

X

HIGH STREET
SAFARI

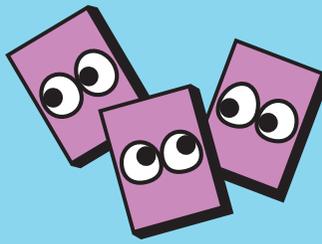
OFFICIAL PARTNER 2026

**BRING THE
MAGIC OF
WORLD BOOK DAY
TO YOUR
COMMUNITY.**

**CELEBRATING THE NATIONAL
YEAR OF READING 2026**



THE MISSION

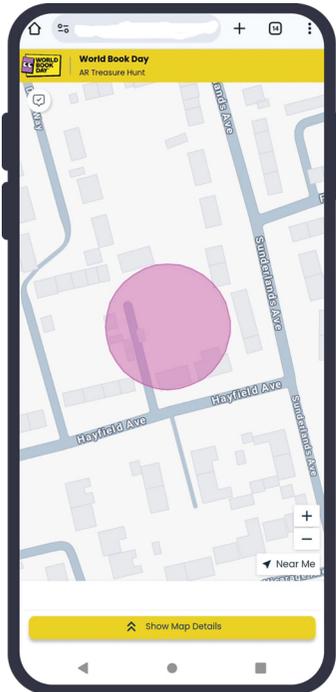


We champion reading for fun. That's because it seriously improves lives. In fact, it's the biggest indicator that a child will grow up to enjoy a happier and more successful future. Today, only one in three children likes reading. By changing this, we'll transform lives. For 2026, our mission is to reach even more young people by extending the celebration onto the High Street.

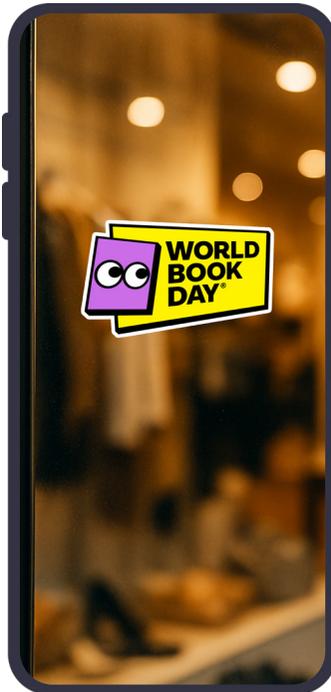
THE OPPORTUNITY

Go All In for the National Year of Reading. This is your chance to host an official World Book Day event that supports the charity's mission while capturing the footfall of families visiting town centres to exchange their £1 World Book Day book tokens.

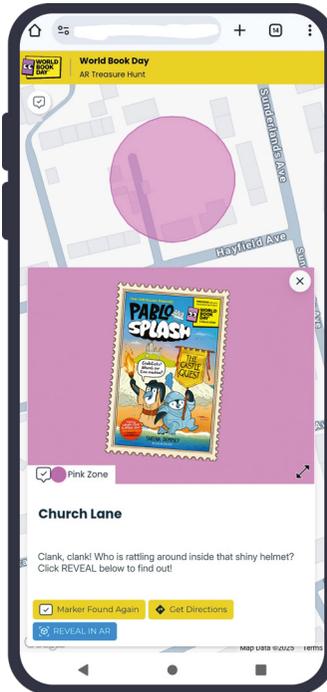
A Digital Adventure in the Real World



1. FIND
Families scan the map to find characters.



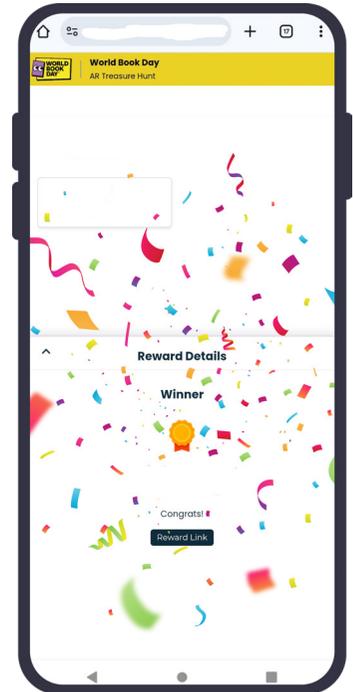
2. COLLECT
Visit locations to collect digital stamps.



3. UNLOCK
Interact with AR characters to spot hidden letters.



4. WIN
Unlock a digital reward. They can also then head to local booksellers to redeem their £1 World Book Day token.



WE DO THE HEAVY LIFTING.



Zero Tech Infrastructure

No hardware installation or venue Wi-Fi setup required. The activation runs entirely on the user's standard mobile connection.

