section 1159 of the Companies Act 2006) of the Authority has the right to enforce the terms of this Agreement in accordance with the Contracts (Rights of Third Parties) Act 1999 ("Third Party Act"), the Parties do not intend that any of the terms of this Agreement shall be enforceable by virtue of the Third Party Act by any person not a party to it provided always that the Parties are entitled to vary or rescind this Agreement without the consent of any other person including such Authority subsidiaries.
21. Any variation to this Agreement agreed by the Parties shall be recorded in writing.
22. The laws of England govern this Agreement and the Parties shall submit to the exclusive jurisdiction of the English courts.



## APPENDIX 2

### PAYMENT TERMS AND SPONSORSHIP BENEFITS

**Payment terms: (one Purchase Order to be raised for total amount)**

**50% payment to be made by 29 October 2023**

**50% payment within two weeks of event by 10 November 2023**

- Remitly   


**Total package** 

## SPONSOR BENEFITS

### Remitly – Headline Sponsor

- Own 6x3m branded marquee on North Terrace
- Own 3x3m branded marquee on SW corner
- Logo on event branding on site, DiL website and GLA assets
- Link to website on GLA website
- 6 x 30 sec adverts on the 25ft screen on Trafalgar Square throughout the day
- Agreed furniture with Production Company
- 6 x tickets to Hospitality Marquee
- 2-3 min Q&A main stage with DiL host and Remitly official
- Quote inclusion in GLA Press Release
- Right to promote/give away Partner products subject to GLA approval at activation stand only
- Right to have 2 x branded crew to roam event site to inform visitors of activation stand (no flyering, merch or food giveaways)

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

## APPENDIX 3

### SPONSOR LOGOS

Logos provided; design still being finalised.





This agreement is made on the 29.09.2023

**The Greater London Authority** of City Hall, Kamal Chunchie Way, London, E16 1ZE, UK, ("the Authority"); and

**The Here and Now 365**, a private limited company registered in England and Wales as company number 05177196 whose registered office is 20 Rampart Street, London E1 2LS ("the Sponsor") (together "the Parties") on behalf of **Remitly**, [REDACTED]

agree to the Authority's grant of the Benefits in return for the Sponsor's payment to the Authority of the Sponsorship Costs relating to the [REDACTED] set out in the commercial terms below and general terms appended ("the Agreement").

**Please sign and return the enclosed copy letter to indicate your agreement.**  
**COMMERCIAL TERMS**

1. **Benefits:**  
Detailed Commercial Terms and Partner Benefits are included in **Appendix 2**
2. **Sponsorship Costs:**  
Provided a valid VAT invoice is issued, the Sponsorship Costs will amount to a total of [REDACTED] (broken into four separate invoices and PO's) as per the payment terms outlined in **Appendix 2**
3. **Sponsor Logos:** Sponsor Logo in **Appendix 3**
4. **Sponsorship Period** means the period commencing upon signing of this: agreement until 29 October 2023.
5. **Project** means **Diwali on Trafalgar Square 29 October 2023**
6. Without limiting its obligations and responsibilities under this Agreement the Sponsor shall effect insurances as required by and to the satisfaction of the Authority and shall produce to the Authority the policy or policies of insurance so effected or evidence of such policy or policies of insurance and the Sponsor shall also produce to the Authority as and when required by him the current premium renewal receipts relative to the policy or policies of insurance aforesaid. Public liability insurance should be up to [REDACTED].

**SIGNED FOR AND BEHALF OF THE PARTIES**

.....  
[REDACTED]  
Senior Manager, Events for London  
Duly authorised signatory  
for the Authority

.....  
[REDACTED]  
Media Director  
Duly authorised signatory  
For Here and Now 365

