



The **It's Great Out There Coalition**

A QUICK OVERVIEW

The **It's Great Out There Coalition** was founded in 2017 to help facilitate outdoor activity and to drive the already successful **#itsgreatoutthere** campaign.

As you might know, Europe faces an inactivity epidemic and we need to act now. According to numbers from the European Commission, 60% of the European population is not leading an active enough lifestyle to stay healthy. Founded by brands from the outdoor sector, the coalition seeks to support existing outdoor enthusiasts and motivate new people to get active outdoors, demonstrating how this is probably the best way to counteract inactivity and the physical and mental problems that can arise from modern life.

Together, we can inspire citizens everywhere in Europe to get more active in the outdoors.

#itsgreatoutthere has already reached tens of millions of people with positive messages, but collectively, we can transform this major campaign into a huge movement that changes lives across Europe.

Please get involved!



itsgreatoutthere.com



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The It's Great Out There Coalition

GETTING EUROPE ACTIVE OUTDOORS!



We work in partnership with European, national and regional authorities, all of the outdoor recreation industries, non-profit associations, other organisations, and directly with the public, to...

MOTIVATE ...

people to get active outdoors:

- An inspiring website
- An outdoor activity planner
- Introductions and information
- Social media inspiration
- Information on the benefits
- 'Match-making' introductions for projects and prospective partners

ACTIVATE ...

people and projects:

- Events from our members
- Grants to support new events
- Professionals to support events
- As a catalyst to create new events
- By amplifying multiple events with our social media reach
- We encourage everyone working in the outdoor recreation industries to donate to the coalition and invest in growing outdoor participation.

ADVOCATE ...

for outdoor activities:

- Endorse the outdoor 'solution'
- Promote information on the benefits
- Lobby politicians and governing bodies to support outdoor activity
- Work toward more funding for outdoor activity
- We raise sponsorship, commercial partnerships and grants to help deliver our work.

We are an International Non Profit Association run by a volunteer board of experienced industry directors, with a sustainable balance sheet and strong accountable governance.

The It's Great Out There Coalition MEMBERSHIP LEVELS

€5,000 per annum - Full Member

- You can use the **It's Great Out There Coalition** logo and other marketing material
- The coalition will promote your **#itsgreatoutthere** events on its website and through social media and other communications channels
- Other Full Members will promote your **#itsgreatoutthere** events
- You will have a vote in key decisions about the future direction of the coalition, made at the General Assembly each year

€1,000 per annum – Supporting Member

- You can use the **It's Great Out There Coalition** logo and other marketing material
- At its discretion, the coalition will promote your **#itsgreatoutthere** events
- Your **#itsgreatoutthere** events will be listed on the coalition website
- You will have a vote in key decisions about the future direction of the coalition by sending a representative to the General Assembly each year.

FREE for Associate Member

Other not for profit organisations (such as national associations) can join the coalition as Associate Members. We do not ask for a financial contribution, but expect all Associate Members to align with, and actively help us achieve, our goals.

Founding Member

The final category of membership is that of **Founding Member**. That status is reserved to 23 of Europe's biggest outdoor companies (brands, retailers, technology brands and trade shows), who initially came together in early 2017 to found the It's Great Out There Coalition. Each Founding Member will feature in all coalition marketing material for as long as they sustain their annual membership.

To find out more about how to join the **It's Great Out There Coalition** and help shape and promote this vital project, contact marketing director Arne Strate on arne.strate@itsgreatoutthere.com or +44 (0) 7585 951741.

Keep up to date with the **#itsgreatoutthere** campaign at www.itsgreatoutthere.com and on social media.



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The It's Great Out There Coalition MEMBERSHIP BENEFITS



Category	Duration of Logo	Cost	It's Great Out There promotes your events	Member can use It's Great Out There Logo	Access to It's Great Out There Social Media	Other members promote your events	Vote
Founding Member	as long as member	€5.000 p.a.	yes	yes	yes	yes	full
Full Member	annual	€5.000 p.a.	yes	yes	yes	yes	full
Supporting Member	annual	€1.000 p.a.	no	yes	It's Great Out There can share	no	in person (no Proxy)
National Association	annual	in kind support	yes	yes	at times	possibly	no
Anyone - e.g. European Week of Sport	N/A	N/A	our discretion	yes	It's Great Out There use only	unlikely	no

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The It's Great Out There Coalition

GET INVOLVED

Playing a key role in **#itsgreatoutthere** is simple:

- Sign up as a member of the It's Great Out There Coalition
- Make **#itsgreatoutthere** part of your marketing activity
 - Add the **#itsgreatoutthere** hashtag and branding to your existing outdoor events, your brand material and channels
 - Organise your own **#itsgreatoutthere** events and promote them – events organised by Full Members will be actively promoted through the coalition's own channels
 - Share news about other **#itsgreatoutthere** campaign events.

The coalition's combined communications activity has already reached tens of millions of European citizens – your company can be part of that.

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