

## Racecourse Marina



## Gogo's and Windsor Races



## Sponsored Dog Waste bins

01628 337 337

[bookings@cookhamwaste.co.uk](mailto:bookings@cookhamwaste.co.uk)

Advertising is something we all have to do as a business to keep our name at the forefront when a prospective new client is looking for a product or service to purchase.

Apart from social media, which works great for those that use it, many rely on small local publications, banners, and signs. Static advertising can be expensive, and magazine ads are reliant on a person reading it rather than binning it, and therefore an expensive ad of a few hundred pounds has only a 1% chance of being a success for very few returns.

Imagine having **your business name** where thousands of people will pass by it every year, and in addition, you are providing a fabulous service, keeping dog waste off the floor and into bins, use the concept in **your own advertising** and **your name** will feature in our own advertising and **social media campaigns**.

Get in front of your competition and rather than relying on just a business card in the sales office and possibly a recommendation by somebody, **get your name in front** of the hundreds of owners in the marina as well as the tens of thousands of visitors and patrons of GoGo's waterfront restaurant and too.

Our dog waste bins are perfect for not only advertising your business, but give you huge kudos, not only helping the marina keep dog waste off the floor, but gaining a **fabulous name for yourself** in helping the marina stay tidy and safe for all that use it.

**Lock out your competitors by signing up today**

Business and Household Waste Management Contractor | Recycling | Wheelie Bins | Green waste |

**Cookham Waste Ltd**  
Operations Centre: Unit 28, Lower Mount Farm, Cookham SL6 9EE  
Registered Office: 27 Old Gloucester Street, London, WC1N 3AX

T: 01628 337 337 | W: [www.cookhamwaste.co.uk](http://www.cookhamwaste.co.uk) | VAT No: 371 6290 92 | Company Number: 13176685

## Windsor Racecourse Marina

### Site advertising on dog waste bins

The costs includes ALL of the following :

- Supply and installation of the bin
- Creation of the full colour artwork – (logo needs to be of a certain quality but can be re-produced at a further cost)
- Installation of the bin
- Maintenance of the bin weekly
  - Service the bin
  - Cleaning of the bin
  - Emptying of the bin (52 weeks of the year)



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## Windsor Racecourse Marina

### Sponsored dog waste bin advertising opportunity

#### 3 brand new bins are available for private advertising at the Marina

This opportunity will not be around for long and we expect the slots to be signed up very quickly. The cost of a **12 month contract** will be not much more than a small advert in a publication that may be thumbed through and discarded, this placement is visible to GoGo's visitors, marina guests and berth-holders, all day long, 365 days a year.

The advertising positions are priced differently as each would get slightly different visibility.

#### Refer to the site plan for location reference

#### Where will the bins be and who will see them ?

**Site 1** : Passed by every car and walker entering the site with the additional visibility of race days and events, where field is used as a car park

**Site 2** : Passed by all visitors to the Marina, GoGo's and all berth-holders, this site is visible on entry to both car parks on site and next to the main bin store

**Site 3** : All berth-holders, their visitors, all boat sales visitors and those that may walk dogs down the path way towards the hardstanding area at the far end of the site.

This is a newly located bin directly adjacent to the jetty ramp down to all berths and passed by and seen by every berth holder and those in GoGo's outdoor area, and those that may wander down to the boat sales pontoons.

# Site Plan



- New dog bin locations
- Existing dog bin locations  
**(Bins to be removed)**

# Graphics

## Bin Size

580mm high  
310mm wide  
310mm deep

## Advert dimension

Front and side:  
500mm high  
270mm wide

## Full colour

White or transparent  
background (note bin is red)

Advert will be designed for you free of charge  
This could be a picture/logo/photo as required

*Below is just a graphic mock up so please  
ignore it being slightly skew*



# Pricing and Contract

## Site 1 - £1600 per year **inc VAT**

That's approximately £133.33 per month for an entire year

## Site 2 - £1400 per year **inc VAT**

That's approximately £116.67 per month for an entire year

## Site 3 - £1200 per year **inc VAT**

That's approximately £100 per month for an entire year

## Advert will be designed for you free of charge

The bin will also display that it is provided by and emptied by Cookham Waste Ltd



### Contract details

Contract length is ONE year, the payment can be made in one go (2.5% may be taken for one payment up front), or split over 12 months by Direct Debit at no additional fee. The first payment is not taken until the bin is installed. (typically this is 6-8 weeks after contract is signed as the bins are manufactured to order)

### Costs all include VAT

Signing up for 2 years – 5% discount  
Signing up for 3 years – 10% discount

### Cancellation of contract

No refund is made for contract termination in year 1. Full costs are applicable to the end of the contract term.

Termination of years 2 and 3 can be made any time up to 9 months after signing year one free of cost. After 9 months of signing contract, termination is chargeable at 25% of the remaining contract period (remaining 1 or 2 years)

See full T's and C's attached

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Dog Waste is something that affects many people as it's extremely toxic, containing E.Coli, salmonella and other infections that may also cause blindness.

Children can get seriously ill from general play, as balls and toys that come into contact with faeces transfer and onto hands and faces. Even other dogs can get ill from each others faeces that might be laden with parasites or disease, and every day people can end up with it on shoes and bicycle tyres, and responsible dog owners that pick it up, need somewhere to put it !

Whilst councils often do the bare minimum, and many businesses do their best, Cookham Waste has found a solution that has certainly worked in and around Cookham, where some of the bins we have installed and service, pay for themselves costing landowners nothing.

Small businesses need to advertise, and while social media is a fabulous way to do that if you know how, not everyone is on social media to make it count. Low cost advertising is something that is sought after by so many companies that high footfall area's where advertising can be placed are few and far between.

Our dog waste bins can be **provided for you free of charge, installed free of charge, and emptied free of charge**, all paid for by advertising. Bins are kept clean, maintained and emptied regularly. We vary the frequency based on the location and demand.

Amongst our Clients are several parish councils and a few sites for the National Trust including Cliveden who are delighted with the service, we also have several local businesses in Cookham that sponsor bins already and it works, Cookham alone has thousands of dog walkers who visit as well as thousands of dog owners.

Your site has been selected for that same reason, with high footfall that would benefit advertisers, and bins that could be at zero cost to your business. **CALL US FOR MORE INFORMATION** and arrange a free survey of the site.

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