

[REDACTED]

From: [REDACTED]
Sent: 23 July 2018 11:41
To: [REDACTED]
Subject: Oil Company Sponsorship

Hi [REDACTED],

I hope you are well.

I just wanted to let you know that we have flagged the oil company sponsorship with our teams, and there are no problems with us being able to participate in the festival. Our regional marketing team have asked if you have a statement that you will be using if asked about this sponsorship, and if this statement would be something you could send us to use in the unlikely circumstance of us being asked?

Also, would you be able to send me the 2018 science festival logo if it is ready? I'm just signing off our Autumn/Winter events guide.

Best wishes,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From:
Sent:
To:
Cc:
Subject:

[REDACTED]
16 July 2018 12:49
[REDACTED]
[REDACTED]
[REDACTED]

Hi [REDACTED],

Sorry for a very late reply but your information was useful.

We have been working with [REDACTED] and at the moment [REDACTED] scheduled for display [REDACTED] at the same time as the festival.

We have submitted our Arts Council application for a tour [REDACTED] [REDACTED]. All dependent on getting the A/C funding [REDACTED]

I will keep you posted as we progress but we will not hear back from the A/C with a final decision until end of September. As you say, we will miss all your printed PR [REDACTED]

Question. I have heard from another source that the MSI science festival will be funded by [REDACTED]? I don't think this is public yet, if true, but it would make it impossible for us to be part of the festival. We are climate focused and the petrol / oil industry is not addressing the issue in any meaningful way except green wash where they can. It would be good to know asap as we would have to inform the A/C and maybe change dates etc.

All the best
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

On 29 May 2018, at 13:09, [REDACTED] wrote:

Hi [REDACTED]

Just to follow up on this, let me know if you are free for a call today, or if another time this week would be more suitable for you.

In terms of outreach programmes, we're already collaborating with some key communities groups for the festival so could look to reserve slots for those groups [REDACTED] and possibly some supporting activities afterwards? We can discuss this further when we speak. We are also open to additional wrap around programming.

In terms of timescales, our brochure will go to print before you receive confirmation on funding, but we can feature this on our website and emphasis more of the digital campaign. This is fairly standard for us so don't worry about it too much (currently 5% of visitors find out about events via the brochure). Happy to put you in touch with my colleagues in marketing if you have any further questions on this.

[REDACTED]

From: [REDACTED]
Sent: 16 July 2018 09:19
To: [REDACTED]
Subject: RE: MSF18 - Memorandum of Understanding

Thanks [REDACTED],

My apologies for not calling you back regarding the sponsorship issue. I had some discussion with my managers and as we do not have [REDACTED] policy to guide any corporate response, we decided that not [REDACTED] response was justified. But I should have had the courtesy to let you know – I'm on holiday at the end of this week and have been snowed under trying to meet deadlines in time, but that's not an excuse for poor service ☹

Thanks for the MoU, I'll get this sign and back to you.

Thanks,

[REDACTED]

From: [REDACTED]
Sent: 13 July 2018 17:39
To: [REDACTED]
Cc: [REDACTED]
Subject: MSF18 - Memorandum of Understanding

Dear [REDACTED]

I hope all is well? Apologies for getting this to you so late in the week, I was hoping to hear back from you following our conversation over the phone, but didn't want to miss the timeline for getting the MOU over to you. Happy to work around your schedule though as I appreciate you may need a few days for internal conversations.

In the meantime, I'm delighted to attach a draft memorandum of understanding for the partnership. At [REDACTED] request last year, I've created one collated agreement to cover all the events from [REDACTED].

I would be grateful if you could liaise with colleagues involved sign and return the whole document electronically or via post by **Friday 3 August**. I'll then countersign and return a copy for your record. The only agreements we have kept separate is for [REDACTED], as the terms of our collaboration are slightly different, and [REDACTED], as they submitted the event on your behalf.

We'll also be sending you (and all the event leads) the relevant brochure pages to review and approve towards the end of next week, so please do keep a look out for that. In the meantime, have a wonderful weekend and speak soon.

