

# 'Be There with Team 2012'

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Team 2012 will be launching a nationwide public Appeal to support the broader fundraising efforts of our programme. The aim of the public Appeal is to engage the general public with Team 2012 athletes on their journey towards the London 2012 Games to ultimately raise £2million that will form a key part of the overall £25m Team 2012 fundraising target to support you and your athletes. This will be achieved via a multi-faceted, integrated marketing and PR campaign under the proposition "*Be There with Team 2012*". The appeal will be running through to the end of the year.

The appeal is being delivered in partnership with a number of organisations including News International, which is the Official Newspaper Partner for the Team 2012 Public Appeal; Global Radio, which is the Official Radio Partner to the Public Appeal; and Visa and Adidas as Team 2012 partners.

The campaign will be broken down into a number of components that will entail Team 2012 athlete involvement to help deliver on the objectives, including:

- **Donate Online to Win Tickets for the Games** – from 10<sup>th</sup> October to 27<sup>th</sup> November, we are offering members of the public the opportunity to win tickets to the Games if they donate on the team 2012 website [www.team-2012.com](http://www.team-2012.com) and answer a question correctly.
- **Text to Win Tickets for the Games** – the primary fundraising mechanism will be a promotion through News International titles (The Sun, The Times and The Sunday Times) where the public can be entered into a prize draw to win tickets for the Games by making a donation via text. The promotion will be running from 5<sup>th</sup> to 13<sup>th</sup> November.
- **Interviews** – interviews with our newspaper and radio partners to help profile Team 2012 athletes and the different disciplines.
- **Twinning & Try-Outs** – we will 'twin' celebrities and journalists with Team 2012 athletes for them to 'try out' the sport and report on the challenges that athletes face to succeed at the Olympics and Paralympics. These stories will be published through our media partners.

See also the PDF link for the Team 2012 press release below:

[Team 2012 Press Release](#)

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