



# Associate Membership

## Application Form

We wish to become an associate member of The Brands Group Limited

*Please tick*

- We subscribe to the stated Mission & Goals of the Group (see below)
- We have no conflict of interest with the Group's Mission or Goals
- We undertake to notify the Group immediately should any conflict of interest arise

Organisation:

Address:

Signature:

Date:

Name:

Position:

Telephone:

Email:

All applications for associate membership will be put to the Council of The Brands Group Limited whose unanimous approval is required. Appointment of associate members is on an annual basis only.

## Fees

The fee for associate membership for 2011 is £1,300 plus VAT. Once the Council has approved an application, an invoice will be issued for payment.

# Associate Membership

## **Participation**

The Brands Group Limited is managed by a Council. Typically this meets once every two months. The Council delegates to Working Groups that meet as required (typically half yearly). Associate members may be invited to participate in special projects initiated by the Working Groups and may be invited by the Council to participate in Working Groups themselves.

If you would be willing to participate in special projects related to the work of The Brands Group Limited, please indicate the areas in which your organisation would be interested in participating.

### **Legal**

(developing and recommending to the Council the Group's strategy and position on all legal matters)

*Please tick*

### **Political & Regulatory**

(developing and recommending to the Council the Group's strategy and activities in relation to public policies and to audiences such as parliamentarians, officials and regulators)



# Mission

To build in Britain the optimum climate for brands to deliver choice and value to consumers, through constant innovation and fair competition.

## Goals

- to provide the authoritative UK voice for brand manufacturers
- to generate a deeper understanding of the contribution of brands to consumers, society and the economy
- to be the prime UK forum for brand manufacturers across all sectors
- to counter obstacles and threats to the Group's mission