Branding

Physical assets feature World Book Day branding, Premium Partners also enjoy exclusive local branding on the Digital Map interface and co-branded marketing templates.

Everyone Receives:

The official set of vinyl Window Decal Markers (10 for Community, 40 for Premium).

Premium Partners Receive:

The full "Event in a Box," including:

- 2,000 printed activity sheets
- 1,000 prize stickers
- Branded POS display unit for your central hub



Inclusive & Accessible

Works on any smartphone, no data capture required for kids, free to play.



Community Focused

Brings your community together to support the World Book Day charity mission: changing lives through a love of books and shared reading.



Turnkey Solution

Minimal set up time for your team.



Community Subsidy

Fee covers the whole area, allowing libraries & bookstores to join for free.

SUPPORTING THE HIGH STREET ECOSYSTEM

To ensure the activation remains **100% free** for families and local businesses, costs are covered centrally by the Host Partner. Here is how your funding helps:



For Bookshops & Libraries

They participate as venues for FREE. The Host covers all technical and material costs, driving footfall to their doors without dipping into their budgets.



For Families

A completely free, family day out. The app also features a "Donate" button, allowing families to make voluntary contributions directly to the charity while playing.



For The Charity

A portion of every Host Fee goes directly to the World Book Day® charity. Your funding supports their mission to change lives through a love of reading.

COMMUNITY ACTIVITY

Participation

£499
+VAT

- ✓ 10 Locations (1 per Zone*)
Perfect for a tight, linear experience.
- ✓ 10x Official Window Marker Decals
- ✓ Digital Hunt Sheets PDF (Print locally or supply to players to print-at-home)
- ✓ Digital Reward Only
- ✓ Standard Venue Listing
- ✓ Basic Completion Numbers

PREMIUM SPONSORED

Partnership

£999
+VAT

- ✓ 40 Locations (4 per Zone*)
Maximizes inclusivity. Spread footfall wider.
- ✓ 40x Official Window Marker Decals
- ✓ 2,000 Printed Hunt Sheets (High Quality)
- ✓ 1,000 Physical Prize Stickers + Digital
- ✓ 1x Countertop Hunt Sheet Unit
- ✓ Featured Sponsor Pin & Branding
- ✓ Heatmap & Detailed Engagement Data
- ✓ Branding on Digital Platform

*Why Stickers per Zone?

Our Premium Tier allows you to place up to 4 identical stickers within a single 'Zone'. This means families can find the character at the Library OR the Bakery OR the Toy Shop—reducing crowding and allowing up to 40 local businesses to benefit from the activation.



Printed Assets

Premium locations receive printed assets, perfect for driving families into specific 'Hub' locations (Libraries/ Bookshops) to encourage £1 Token Exchanges.

ACTIVATION TIMELINE

5th JAN

**MARKETING
TOOLKIT
RELEASED**

31st JAN

**DEADLINE
TO REGISTER**

12th FEB

**ACTIVATION
NATIONAL
LAUNCH**

15th MARCH

**LAST DAY OF
ACTIVATION**

**HIGH STREET
SAFARI**



ABOUT US

Experts in turning public spaces into interactive adventures. We have engaged over 1 million players across 500+ locations, helping BIDs and Councils drive footfall through digital discovery.

WHY US?

"Magic without the Friction." We believe technology should enhance the real world, not get in the way. Our platform delivers immersive AR experiences directly to smartphones without requiring app downloads. We provide the technology, the creative, and the strategy so you can focus on your community.



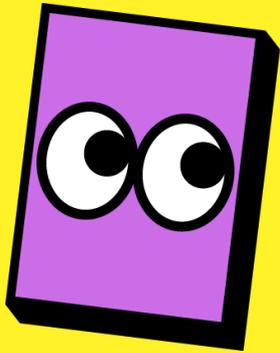
500+ LOCATIONS



1M+ PLAYERS



READING+WALKING+JOY



**WORLD
BOOK
DAY®**

We champion reading for fun. That's because it seriously improves lives. In fact, it's the biggest indicator that a child will grow up to enjoy a happier and more successful future. Today, only one in three children likes reading. By changing this, we'll transform lives.

Young people are more likely to read if they see it as a fun, entertaining and social thing to do. That's what our work is all about; inspiring them to see reading differently. We'll next be celebrating World Book Day on 5th March 2026. It's going to be amazing! Join us, and let's help every child enjoy the life-changing benefits of reading for fun.

APPLY NOW



HIGHSTREETSAFARI.COM/APPLY

Deadline 31st January

Register your location to secure your kit.