**APPENDIX 1**

## GENERAL TERMS

1. The Sponsor shall pay the Sponsorship Costs in the manner and on the dates required by this Agreement.
2. In the event that the Sponsor fails to pay any fee or cost or meet any other obligation in accordance with this Agreement, the Authority may without prejudice to its other rights under this Agreement elect to withdraw the relevant element of the Benefits, offer an alternative or reduced Benefit(s) or deliver the Benefit(s) notwithstanding such late payment but recover the relevant sum(s) later.
3. No change to any of the Benefits shall entitle the Sponsor to reduce or refuse payment provided that, taken as a whole (including any additional or new facilities or benefits offered by the Authority), the package of benefits offered is not materially of less quality or extent than was determined as at the date of signing.
4. The Authority shall acknowledge the Sponsor's participation in the Project by incorporating the Sponsor's name and/or the Sponsor Logo on the literature, programmes, advertisements and posters if and to the extent as set out in the Commercial Terms. The Authority shall have the sole right of approving all such literature and materials.
5. The Authority may terminate this Agreement at any time if: (a) the Sponsor goes into liquidation, receivership, administrative receivership, administration, becomes insolvent or ceases trading or a petition is presented for its winding-up or bankruptcy; (b) the Sponsor demonstrates or declares, whether by words or its actions, that it shall not be paying the Sponsorship Costs and/or adhering to this Agreement; or (c) circumstances arise from which there is a risk of damage to the Authority by reason of the conduct of, or adverse publicity about the Sponsor, by giving the Sponsor notice in writing to bring the Agreement to an end immediately, and in such circumstances the Authority shall be entitled to retain fees already paid provided always that upon the application of paragraph 5(c), the Sponsor's liability for costs arising subsequently shall cease, save that the Authority's other rights for any breach shall survive termination.
6. The Sponsor shall remain liable for the Sponsorship Costs in full in the event that it determines it no longer wishes to be associated with the Project; the Authority gives notice of termination to the Sponsor in the case of the Sponsor's breach of this Agreement; or liquidation, receivership, administrative receivership, administration, becoming insolvent, cessation of trading or the presentation of a petition for its winding-up or bankruptcy.
7. Either Party may give notice to terminate this Agreement in the event that the other: (a) breaches this Agreement and fails to remedy such breach within 14 days of notice given by the Party not in breach to the other; or (b) breaches this Agreement where such breach is not capable of remedy;
8. The Authority accepts no responsibility for any change to the Project including without limitation the cancellation of an event(s) or for any reason beyond the Authority's reasonable control, including without limitation, act of God, fire, national or local disaster.
9. The Sponsor shall indemnify the Authority in respect of all claims, damages, costs (including without limitation legal costs) howsoever and whensoever arising (including, without limitation, claims, damages and costs in respect of death, personal injury or damage to property (and consequential loss)) resulting from any breach of this

Agreement, negligence, or breach of statutory or other duty by the Sponsor or any person acting on its behalf.

10. The Sponsor hereby grants to the Authority a non-exclusive, non-transferable and royalty free licence to use the Sponsor Logo in relation to the Project. Such licence shall terminate upon expiry or earlier termination provided always that the Sponsor acknowledges and agrees that: (a) following expiry or earlier termination by the Authority, the Authority shall be entitled to continue to use the Sponsor Logo in its reporting of outcomes of the Project, general historical reporting of the Project and for archive purposes; and (b) following any earlier termination by the Sponsor the Authority shall be entitled to a reasonable period within which to remove the Sponsor Logo from Project related materials such period to be no less than two (2) calendar months.
11. Neither Party shall do anything to impair the rights of the other Party in its trademarks or other intellectual property and neither Party shall represent that it has any right to (or to use) such trademarks except as expressly permitted under this Agreement. All rights in and to the Project, its name, get-up, logos, goodwill and reputation, and any related intellectual property rights, shall remain owned by the Authority, save for any intellectual property rights existing in the Sponsor Logo. Neither Party shall do or permit any act within its control which may be derogatory to the other Party, its products or services, its brands or trade or service marks or is likely in any way to damage or impair the high standing or reputation of that Party. Subject to Clause 9, in the event of termination, all rights of one Party to use the other Party's trademarks or other intellectual property ends immediately.
12. Without limiting clause 9, the Sponsor shall indemnify and hold harmless the Authority against any claims, damages, costs (including (without limitation) legal costs), expenses, loss or damage incurred by Authority as a result of a claim or allegation that any promotional or other material infringes, by reason of incorporating any of the Sponsor's marks or any content (such as text, graphics or photography) supplied by the Sponsor infringes the intellectual property rights of a third party.
13. The Sponsor undertakes to maintain in strictest confidence and not to disclose to any third party without the prior written consent of the Authority any trade or business secret or other information by its nature or expressed to be confidential supplied by the Authority to the Sponsor. The Sponsor gives its consent for the Authority to publish this Agreement and ancillary information/documentation.
14. The Sponsor shall not, and shall procure that it shall not pay any commission, fees or grant any rebates to any employee, officer or agent of the Authority nor favour employees, officers or agents of the Authority with gifts or entertainment of significant cost or value nor enter into any business arrangement with employees, officers or agents of the Authority without the Authority's written approval. The Sponsor shall comply with the Bribery Act 2010 and any guidance issued by the Secretary of State under it.
15. Any notice, demand or communication required to be given in connection with this Agreement will be in writing and may be delivered by hand, prepaid recorded delivery first class post or facsimile addressed to the recipient at its registered office or any other address (including a facsimile number) notified to the other Party in writing in accordance with this paragraph as an address to which notices, invoices and other documents may be sent. The notice, demand or communication will be deemed to have been duly served if delivered by (a) hand, at the time of delivery; or (b) post, 2 business days after being posted or in the case of airmail 14 business days after being posted.