Very best wishes,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 08 August 2018 16:05
To: [REDACTED]
Subject: RE: MSF18 - Partnership agreement

Hi [REDACTED]

Thanks for getting back to me. I of course respect and understand your position. Whilst we are disappointed at the prospect of not continuing our partnership in the long term, I am appreciative of the fact that this won't affect the events we have planned together for 2018.

Also, I thought it would be worth clarifying that the sponsorship is not of the festival itself, it is of an exhibition which will be one of the events in the festival programme.

Thank you for the agreement – the only attachments were odd pages (perhaps it was fed through a one-sided scanner?). I would be grateful if you could resend with the other pages.

Very best wishes,
[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 07 August 2018 17:30
To: [REDACTED]
Subject: RE: MSF18 - Partnership agreement

Hi [REDACTED],

I have to report that neither [REDACTED] nor [REDACTED] feel at ease about the festival's choice to work with an oil company. We feel that a festival that promotes science and knowledge contradicts itself by endorsing companies whose contribution to global warming and its denial is so tremendously damaging to society and counterproductive to the pursuit of knowledge.

We wish to continue with our plan for this year but we don't expect to work with the festival in future if something like this occurs again.

The agreement for this year is attached.

Many thanks for allowing us to feedback.

Best wishes,
[REDACTED]

From: [REDACTED]
Sent: 13 July 2018 17:49
To: [REDACTED]
Subject: MSF18 - Partnership agreement

Hi [REDACTED]

It was great speaking to you earlier – thanks for your openness and fingers crossed for a positive outcome.

As promised, please find attached a partnership agreement for our collaboration during the festival this year. All being well, I would be grateful if you could sign and return the whole document electronically or via post by **Friday 3 August**. I'll then countersign and return a copy for your record.

We'll also be sending you the relevant brochure pages to review and approve towards the end of next week, so please do keep a look out for that. In the meantime, have a wonderful weekend and speak soon.

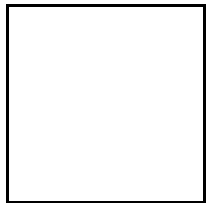
Very best wishes,

[Redacted signature]

[Redacted text]

[Redacted text]

[Redacted text]



Part of the Science Museum Group, which also includes:

[Science Museum, London](#); [National Science and Media Museum, Bradford](#); [National Railway Museum, York](#); [Locomotion, Shildon](#)

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[REDACTED]

From: [REDACTED]
Sent: 16 July 2018 12:08
To: [REDACTED]
Subject: Re: MSF18 - Partnership agreement
Attachments: MSF18 [REDACTED].pdf

Hi [REDACTED],

Sorry I should probably have got back to you, there's no problems from our end re. the headline exhibition sponsorship. I really appreciate you making the phone call and giving all the information.

Signed MoU attached for you - I presume you don't need anything from me connected to [REDACTED] and that's just a hang over from the many millions of partnership agreements you'll be sending out today!

Let me know if you need anything else,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

On 13 Jul 2018, at 17:53, [REDACTED] wrote:

Hi [REDACTED]

It was great speaking to you earlier in the week – thanks for your openness and fingers crossed for a positive outcome.

As promised, please find attached a partnership agreement for our collaboration during the festival this year. All being well, I would be grateful if you and an appropriate colleague from [REDACTED] could sign and return the whole document electronically or via post by **Friday 3 August**. I'll then countersign and return a copy for your record.

We'll also be sending you the relevant brochure pages to review and approve towards the end of next week, so please do keep a look out for that. In the meantime, have a wonderful weekend and speak soon.

Very best wishes,

[REDACTED]

[REDACTED]

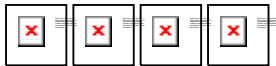


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[REDACTED]

From: [REDACTED]
Sent: 30 July 2018 10:32
To: [REDACTED]
Subject: RE: MSF18 Brochure

Hi [REDACTED]

Thanks for your email and for letting me know. The museum respects and appreciates your decision, though we are all of course disappointed to lose you as a festival partner. Thanks for the update about sending a formal letter through separately – I will ensure it is shared with the museum and festival director.

Best of luck with your event if you decide to go ahead with it independently of MSF. I'm personally a huge advocate and supporter of your work and wish you every success.

Kind regards,
[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 26 July 2018 19:42
To: [REDACTED]
Subject: Re: MSF18 Brochure

Hi [REDACTED],

Just to keep you updated, I'm afraid that we have decided we can't go ahead with our event if the sponsorship by the oil company continues.

