

INFLUENCER POLICY

The Alnwick Garden & Lilidorei

1. Purpose

The Alnwick Garden and Lilidorei welcome collaborations with influencers who align with our brand values and can help promote our experiences to a wider audience. This policy outlines the expectations, guidelines, and responsibilities for influencers engaging with us.

2. Eligibility & Brand Alignment

To collaborate with The Alnwick Garden or Lilidorei, influencers must:

- Have a genuine and engaged audience with authentic content.
 - Align with our brand values, including inclusivity, sustainability, and family-friendly engagement.
 - Demonstrate professionalism, creativity, and high-quality content creation.
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3. Collaboration Types

We work with influencers in various capacities, including but not limited to:

- **Gifted Experiences:** Complimentary visits or experiences in exchange for agreed-upon content.
 - **Paid Partnerships:** Compensation for creating and sharing content, subject to contractual agreement.
 - **Event Invitations:** Exclusive invites to press and launch events.
 - **Affiliate & Discount Codes:** Unique codes to share with followers, tracking engagement and bookings.
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4. Content Guidelines

Influencers must adhere to the following when creating and sharing content:

- Clearly disclose partnerships in compliance with **ASA (Advertising Standards Authority) guidelines** (e.g., #Ad, #Gifted, #Sponsored).
- Represent The Alnwick Garden and Lilidorei positively and authentically.
- Avoid misleading, offensive, or inappropriate content.
- Tag and mention The Alnwick Garden (@alnwickgarden and Lilidorei (@lilidoreialnwick) in all relevant posts.
- Share agreed-upon content within the stipulated timeframe.

5. Rights & Usage

- The Alnwick Garden and Lilidorei reserve the right to **re-share influencer content** across our digital channels (social media, website, newsletters, etc.).
- Influencers grant permission for their content to be used for promotional purposes with appropriate credit.
- Any additional usage outside of social media reposting will be discussed and agreed upon in advance.

6. Conduct & Ethics

- Influencers must act professionally and respectfully towards staff, visitors, and the environment.
- Any negative experiences should be communicated privately with The Alnwick Garden team before posting publicly.
- We reserve the right to **terminate partnerships** with influencers who breach this policy, misrepresent our brand, or fail to meet content expectations.

7. Application & Review

Interested influencers must submit a collaboration request via marketing@alnwickgarden.com. Applications will be reviewed based on alignment with our marketing objectives and audience engagement and subject to availability. Not all applications will be successful, but we appreciate all interest in working with us.

8. Contact

For all influencer inquiries and collaboration requests, please contact:

Emily Craig

Digital Marketing Manager

marketing@alnwickgarden.com

www.alnwickgarden.com

www.lilidoreialnwick.com

By collaborating with The Alnwick Garden and Lilidorei, influencers agree to adhere to this policy.