



GLASTONBURY FESTIVAL INFLUENCER POLICY

At Glastonbury Festival, we endeavour to create a fun, safe, alternative and engaging environment, and an event that is free from overt commercial branding and/or advertising. Instead, we collaborate with partners who share in our vision to provide meaningful engagement and partnership-in-action through the delivery of excellent service to the Festival audience and wider community. This may include providing unrivalled phone connectivity and charging facilities, clean energy and sustainable transport solutions, supporting the Festival's Volunteer Inclusion Scheme, or reducing environmental impacts, by encouraging recycling and reuse, and eliminating single use plastic waste.

With tickets for the Festival in high demand, it is also of the utmost importance to Glastonbury that absolutely every ticket possible goes to a genuine Festival-goer, to enable them to experience all the Festival has to offer first hand, rather than through the lens of third party online content creation.

This is why the definition of prohibited Commercial Activities, as set out in the Festival's terms and conditions of entry ("T&Cs"), includes:

- sponsored social media posts;
- brand influencing; and
- all unauthorised filming

none of which are permitted onsite.

We of course understand that as partners of the Festival, you may wish to use some of your ticket allocation to bring your own valued guests, customers and collaborators to experience the Festival first hand, however with this in mind, we would like to remind all of our charitable and commercial partners, suppliers, and other stakeholders, that:

- Guests should be invited for the experience alone, and only where it is relevant and meaningful for them to attend.
- Ticketholders may post content from the Festival on their personal social media accounts, in line with the Festival's Broadcast and Photography policy, however



this cannot extend to any content which would by any law, or trading standards rules or regulations, require them to include hashtags such as #ad #gifted #prinvite or #thanksto(partner). For the avoidance of doubt, no such hashtags are permitted to be used in conjunction with the Festival, nor its name marks, nor in any other manner which may suggest or imply any commercial association with the Festival .

- Tickets for the Festival may not be used by any person for promotional purposes, except with the prior written permission of GFEL.
- Ticket holders may not (save as set out in the T&Cs) use photographic, recording or filming equipment on the Festival site for commercial gain without the Festival's prior written consent; and (again subject to the T&Cs) may be denied entry to, or removed from the Festival Site if they are in possession of any equipment capable of taking photographs, making films, sound recordings or broadcasts; or if they take or make any photograph, film, sound recording or broadcast of anything occurring inside the Glastonbury Festival for commercial gain

For the avoidance of any doubt, commercial, promotional and trading activities including, but not limited to, ambush marketing, sponsored or paid for social media posts, brand influencing and/or unauthorised filming are not permitted on the Festival Site or in conjunction with any of the Festival's intellectual property or trademarks, without express prior written permission of GFEL.

The marks Glastonbury and Glastonbury Festival, the Pyramid Stage, the Ribbon Tower, Worthy Farm, and the Glastonbury Festival logo are registered United Kingdom and European Community Trademarks and may not be used without the express written permission of GFEL.

GFEL reserves its rights generally in relation to any unauthorised activities as set out above, including but not limited to the right to issue takedowns, claim damages and/or retrospectively charge a fee at its sole discretion for any commercial activity (including filming, photography, recording or posting, tagging or linking to branded material) which originates on the Festival Site or references the Festival's Trademarks (or which otherwise implies a commercial relationship with the Festival) in relation to third party brands, services or products, and to evict any person(s) conducting any commercial activity in contravention of the terms and conditions of sale and entry.