[hereandnow365.co.uk](http://hereandnow365.co.uk)  
[london.gov.uk](http://london.gov.uk)  
[@london.gov.uk](mailto: @london.gov.uk)

16. The Agreement is personal to the Sponsor who may not assign nor otherwise transfer any rights or obligations under this Agreement without the prior written consent of the Authority.
17. If any provision of this Agreement shall be held to be invalid, illegal or unenforceable for any reason the validity of the remaining provisions shall not be affected.
18. No waiver of any provision of this Agreement shall be effective unless expressly stated to be waived and communicated in writing to the other Party.
19. Nothing in this Agreement shall constitute or be deemed to constitute any partnership or agency arrangement between the Parties.
20. Save that any subsidiary (as defined in section 1159 of the Companies Act 2006) of the Authority has the right to enforce the terms of this Agreement in accordance with the Contracts (Rights of Third Parties) Act 1999 ("Third Party Act"), the Parties do not intend that any of the terms of this Agreement shall be enforceable by virtue of the Third Party Act by any person not a party to it provided always that the Parties are entitled to vary or rescind this Agreement without the consent of any other person including such Authority subsidiaries.
21. Any variation to this Agreement agreed by the Parties shall be recorded in writing.
22. The laws of England govern this Agreement and the Parties shall submit to the exclusive jurisdiction of the English courts.

**Payment terms: Full payment to be made by Friday 13<sup>th</sup> October 2023.**

- Remitly

## Sponsorship Benefits

**Remitly – Headline Sponsor**

- Own 6x3m branded marquee on North Terrace
- Own 3x3m branded marquee on SW corner
- Logo on event branding on site, DiL website and GLA assets
- Link to website on GLA website
- 6 x 30 sec adverts on the 25ft screen on Trafalgar Square throughout the day
- Agreed furniture with Production Company
- 2 x tickets to Hospitality Marquee

[Redacted]

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

■ [REDACTED]  
 ■ [REDACTED]

\_\_\_\_\_

■ [REDACTED]  
 ■ [REDACTED]  
 ■ [REDACTED]  
 ■ [REDACTED]  
 ■ [REDACTED]

[REDACTED]

Administration	Percentage
Current Administration	85%
Previous Administration	15%



## **APPENDIX 3**

### **SPONSOR LOGOS**

Logos provided; design still being finalised.



## INFORMATION FOR SPONSORS AND DIL

### DIWALI ON THE SQUARE 2023

#### KEY INFO

<b>Date:</b>	Sunday 29 October 2023
<b>Event Location:</b>	Trafalgar Square
<b>Event Timings:</b>	13:00 - 19:00 (soft opening from 12:00)
<b>Trading Times:</b>	13:00 - 18:45
<b>Expected Square Footfall:</b>	30,000
<b>Health &amp; Safety Inspections</b>	09:00 (this will include Westminster Council inspections)

#### EVENT SUMMARY

The Mayor of London's annual family event, Diwali on the Square, delivered in partnership with the Diwali in London committee takes place on Sunday 29 October between 13:00 - 19:00.

Attracting over 30,000 people to London's iconic Trafalgar Square, this unique cultural event celebrates the Festival of Lights, bringing communities, families, and friends together to enjoy the best of Indian art, music, culture, literature, history, and fashion alongside a feast of food stalls from around the

world. The Mayor of London's Diwali festival is an exciting line-up of music and dance, plus workshops, food, art and crafts for the whole family, it's a fantastic day out for everyone to enjoy.

#### KEY ORGANISATIONS INVOLVED

Greater London Authority (GLA) and Diwali In London Committee (DIL) - Organisers/Client  
Westminster City Council - Owners of the North Terrace and Pall Mall East

Greater London Authority - Owners of Trafalgar Square.

