

Activation Campaign - Crowdfunder & Partners

Terms and Conditions

These Terms and Conditions govern your participation in “Activation Campaigns” which are run by Crowdfunder and its partners (“**Campaign**”) in addition to the [Crowdfunder Terms and Conditions](#) and the relevant Partner Terms and Conditions. “We” refers to Crowdfunder Limited and the relevant Partner.

These Terms and Conditions refer to “**Call to Entry closing date**” “**Campaign Start Date**” and “**Campaign Close Date**”, “**Partner Terms and Conditions**” and “**Partner Eligibility Criteria**” these can all be found on the Partner Fund Page.

Eligibility criteria

1. All projects must add a project and submit an eligible Partner Application Form on Crowdfunder.co.uk before the “Call to Entry closing date” to be eligible to join an Activation Campaign.
2. All projects approved by a Partner which is running an Activation Campaign will qualify to compete for Milestone Pledges if they launch their crowdfunding project on Crowdfunder.co.uk between the Campaign Start Date and the Campaign Close Date. These projects are “**Eligible Projects**”.

Milestones

Milestone details

1. There are several milestones at which milestone pledges can be awarded. These are specified on the Partner Fund Page.
2. Each Partner has set a Milestone Fund Amount (ie the total fund available to be awarded). These are specified on the Partner Fund Page.
3. The milestone details including criteria, Milestone Fund Amount, pledge amounts and conditions are on the relevant Partner Fund Page.

Awarding of Milestone pledges

1. Milestone pledges will be awarded to Eligible Projects on a first come, first served basis, based on the date and time each Project achieves the relevant milestone.
2. Once the Milestone Fund Amount has been fully awarded to Eligible Projects, no further milestone pledges will be awarded.
3. Milestone pledges will only be awarded to Eligible Projects which meet the milestone between 9am on [Campaign Start Date] and 12pm on [Campaign Close Date].
4. If your Eligible Project meets a milestone after the funding period has ended, there will be no milestone pledge to your Project.