



PARTNERSHIP OPPORTUNITIES 2024



SUPPORT SAVING LIVES

WORLD MARROW DONOR DAY

Thank you for your interest in supporting World Marrow Donor Day!

Every 27 seconds someone in the world is diagnosed with a form of blood cancer. For many patients, a stem cell transplant from an unrelated donor is their only chance of survival.

World Marrow Donor Day (WMDD) is an initiative of the World Marrow Donor Association (WMDA) to celebrate and thank stem cell donors worldwide who are willing to selflessly share their healthy bone marrow / stem cells with patients in need of a transplant.

On 21 September 2024, WMDD will be held for the 10th time. This year, aside from thanking donors worldwide, we will be taking a trip down memory lane. Celebrating 10 years of increasing awareness.

Read more about the benefits of participation for your organisation in this document.

Be inspired to help save lives!

**21
SEPTEMBER
2024**




SUPPORT SAVING LIVES



**Help
28,000
patients**



**Support 64
countries**



**Thank
42 million
potential
cures**



**Reach 3,7k
followers**



**Connect with
270
organisations**



**Increase access
to cellular
therapies**

SUPPORT SAVING LIVES

PLATINUM PARTNER



EUR 22,500

Main partner of the event (only one platinum partnership available).

Listed as platinum partner on the WMDD partner page ([Our Partners – World Marrow Donor Day](#)) for 1 year (starting 1 August 2024). Your logo will link through to your website.

Your own platinum partner page on our WMDD website custom made to your preferences for 1 year.

Official partner announcement on WMDA's and WMDD's social media channels, WMDA's Stem Cell Matters and WMDD's Share page.

Present the WMDD awards at an international meeting (to be agreed with WMDA) and be consulted on the plans for WMDD 2025.

Host the Official WMDD Webinar for 2024.

Submit a special video for WMDD, which will be the first video to be shared on WMDD's LinkedIn, Twitter, Instagram and Facebook and on WMDA's Social media channels on 21 September at 9 am in New Zealand and the last video shown on 21 September at 8 pm in Hawaii. The video will also be added to WMDD's homepage and pinned to the top of WMDD's social media channels.

Your logo will be prominently included and will be the largest logo in all major communication materials:

- signature of all WMDA staff from 1 August to 30 September 2024
- landing page on the WMDD website from 1 August 2024 highlighted as platinum partner for 1 year
- WMDD press release sent by the WMDA office
- WMDD toolkit
- logo slider on the WMDD website homepage
- (social) media promotion: your logo included as platinum sponsor in all general posts for WMDD 2024
- recognition in the WMDD newsletters
- personalised official WMDD material

Support the WMDD "Your company name" Platinum Grant, which aims to support donor and transplant teams in Africa, Asia and South America.



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GOLD PARTNER



EUR 16,500

3 gold partnerships available.

Listed as gold partner on the WMDD partner page ([Our Partners – World Marrow Donor Day](#)) for 1 year (starting 1 August 2024).

Your own gold partner page on our WMDD website custom made to your preferences for 1 year.

Official partner announcement on WMDA's and WMDD's social media channels, WMDA's Stem Cell Matters and WMDD's Share page.

Option to create a special video for WMDD, which we will promote and share once during World Marrow Donor Day on WMDD's LinkedIn, Twitter, Instagram and Facebook.

Your logo will be included as Gold Partner in all major communication materials:

- signature of all WMDA staff from 1 August to 30 September 2024
- landing page on the WMDD website from 1 September 2023 highlighted as gold partner for 1 year
- WMDD press release sent by the WMDA office
- logo slider on the WMDD website homepage
- (social) media promotion: your logo included as gold sponsor in all general posts for WMDD 2023
- recognition in the WMDD newsletters
- use of promotion materials, including press release
- personalised official WMDD material

Support the WMDD "Your company name" Gold Grant, which aims to support donor and transplant teams in Africa, Asia and South America.



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SILVER PARTNER



EUR 11,500

6 silver partnerships available.

Listed as silver partner on the WMDD partner page ([Our Partners – World Marrow Donor Day](#)) for 1 year (starting 1 August 2024).

Official partner announcement on WMDA's and WMDD's social media channels, WMDA's Stem Cell Matters and WMDD's Share page.

Option to create a special video for WMDD, which we will promote and share once during World Marrow Donor Day on WMDD's LinkedIn, Twitter, Instagram and Facebook.

Your logo will be included as Silver Partner in all major communication materials:

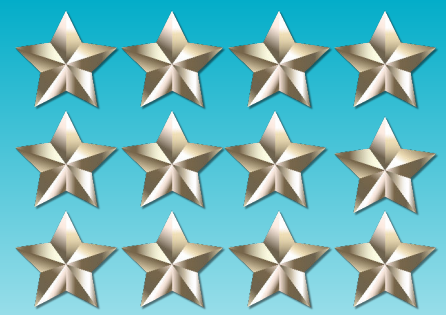
- signature of all WMDA staff from 1 August to 30 September 2024
- landing page on the WMDD website from 1 September 2023 highlighted as silver partner for 1 year
- WMDD press release sent by the WMDA office
- logo slider on the WMDD website homepage
- (social) media promotion: your logo included as silver sponsor in all general posts for WMDD 2023
- recognition in the WMDD newsletters
- use of promotion materials, including press release
- personalised official WMDD material

Support the WMDD "Your company name" Silver Grant, which aims to support donor and transplant teams in Africa, Asia and South America.



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BRONZE PARTNER



EUR 7,500

12 Bronze partnerships available.

Listed as brone partner on the WMDD partner page ([Our Partners – World Marrow Donor Day](#)) for 1 year (starting 1 August 2024).

Official partner announcement on WMDA's and WMDD's social media channels, WMDA's Stem Cell Matters and WMDD's Share page.

Your logo will be included as Bronze Partner in all major communication materials:

- landing page on the WMDD website from 1 September 2023 highlighted as silver partner for 1 year
- WMDD press release sent by the WMDA office
- logo slider on the WMDD website homepage
- (social) media promotion: your logo included as silver sponsor in all general posts for WMDD 2023
- recognition in the WMDD newsletters
- use of promotion materials, including press release
- personalised official WMDD material

Support the WMDD "Your company name" Bronze Grant, which aims to support donor and transplant teams in Africa, Asia and South America.



SUPPORT SAVING LIVES

WMDD SUPPORTER



EUR 1,000

Receive a personalised official WMDD artwork which you can use on your website, social media channels.

Your company's social media channels will be tagged when we thank our supporters in the lead up to and on WMDD itself.



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