

### SPECIAL RATES – EXCLUSIVE TO TRADE PARTNERS

All Trade Partners have a 'special buying rate' from Colchester Zoo. The saving that Trade Partners make can be passed onto their customers or alternatively used as an opportunity to generate commission or fundraise for a charity. Trade Partners may sell tickets at any price between the trade rate and the full day admission price available at Colchester Zoo.

To qualify as a Trade Partner a minimum number of 100 tickets must be purchased during the contract term. A minimum of 30 tickets must be purchased in one transaction. The rate Colchester Zoo sells their tickets to Trade Partners varies depending on the season in which the Trade Partner wishes their customers to purchase and visit.

The tickets are valid for visits within Winter or Main Season, depending on the ticket type purchased. Trade Partner tickets admit visitors into Colchester Zoo only, these tickets do not include entry to additional attractions\*. Tickets will only be released to the Trade Partner once full payment of the transaction has been cleared by Colchester Zoo's bank account.

All Trade Partner applications are reviewed by Colchester Zoo management. Colchester Zoo reserves the right to refuse Trade Partner applications without justification.

Please note that no refunds or extensions can be issued under any circumstance including but not limited to unused Trade Tickets. Further terms and conditions apply, please see below.

\*Please note that these tickets are for general admission to Colchester Zoo ONLY. Additional events and attractions are not included, such as, but not limited to, The Trail of Terror, Enchanted Trail of Light and The Santa Experience.

### TRADE PARTNER ACCOUNT TICKET PRICES

Ticket Type		2024 Full Gate Admission Price	Open Dated Ticket Price	2024 Trade Price 30+ Tickets
Adult	Main Season *	£28.50	£29.50	£22.50
	Winter Season **	£23.50		£18.50
Child	Main Season	£21.00	£22.50	£17.25
	Winter Season	£19.00		£15.50

\* Main Season: 29th March – 3rd November 2024

\*\* Winter Season: 4th November 2024 – 4th April 2025

Prices correct at time of publishing (FEBRUARY 2024). Prices valid until 31st March 2025, but we reserve the right to change prices at any time without notice. Rates will be reviewed in January 2025 when general admission prices are reviewed. New contracts will begin from 1st April 2025, once this contract expires, upon signed agreement.

### HOW THE SYSTEM WORKS

Trade Partners selling Colchester Zoo tickets must sell the tickets at any price between the trade rate and the full day admission price available at Colchester Zoo. Tickets cannot be sold at a price exceeding the full day admission rate for which Colchester Zoo sells tickets.

Tickets are issued to Trade Partners via Special Delivery to avoid tickets being tampered with on transit. Trade Partners are required to pay postage for these tickets. Colchester Zoo is looking to develop a digital process for Trade Partners, but this is currently in development stages. All Trade Partners will be informed when a digital process is available. Alternatively, tickets can be collected on request.

Every visitor to Colchester Zoo requires a ticket to gain admission into the park (children under 3yrs are admitted free of charge). Trade Partners are required to issue their tickets to their customers, on each ticket they must write the name of the Trade Account so that they can be identified at Colchester Zoo in the case that an enquiry is made. Tickets without a Trade Account name will be refused entry.

Colchester Zoo visitors are required to bring their tickets on the day of their visit and scan at the computerised turnstiles that read the unique bar code and the type of ticket. Trade Partner customers may visit Colchester Zoo on any day within the season purchased (except on Christmas Day). Tickets cannot be used after the expiry date (not at the end of the contract). Tickets cannot be purchased after the contract expiry of 31st March 2025. The expiry date is printed upon each individual ticket.

Trade Tickets can only be processed by Colchester Zoo Administration Team between Monday – Friday with at least 72hrs notice required. It is not possible to purchase Trade Partner Tickets at weekends. If you are setting up a new trade account with us this may take up to 7 working days to be processed.

Payment for tickets must be made via BACS. Cheque and cash payments are not accepted. We will issue an invoice for payment.

## MARKETING ASSETS

On receipt of approval to become a Trade Partner and the initial transaction is complete, Colchester Zoo is happy to assist with marketing assets.

All marketing, copy, social media and images used to promote Colchester Zoo tickets are to be approved by Colchester Zoo prior to publishing, this includes any third-party sales.

Please use information from Colchester Zoo website to prepare your marketing material for approval. We cannot guarantee accuracy of third party websites of which we have no control of information displayed.

All marketing items must adhere to the Colchester Zoo brand guidelines, which include details about logo use, colours and fonts to be used. On request, Colchester Zoo will provide imagery, information and brand guidelines as required. The Trade Partner agrees to adhere to any amendments requested by Colchester Zoo and marketing will not be published until approval is received from Colchester Zoo.

Please note that social media advertising is not included within our Trade Accounts, however, for those Trade Partners offering accommodation, Colchester Zoo reserves their 'Where to Stay' page on their website for those who wish to be included. Information is uploaded to this page upon request.

Colchester Zoo will advise Account holders of the gate prices to ensure ticket sales do not exceed these prices however it is the responsibility of the Account holders to ensure that they are up to date with Colchester Zoo's pricing throughout the year.

## UPGRADES AND REFUNDS

Visitors with Trade tickets are able to upgrade their tickets to a Colchester Zoo Zoo Pass (annual membership) if they wish to on the day of their visit, however, they will only receive the Trade Partner rate originally paid off of their pass. The responsibility to inform the visitor of this lies with the Trade Partner.

