



## **360in360 Partnership, Sponsorship and Investment Opportunities**

With a planned start date of April 2018 for the 360in360 Digital Heritage Roadshow Workshops, 360in360 Immersive Experiences is pleased to announce plans for strategic partnerships, sponsorships and investment opportunities for identified stakeholders in a digital heritage ecosystem built around multiple win-win relationships enabled by digital technologies.

### **Partnership Opportunities**

We are seeking strategic partners in the following areas :-

#### **1. Creative Partners/Franchisees**

Over the next 3 years we will be seeking to identify and appoint a minimum of 100 creative partners who can demonstrate a passion for the shared vision of the use of 360-degree immersive technologies to celebrate and share extraordinary people, places and experiences in their local community. Our aim is to create commercial and non-commercial opportunities for each appointed creative allowing them to leverage the strength of the 360in360 brand to generate income and promote their skills

#### **2. 360-Degree Camera and Hardware Manufacturers/Developers**

Demonstrating the latest tools and techniques for capturing 360-degree images, videos and sounds including the use of 360-video for live streaming in the 3 year roadshow programme provides an opportunity for 360-degree camera and hardware developers to showcase their devices to thousands of people as well as providing opportunities for hands-on experience.

#### **3. 360-Degree Publishing and Hosting Platforms**

The 360in360 roadshow workshops will create a substantial amount of 360-degree content of local digital heritage and associated stories. Strategic partnerships with platforms such as Facebook, YouTube and others is designed to ensure that local communities get maximum visibility, security and leverage from their unique content.

#### **4. 360-Degree Software Editing Solutions**

The 360in360 roadshow workshops will demonstrate and provide advice on the options for editing and publishing 360-degree content and we will seek partnerships with leading developers of 360-degree editing software.

#### **5. Cloud Service Providers**

The volume of created content will require secure, accessible and affordable archiving and curation tools to not only ensure the long-term availability of the digital heritage content but will provide, in the longer term, tools for educators to create their own heritage learning experiences

## **6. 360-Degree Value Added Service Providers**

There are a growing number of value added service providers who have created tools for non-professionals to create their own virtual tours and interactive video applications. Such an example is Marzipano which provides a free web-based tool to enable novice users to build and publish their own virtual tours.

## **7. Merchandising Suppliers**

We have entered into an arrangement with Vistaprint to provide substantial discounts on the printing and supply of personalised merchandise such as T-Shirts, Business Cards, Mouse Mats etc that will allow our creative partner communities to generate income from their 360in360 digital heritage activities.

## **8. Universities**

We are seeking to develop a strategic partnership with a single university to develop a set of degree course modules based on the use of 360 degree technologies for social and economic development. The university chosen must demonstrate a commitment to multi-disciplinary and vocational education and will, ideally have a strong track record of community engagement and involvement in local heritage

## **9. Research Organisations**

As well as bringing social and economic benefits to local communities, our aim is to address some of the problems of the ageing society, especially health and well-being of older people by leveraging the silver economy and the special attributes of older people. Research organisations may be interested in studying the impact of the 360in360 Roadshow workshops on the physical and mental well-being of older people who become actively involved in the community heritage as a result of these roadshow workshops.

## **10. NGO's, Social Enterprises and Charities**

360in360 Immersive Experiences seeks to collaborate with NGO's and charities who share our vision for celebrating people, places and experiences and the role of digital heritage in boosting the social and economic development of communities

## **11. National Heritage and Leisure Membership Organisations**

We wish the 360in360 digital heritage roadshows to be well co-ordinated across the whole of the UK and Europe. Strategic partnerships with bodies which represent cultural assets at a national and international level can play a vital role in not only gaining maximum impact, but also delivering real additional benefits to their members and stakeholders.

## **Sponsorship Opportunities**

Setting up strategic partnerships of the type outlined above is clearly designed to create win-win relationships enabled by the power of 360-degree technologies and associated platforms. The types of sponsorship we are seeking to attract fall into the following categories :-

## **1. Sponsorship in-kind**

Running a roadshow series of workshops requires a substantial amount of planning and resources in order to ensure that participants (and their communities) in the seminars and workshops get maximum value. We are therefore looking to work with local community agencies to provide the following in-kind services for which they will get recognition at individual workshop events.

- Venue provision
- Computer facilities and internet access
- Hospitality (teas/refreshments etc)
- Local promotion of the workshops
- Travel and Transport expenses
- Content hosting

## **2. Discounted Products and Services**

In creating a commercially sustainable network of creative community partners, we aim to offer our partners special arrangements for the products and services necessary to operate their business. The arrangement with Vistaprint is an example of how we aim to offer special terms to support the growing network.

## **3. Major Event Sponsorship**

Our intention is to organise a major international conference/exhibition annually, beginning at the end of the first year's series of roadshow workshops. We will seek event sponsorship, exhibition space and keynote speakers from our key partners.

## **Investment Opportunities**

360in360 Immersive Experiences is modelled as a "not-for-profit social enterprise franchise" in which the profits are intended for ongoing development of an international digital heritage network acting as a transformational power for good, developing the silver economy, tackling issues in the ageing society, promoting storytelling and building bridges between generation and cultures.

For those who have been successful in business and for agents of change, 360in360 Immersive Experiences represents an opportunity to shape the future of the world we live in.

We will be happy to open discussions with individuals and organisations who wish to make a sound and low-risk investment in the future of our global society and generations yet to come.

David Wortley

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