Audience - The Company engaged by the GLA to create the event.

LS Events - Employed by Audience to deliver the live event

Safetygeeks - Responsible for the H&S across the event

Lighthouse - Technical production / Power

#### KEY PEOPLE - Names to know

[REDACTED]	(LS) Site management
[REDACTED]	(LS) - DIL Activities / Stage Manager
[REDACTED]	- Technical - Power, light, sound
[REDACTED]	(Sygma) - Health and Safety Manager
[REDACTED]	(Audience) - Stalls/Production/Accred/Admin.
[REDACTED]	(Audience)- Project manager
[REDACTED]	(GLA) - Event Contact for GLA - Sponsors and Community
[REDACTED]	(LS) - Overall Event Lead

#### Audience

**PRE EVENT ACTIONS: VEHICLE REGISTRATION**

Please complete the vehicle form below **no later than 17:00 on Tuesday 24th October** if you intend on bringing a vehicle on to Trafalgar Square.

- We will hold a list of all vehicles that will need access to the site, including vehicle type and registration number, and contact number. If vehicle details are not provided in advance, there is a chance your vehicles will not be allowed access to the site.
- ONLY VEHICLES LOADING AND UNLOADING EQUIPMENT/STALL CONTENT ARE PERMITTED. A STRICT 30 min DROP OFF WILL BE IN PLACE. PERSONAL USE OR STAFF PARKING WHILE WORKING IS NOT PERMITTED. On Sunday Morning All vehicles need to be off the main site by 09:00 at the absolute latest, when the site will be locked down and additional fences constructed.
- Please also provide in the form the names and number of people working on your stall/area where possible.

**[\\*Click Here\\* to submit Vehicle details](#)**

**FOLLOW THE DIRECTION OF STEWARDS - STRICT 5mph SPEED LIMIT****ON SITE VEHICLE ARRIVAL**

Stalls located on the **North Terrace or Pall Mall East** you will access the site via Pall Mall East. There will be a road closure in place at the junction of Pall Mall East and Haymarket on Sunday. Please speak to security on arrival. (<https://w3w.co/think.estate.salt>)

Stalls located **within The Square** will access via the South West corner of Trafalgar Square (<https://what3words.com/piles.couches.driven>). Security will be in place to assist with traffic and people management.

**SET UP TIMES:**

SAT - TRS Trailer 16.00

SAT - Here and Now Sponsors 16.00 - 20.00

SAT - North Terrace DIL Activities 16.00 - 20.00

SUN - Pall Mall East Sponsor (Lidl) 08:00 - 08:30

SUN - Pall Mall East DIL Activities 09.00 - 09.30

**\*NOTES\***

**For Traders/Sponsors:** Please ask for Rose Slade if you have any arrival issues

**For DIL Activities:** Please ask for Benedict Langley if you have any arrival issues

**POST EVENT DEPARTURE:**

The event finishes at 19:00. Please pack down your area prior to bringing your vehicle on site. It is anticipated that vehicles will be allowed back into the square from 20:00 so use that hour to pack down and be ready to load your vehicles.

We will be operating a 1 way system within the square so please make sure your vehicle is not there unnecessarily early, late or blocking this route.

**Audience**

**PRE EVENT ACTIONS: ACCREDITATION - SATURDAY 28th OCTOBER**

ANYONE IN ANY TEAM INTENDING TO WORK ON SITE ON SATURDAY 28th OCTOBER must complete the Induction link below. \*This includes DIL members, Activities leaders and Sponsors.

**[\\*Click Here\\* to complete induction](#)**

This induction highlights important safety information you should be aware of whilst working within the Square. Collection of BUILD DAY accreditation is from the the main accreditation tent:

ACCREDITATION TENT - <https://w3w.co/trail.canny.packet>

It is important to note that Trafalgar Square on Saturday 28th is a working site with lots of vehicle movement and structures being built. Pay attention to those around you and highlight any potential hazards. Follow the direction of security and production staff.

**PRE EVENT ACTIONS: ACCREDITATION - SUNDAY 29th OCTOBER**

For individuals arriving on Sunday 29th October your wristbands will be available for collection at the following place:

**FOR ARTISTS AND VOLUNTEERS DIWALI IN LONDON COMMITTEE AND ACTIVITIES LEADERS**

Artists and Volunteers will be accredited onsite by Diwali in London reps at their specific entrance gates located on the south perimeter of The Square either side of Nelson's Column:

ARTISTS GATE LOCATION - <https://what3words.com/unique.round.charm>

VOLUNTEER GATE LOCATION - <https://what3words.com/lined.dinner.staple>

**FOR SPONSORS [\\*Click Here\\* to complete induction](#)**

Sponsor representatives will be accredited onsite by Rose Slade on arrival or via the accreditation tent in the SW corner.

