

BRONZE PARTNERSHIP



GLOBAL DONOR DRIVE

16 September 2023



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 September 16th 2023, WMDD will be held for the 9th time. This year, aside from thanking donors worldwide, we will also promote a global donor drive.

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

Be inspired to help save lives!

16 SEPTEMBER 2023



EXCLUSIVE VALUE

EUR 5.000

Your logo will be prominently included in major communication materials, such as:

- landing page on the WMDD website from 1 September 2023 for the period of one year
- logo slider on the WMDD website homepage and the partner page: Our Partners – World Marrow Donor Day for one year
- (social) media promotion: 1 post mentioning all bronze partners
- recognition in WMDD newsletters

Your organisation will be entitled to the use of all WMDD promotional materials, including press release. Our staff will be available to provide guidance and assistance as needed.

GENERAL VALUE

Increase your brand awareness by reaching a global audience.

Showcase your social responsibility to your (potential) customers and employees by supporting a good cause.

Support saving lives!

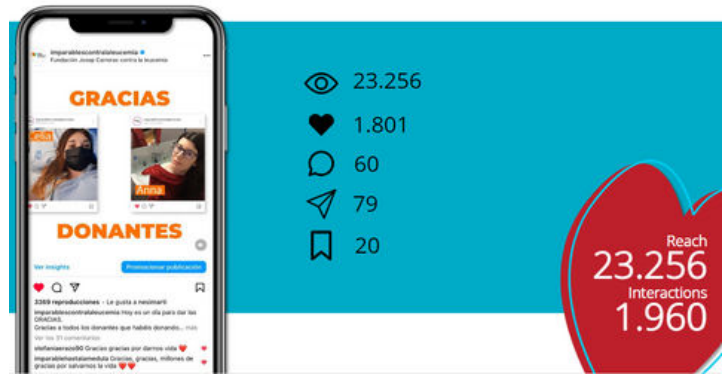
Your financial contribution to WMDD will be used to facilitate transplants for patients in need, especially in countries where there is currently limited transplant activity. WMDD develops and maintains a platform that ensures transplant coordination between countries, as 50% of unrelated transplants are performed after international exchange of stem cells. With your donation we can continue the work we do and help onboard more countries, making equity of care more than just a phrase.

WMDD 2022 REACH

In 2022 WMDD was celebrated. It was celebrated in more than 60 countries on all continents.

Here, we show but a few statistics from the WMDD website and some of our participating members.

Just imagine what the combined reach is of all organisations, members and general public participating!



➤ Save the date of DCD event, 09 September 2022

IPO-Porto
9 de setembro às 14:57

SAVE THE DATE 🗓️ 17 SETEMBRO, 14h30 📍 Auditório Principal

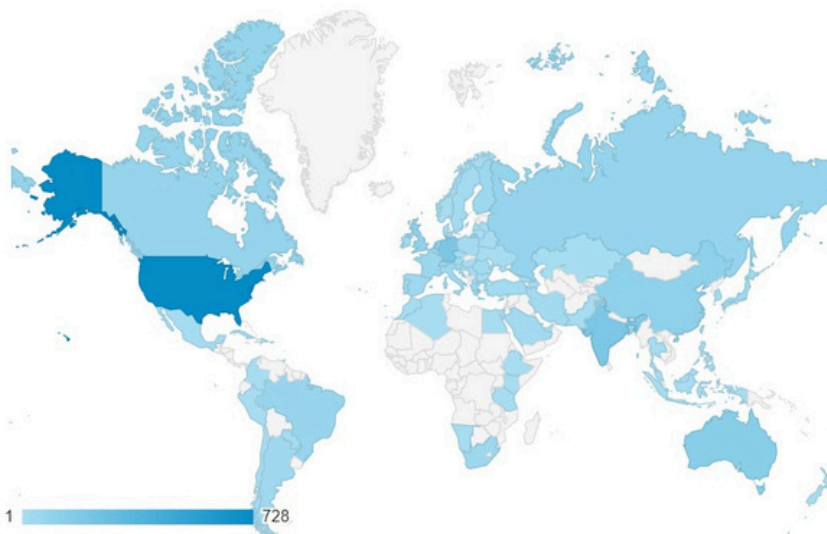
O Serviço de Terapia Celular do IPO-Porto realiza a 17 de setembro o evento "Desmistificar a Dádiva de Células", o quarto encontro de doadores e doentes transplantados de medula óssea, este ano subordinado ao tema "A importância do Suporte Familiar".

A iniciativa pretende refletir sobre os últimos desenvolvimentos associados a esta nobre causa com especialistas no processo da dádiva de células e doadores voluntários q... Ver mais

- Reach: **678**
- Impressions: **787**
- Interactions: **115**

Sep 1, 2022 - Sep 30, 2022

WMDD website: global participation



Statistics of people reached through (social) media and otherwise

- **Impressions (views/reach): 145,972 (+50%)**
 - Facebook: 82,932
 - Instagram: 52,307
- **Engagements: 3,300 (+165%)**
- **Total Received Messages: 250 (+194%)**
- **Video Views: 1,148 (+2,000%)**
 - Instagram: 751 (+15,000%)



RESOURCES AND MORE INFORMATION

[WMDD website](#)

[WMDD 2021 impact report](#)

