



Please state the Title of this campaign/initiative (if applicable)

Will this campaign/initiative receive funding from other sources?

YES

NO

If YES, please state from whom and how much this funding is likely to be:

What is the likely total cost of the campaign/initiative?

£

How much would you wish GEM Motoring Assist to contribute to this amount?

£

Please attach any overall operational plan you have for this campaign/initiative, and include any handouts/publicity items you already have or are proposing. Also include an estimated time scale for the campaign/initiative.

Outline how any assistance from GEM Motoring Assist could be promoted within this campaign/initiative, i.e. press coverage, acknowledgements, logos, membership recruitment etc.