

# SILVER PARTNERSHIP



# WORLD MARROW DONOR DAY 24 HR LIVE STREAM

Thank you for your interest in taking part in our WMDD 24 hr live streaming event.

On September 18th, WMDD will be held for the 7th time.

Due to the COVID-19 pandemic we aim to celebrate mostly virtual, which is why we are initiating this 24 hr live stream for the first time.

The main objective of WMDD is to thank all donors worldwide. During the WMDD 24 hr live stream we encourage participants to create content around this central theme.

The event will showcase content from around the world, from different countries, different organisations, recorded by people in different roles, showcasing different cultures and languages.

The stream will be available to a global audience and will be streamed from the WMDD YouTube channel and from a special landing page on the WMDD website.

The program and all other details will be uploaded to this landing page as well.



# EXCLUSIVE VALUE

**EUR 7.500**

Exclusive partner of the event (only three silver partnerships available)

Your logo will be displayed during the 24 HR live stream in short 'bumper' videos that will run before new content starts, approximately once per hour. Your logo will also be included in the 24 hr live stream program on the landing page.

Your logo will be included in select communication materials

- 24 HR live stream landing page on the WMDD website
- social media promotion
- WMDD newsletter

Opportunity to create a custom one third page on the WMDD website with information of your choice to showcase your organisation

We are open to customisation of the partnership to meet your needs

# GENERAL VALUE

Reach a global audience

Live streaming events are known to be more engaging and have a larger reach than regular video content

Exposure during the 24 HR stream, as well as exposure from advertisement before the event

Opportunity for your brand/organisation to provide content related to the live stream and be included in the program as a contributor

Associate your brand/organisation with a feel-good cause

Support saving lives

# WMDD 2020 REACH

In 2020 WMDD was celebrated for the first time as a virtual event.

It was celebrated online in more than 50 countries on all continents.

On WMDD our website had 4,7K users and 15,5K page views.

During the week of WMDD there were 37K Facebook impressions, 62K Instagram impressions and 20K Twitter impressions.

This is the reach of the WMDD website and social media alone.

Imagine what the combined reach of all organisations, members and general public who participate is combined.

See below two examples of local reach and impact during WMDD 2020.

On the left in Romania and on the right in Brazil.



## World Marrow Donor Day, Romania 2020

Total people exposed to our messages: ~ 2,2 mln people

- Generated articles by traditional media:
  - 38 articles with an estimated reach of 890,000 people
- Radio Europa FM: 950,000 people
- Website: 4,400 visitors
- Facebook page: 25,293
- Stem Cell Centers in 10 cities: ~ 350,000 people

### Monitored period

07/19/2020 to 11/01/2020

### Monitored hashtags

#WMDD2020

thankyoudonor

### Geolocalization

Brazil

Due to the use of blockade API, the numbers are underestimated

## Instagram

Total of Publications : 174

Total of Likes: 25.357

Total of Comments: 478

Estimated Impact: 919.176

## RESOURCES AND MORE INFORMATION

[WMDD website](#)

[WMDD 2020 impact report](#)

[WMDD 2020 Thank-You-Donor video](#)