ACCREDITATION TENT - <https://w3w.co/trail.canny.packet>

**INSPECTIONS**

For those doing tastings: BE AWARE - H&S and Food Hygiene inspection will take place from 09:00 - this will include inspections by Westminster City Council. ALL should be ready for this time.

**RESPECT OF TRAFALGAR SQUARE**

Trafalgar Square is a landmark site around the world. The GLA, who are promoting the event, represent the Mayor of London's office. As such it is important that we *leave no trace* once the event has been dismantled as well as promote the aims of the City. For this reason there are some strict general rules which must be adhered to:

- **As of Oct 1st some single use plastics will be banned** - Link below outlines clear guidelines. [www.ncass.org.uk/news/single-use-plastic-ban-all-you-need-to-know/](http://www.ncass.org.uk/news/single-use-plastic-ban-all-you-need-to-know/)
- **No Stickers or Balloons** are to be given away.
- **No Charity or Cash collections to be permitted** without pre arranged application and permissions.
- **No glass** to be given away or sold without prior permission.
- **DO NOT tip grey water into drains at TSQ** - IBC's are provided for grey water.

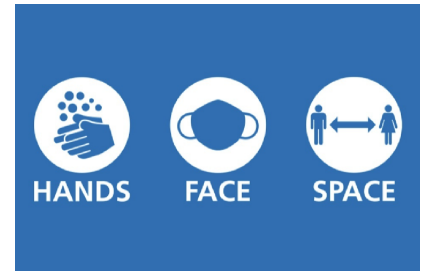
**Audience**



- **Back of House Area (BOH):** Keep all activity areas clean, tidy and clear of obstructions.

## CORONAVIRUS

- Whilst restrictions have been removed, it is essential that we all remain vigilant and sensible. Keep in mind the key points of
  - HANDS - wash your hands more regularly
  - FACE - please consider when you should be wearing a face covering
  - SPACE - please respect others and maintain a distance wherever possible.
- We are asking everyone working on the event to take a task within 24 hours of coming to site.
- Please do not attend the event if you feel unwell, or should be isolating.
- You must have undertaken a Covid risk assessment and ensure your team working on the event are aware of control measures.
- All food traders must have hot hand wash facilities; please use them.



## FIRST AID LOCATIONS

- First Aid position is available in the SW corner.
- If someone requires medical assistance they should be directed to this location
- If you require immediate assistance please speak with a member of security, let them know
  - What's happened?
  - Where has it happened?
  - What do you need them to do?

## STAFF WELFARE

There are toilets available by each trader run and in production. Trafalgar Square toilets will also be open free of charge for the duration of the event. Remember...**WASH YOUR HANDS.**

Drinking water is available from water fountains within the square and water coolers in production.

PLEASE BRING YOUR OWN BOTTLE TO REFILL - we do not provide cups as standard.

## POTABLE WATER

There is a potable water source by the West Bank of traders. This water will need to be boiled before use. Please advise your production contact if you require water to fill any water ballast on site.

## STAFF CONDUCT

This is one of the key events for the Mayor of London and Audience expects a high standard from all staff working on the event. Please do not act in any way that could be construed as discriminatory towards members of the public or other staff members.

Working under the influence of illegal drugs or alcohol at any time is unacceptable and will result in removal from the event site.

## PERSONAL PROTECTIVE EQUIPMENT (PPE)

Any PPE should be matched to your risk assessment of the tasks you are carrying out – our safety advisors may stop your work if they feel you do not have the appropriate PPE.

## Audience



## MISSING & FOUND CHILDREN/VULNERABLE ADULTS

In the event of someone reporting a MISSING Person - stand in the same location and contact a member of security. Do not leave the person reporting a missing person until you have handed them to a member of security or the event management team.

In the unlikely event you have a FOUND person, stand in the same location with them, contact security who will send a response team to your location.

These two expressions, FOUND person and MISSING person, are key when reporting the situation.

