**Application form for the British Council annual digital marketing package**

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| --- | --- | --- | --- |
| **Contact Information** | | | |
| Name of institution |  | | |
| Contact person |  | | |
| Title/Position |  | | |
| E-mail |  | Telephone |  |

**Cost: £6,000\* per package**

*\*Not including VAT*

**Application Deadline: 30 April 2018**

**DECLARATION**

*I confirm that the above-named institution intends to take part in digital marketing promotion. I understand that if this application is accepted, the terms and conditions listed below will form a binding contract between this institution and the British Council.*

|  |  |  |
| --- | --- | --- |
|  |  |  |
| Signature of applicant |  | Institution’s name |
|  |  |  |
| Date |  | Institution’s stamp |

**Terms & Conditions**

**1. Accredited institutions only**

All participating institutions must be accredited by a recognised UK authority.

**2. Payment schedule**

Campaign participants will be invoiced by the British Council after the programme commencement. Payment must be received within 30 days of the invoice date.

**3. Cancellation**

A participating institution may withdraw from the annual digital marketing package by giving written notice. If an institution cancels at least three weeks prior to **15 May 2018**, it will not be required to pay the British Council any fees in connection with the cancelled services and any fees already paid in respect of such cancelled services will be refunded by the British Council. If an institution cancels less than three weeks prior to **15 May 2018**, it will be required to pay the British Council a percentage of the charges for such cancelled services as set out below:

|  |  |
| --- | --- |
| Notice period | Percentage of charges payable |
| 15 - 20 calendar days | 75 per cent |
| 14 calendar days or less | 100 per cent |

**4. Terms of service**

All institutional representatives must abide by the British Council Services for International Education Marketing’s terms for service, which can be found at: <https://siem.britishcouncil.org/terms-service>