

MALTA DEMENTIA SOCIETY

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**PARTNER  
INVESTMENT  
PACKAGES**

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## TO WHOM IT MAY CONCERN

The Malta Dementia Society is a non-governmental and non-profitable organization working very hard to increase public awareness of the condition and provides several services to enhance the quality of life of individuals living with dementia and of those who care for them.

## WE REALLY NEED YOUR HELP TO INCREASE THIS AWARENESS AND SUPPORT!

We are looking to establish strong TWO WAY RELATIONSHIPS with leading brands and local companies to be part of our ongoing journey to help the approximately 8,000 individuals living with dementia in the Maltese Islands, that we know about!

## HOW YOU CAN HELP

As with other leading brands who are seeking to have a positive effect and giving back to their communities, you will have probably set aside a budget for your Corporate Social Responsibility.

We are therefore offering to a selected number of companies, a range of sponsorship and partnership opportunities that will enable your brand to be featured and promoted as an integral part of our events marketing and general communication activities we have planned throughout the year.

Opportunities will include featuring on our social media channels and website, as well as various ongoing email communication and other printed promotional materials. On the day of the events, you will be highlighted and introduced as one of our sponsors and supporters too. We have many ideas on how we can help promote you and would also consider any specific ideas you too may have.

Together with you, we know we can make a difference to so many. To help you make your decision, we have produced various sponsorship packages and would welcome an opportunity to talk to you to find out which would best suit you, your company, and your CSR investment budget.

On behalf of the society, I thank you for taking the time to read this letter and we sincerely look forward to a positive reply. To progress to the next step, I kindly ask you to contact **Anne Cuschieri** direct on **99451625** or email **info@maltadementiasociety.org.mt**. Out of courtesy Anne will also follow up with you through a phone call, to ensure you have received this important information and to personally discuss this opportunity with you and your team.



### Prof. Charles Scerri

Chairperson – Malta Dementia Society

ANNUAL PARTNERS	SPECIFIC ACTIVITY SPONSORSHIP		
	Gold	Silver	Bronze
€5000 pa	€3000	€2000	€1000

### Website - Partners Page – 12 MONTHS FEATURE

- Company logo	Y			
- Company bio - Written introduction to company, company name, logo, website link and contact details	Dedicated page 750 characters			
- Short promotional Video* (Optional)	Max 2 minutes			
- Links to your social media packages	Y			

### Website - Specific Activity Page – 12 MONTHS FEATURE

- Company logo		Y	Y	Y
- Website URL link		Y	Y	Y
- Company bio		500 characters	200 characters	
- Company name		Y	Y	
- Contact details		Y	Y	
- Links to your social media packages		Y	Y	
- Short promotional Video* (Optional)		Max 1 minute		

\*to be provided by the company

### Logo + URL link

- Home page feature	Y			
- Sponsor page	Y	Y	Y	Y
- Activity page		Y	Y	Y
- Footer	Y			

### Social Media

	Main Page	Activity Page		
Logo in cover photo				
Engaging with your company posts (Like/share/comment)	Y	Y	Y	Y
Tag your page in written post	Y	Y	Y	
Feature and Mention on description		Y	Y	Y
Mention in our "About Us" section (Facebook)	Y			

### Email Communication

Logo in regular email signature footer of all team members	Y			
Logo in any promotional email campaigns	Y			

### General

Invitation to attend MDS board meeting	Twice per year			
Opportunity to visit MDS activities in the community	Y	Y		

The amount of the sponsors may be revised annually.