Colchester Zoo does not issue refunds on Admission Tickets, including Trade Account Tickets in any circumstance. Any visitors visiting with Trade Tickets requesting refunds will be advised to speak to the Trade Partner from whom they purchased the tickets. It is the responsibility of the Trade Partner to outline their terms and conditions on sale to their customers.

## TRADE PARTNER CUSTOMERS

- ALL standard entry terms and conditions apply to those visiting with Trade Tickets.
- Please note that children under the age of 16 yrs must be accompanied by a responsible adult at all times whilst on Colchester Zoo premises. Children under the age of 16yrs will not be admitted entry without a responsible adult/ guardian aged 16yrs or over.
- Visitors with Trade Tickets can proceed directly through the entrance turnstiles at Colchester Zoo without the need to visit the pay desks.
- Any guest visiting Colchester Zoo with a disability will be required to purchase the relevant adult, senior or child admission ticket from the Trade Partner. Colchester Zoo will then admit an assistant FREE of charge upon request when verification of disability and photo ID is shown at the entrance turnstiles.
- It is the Trade Partners responsibility to advise their customers to visit [www.colchesterzoo.org](http://www.colchesterzoo.org) and read the entry terms and conditions before their visit.
- Visitors FAQs can be found at Colchester Zoo's website. Trade Partners are encouraged to make themselves familiar with these to be able to assist their customers / staff.
- It is the Trade Partners responsibility to record transaction information with their customers.
- Tickets must be issued to customers by the Trade Partner at transaction for admission to be gained into Colchester Zoo.
- Trade Tickets are valid for one day's use only before the expiry date printed on the ticket. The date of visit does not need to be specified to Colchester Zoo.
- Trade tickets are not valid for resale once purchased from the Trade Partner.

## TRADE PARTNER TERMS AND CONDITIONS

- This contract runs from 29th March 2024 to 31st March 2025 and then must be renewed before further purchases are made.
- Prices are correct at time of publishing (FEBRUARY 2024). Colchester Zoo reserves the right to change Trade Partner prices at any time without notice.
- All payments must be made via BACS. Please note we cannot accept cash or cheque, full price tickets will be charged if unable to pay via BACS.
- To qualify for the Trade Rate a minimum of 100 tickets must be purchased during the contract term. A minimum of 30 tickets must be purchased within one transaction each time an order is placed.
- Trade Partners cannot claim promotional prices from Colchester Zoo who reserve the right to run promotions on their admission tickets throughout the year. Trade Partners cannot object to promotions and are not permitted to run promotions on their Trade Tickets which compete with Colchester Zoo.
- Trade Partners are not to sell Trade Tickets at a price that exceeds Colchester Zoo's main day admission rate.
- Tickets will only be released to the Trade Partner once full payment of the transaction has been cleared by Colchester Zoo's bank account.
- Trade Partners agree to pay the Special Delivery postage rate for the Trade Tickets to be despatched.
- Trade Tickets are not refundable or exchangeable under any circumstance and the validity period cannot be extended.
- Tickets are valid for Winter and Main season visits between 29th March 2024 – 31st March 2025. Main season tickets are valid 29th March 2024 – 3rd November 2024 and Winter season tickets are valid 4th November 2024 – 31st March 2025.
- VAT is included within the ticket price.
- If Trade Tickets are stolen or mislaid, Trade Partners must inform Colchester Zoo of the ticket details as soon as possible so that they can be cancelled.
- The Trade Partner agrees to write the name of the Trade Account on each ticket sold and issued to customers. Tickets without an account name will be refused entry.
- Colchester Zoo reserves the right to withdraw the scheme at any time without notice.
- All marketing and social media must be approved by Colchester Zoo, this includes any third party sales.
- Colchester Zoo reserves the right to refuse Trade Partner applications without justification.
- Trade Tickets can only be processed by Colchester Zoo Administration Team between Monday – Friday with at least 72hrs notice required. It is not possible to purchase Trade Tickets at weekends.
- Colchester Zoo reserves the right to refuse ticket sales to Account holders at anytime during the contract term without justification.
- The account holder agrees to keep the terms and pricing of this contract strictly confidential and will not disclose this information to any third party without consent by Colchester Zoo.
- We may collect and use information about your account in accordance with our privacy policy. You can view a copy of our privacy policy on our website here <https://www.colchester-zoo.com/data-privacy-policy/>.
- On submission of an application, the Trade Partner consents to Colchester Zoo consulting Companies House to verify information relating to the company/organisation if required.
- If any of the Trade Account terms are not met in full the Trade Partners contract will be cancelled, including all tickets issued.

Name: ..... Position: .....

Company: .....

Address: .....

Postcode: .....

Telephone Number: ..... Email: .....

**I AGREE, AS A TRADE PARTNER OF COLCHESTER ZOO LIMITED, THAT I HAVE READ AND UNDERSTOOD ALL INFORMATION INCLUDED WITHIN THIS DOCUMENT.**

Signed: .....

Date: .....

CONTRACT APPROVED BY: ..... Date: .....

**WHAT TO DO NEXT** – Simply complete the contract and return it to Colchester Zoo:

**BY POST:**

Marketing  
Colchester Zoo, Maldon Road, Stanway,  
Colchester, Essex CO3 0SL

OR

**BY EMAIL:**

marketing@colchesterzoo.org  
For more information call:  
01206 332503