## WHAT DO I DO IF I FIND A "SUSPICIOUS ITEM"?

Firstly don't panic, most unattended items are just bags people have put down and forgotten. Without causing alarm, ask customers or fellow staff if anybody owns the item, nine times out of ten the owner will be located straight away. If the owner is not found, use the HOT method to identify the risk.

- **H** – Hidden – has an attempt been made to hide or cover the item?
- **O** – Obvious – Is it obvious what the item is and is there anything obviously suspicious about it (e.g. wires hanging out, a smell of petrol etc.)?
- **T** – Typical – Is it typical of an item you would expect to see in the area (e.g. a large suitcase would not be something you would expect to see at a live music event or in a bar.)?

**Once you have identified the item as suspicious then you must follow the following steps:**

1. Do not touch suspicious items
2. Contact a member of the security team preferably via event control (They will move everyone away to a safe distance and prevent others from approaching)
3. Communicate safely to staff and the public
4. Use hand-held radios or mobile phones away from the immediate vicinity of a suspect item.
5. Ensure that whoever found the item or witnessed the incident remains on hand to brief the security team and /or police.

## RUN, HIDE, TELL

At the moment, the issue of terrorist attacks is regularly in the news. The police and security service have been working constantly to foil terrorist attacks for years, not months. Due to events in the UK and abroad, people are understandably concerned about a firearms or weapons attack. These attacks are very rare but in the event of such an attack, it helps to be prepared.

Remember, attacks of this nature are still very rare in the UK. So, Stay Safe, and just remember the words: **RUN. HIDE. TELL.**

**RUN** to a place of safety. This is a far better option than to surrender or negotiate. If there's nowhere to go, then...

**HIDE** it's better to hide than to confront. Remember to turn your phone to silent and turn off vibrate. Barricade yourself in if you can. Then finally and only when it is safe to do so...

**TELL** the police by calling 999.

*And finally remember to be aware, not afraid.*



## Audience



### **SITE MAP:**

The latest site map is provided separately. Do take the time to look at it and understand the different locations and activities taking place in The Square and Pall Mall East.

### **FINAL REMINDERS and CHECKLIST**

- ☐ **All Documentation Submitted**
- ☐ **Vehicle Registration link completed and or Shared**
- ☐ **Induction Link completed and or shared**
- ☐ **Arrival times and locations known**

Thankyou in advance for your cooperation with this, we really look forward to seeing you!

We look forward to welcoming you on to Trafalgar Square and hope you enjoy your time spent with us!

See you there!

This agreement is made on the 29.09.2023

**The Greater London Authority** of City Hall, Kamal Chunchie Way, London, E16 1ZE, UK, ("the Authority"); and

**The Here and Now 365**, a private limited company registered in England and Wales as company number 05177196 whose registered office is 20 Rampart Street, London E1 2LS ("the Sponsor") (together "the Parties") on behalf of **Remitly**, [REDACTED]

agree to the Authority's grant of the Benefits in return for the Sponsor's payment to the Authority of the Sponsorship Costs relating to the [REDACTED] set out in the commercial terms below and general terms appended ("the Agreement").

**Please sign and return the enclosed copy letter to indicate your agreement.**  
**COMMERCIAL TERMS**

1. **Benefits:**  
Detailed Commercial Terms and Partner Benefits are included in **Appendix 2**
2. **Sponsorship Costs:**  
Provided a valid VAT invoice is issued, the Sponsorship Costs will amount to a total of [REDACTED] (broken into four separate invoices and PO's) as per the payment terms outlined in **Appendix 2**
3. **Sponsor Logos:** Sponsor Logo in **Appendix 3**
4. **Sponsorship Period** means the period commencing upon signing of this: agreement until 29 October 2023.
5. **Project** means **Diwali on Trafalgar Square - Sunday 29 October 2023**
6. Without limiting its obligations and responsibilities under this Agreement the Sponsor shall effect insurances as required by and to the satisfaction of the Authority and shall produce to the Authority the policy or policies of insurance so effected or evidence of such policy or policies of insurance and the Sponsor shall also produce to the Authority as and when required by him the current premium renewal receipts relative to the policy or policies of insurance aforesaid. Public liability insurance should be up to £5 million.

**SIGNED FOR AND BEHALF OF THE PARTIES**

[REDACTED]  
.....  
**Nicole Valentinuzzi**  
Assistant Director  
External Relations  
Duly authorised signatory  
for the Authority

[REDACTED]  
.....  
[REDACTED]  
Media Director  
Duly authorised signatory  
For Here and Now 365