We will write a letter to the museum explaining why, but just wanted to let you know not to expect these images etc from us.

As I said over the phone, I appreciate you letting us know about this development. We'd been really excited about being involved with MSF, but having given it serious consideration we can't reconcile our mission as an organisation with a big-oil sponsored event.

I will send you our letter once we've written it up.

With best wishes,
[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 13 July 2018 13:56
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Re- sponsorship of Electricity Exhibition at MSI & Manchester Science Festival

Hi [REDACTED]

Thank you for coming back to me so quickly. I can confirm that we will be making the distinction clear in all promotional materials and related activity between individual event sponsors, and festival-wide sponsors. We'll also send you print and digital pages relating to your events to review before anything is published.

Thanks again [REDACTED] - have a lovely weekend.

Very best wishes,
[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 13 July 2018 13:20
To: [REDACTED]
Cc: [REDACTED]
Subject: Re- sponsorship of Electricity Exhibition at MSI & Manchester Science Festival

Dear [REDACTED]

Thank you very much for your phone call (and emails) about the 'Electricity' exhibition and potential sponsor, and for being so attuned to the potential implications regarding [REDACTED] values. We're very grateful to you for flagging this up.

I've consulted with a number of colleagues, including [REDACTED], for [REDACTED] take on this.

Of course, [REDACTED] completely respects MSI's autonomy in its sponsorship arrangements, and is also absolutely committed to being a long-term partner of the Science Festival. However, in line with our own values, we would like to request that – with regards to funder recognition and partner logo inclusion in the Festival brochure, etc. – a clear distinction is made between the oil company's support of MSI's exhibition, and our own involvement with the Science Festival. Our priority would be to avoid any risk of inference that the oil company was associated with supporting [REDACTED] in any way.

We trust that the design of any marketing and PR collateral would be able to reflect this, and many thanks again for your understanding of our position.

With best wishes,

[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

From: [REDACTED]
Sent: 19 July 2018 09:20
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Update

Hi [REDACTED]

[REDACTED] We missed you last week but [REDACTED] and [REDACTED] did a superb job in your absence!

Regarding the sponsorship, of course we completely understand and respect your position and decision. I did just want to underline that the sponsorship is in support of our Electricity exhibition, and not of Manchester Science Festival. We will be launching the exhibition at the same time as the Festival, so there will be an association, but it is distinct from the Festival.

I'm copying in [REDACTED] and [REDACTED] so that they know.

All best wishes

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 18 July 2018 16:20
To: [REDACTED]
Cc: [REDACTED]
Subject: Update

Hi [REDACTED],

I'm so pleased to hear from [REDACTED] and [REDACTED] that you enjoyed your visit on Friday and that your advisory board found it helpful. I was so sorry to miss you all, but knew that you would be in very good hands with them!

I'm emailing now about another matter, which [REDACTED] brought to my attention.

She has been dealing with [REDACTED] about our usual involvement in the Manchester Science Festival, and [REDACTED] recently raised a point about the sponsorship of the festival by a petro-chemical company.

We have thought about this since [REDACTED]'s communication, and consulted our staff.

Our conclusion is that we feel that it would be difficult for us to align our brand with a company associated so strongly with the causes of Climate Change.

Given our very public stand (and hence, positioning in the market) with [REDACTED] (which has a strong focus on the science of Climate Change), we feel that there is too much dissonance between our positions. This has the potential to undermine our relationship with our audiences, which has a strong dependence on consistency of position and message.

Unfortunately, we will therefore have to withdraw our participation in the Science Festival for this year.

We remain huge supporters of the festival and MSIM and wish you every success with it all.
We look forward very much, we hope, to working with you again in the future.

With every good wish,

[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

From: [REDACTED]
Sent: 18 July 2018 12:35
To: [REDACTED]
Subject: Sponsor

Hello [REDACTED],

Checked with [REDACTED] our Head of Comms and she's of the opinion that this is your event and we're guests so no issue with your potential sponsor.

Hope that helps!

Best wishes,

[REDACTED]

[REDACTED] [REDACTED]
[REDACTED] [REDACTED]

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