

# Platinum Sponsor

## \$7,500

**The marketing elements your organization will receive by being a Platinum Sponsor are:**

**1. Brand Visibility:**

- Logo placement on all promotional materials
  - ✓ Website campaign banners
  - ✓ Digital marketing campaigns
- Social media posts to over 81,000 followers
  - ✓ 75 scheduled postings and more
  - ✓ Facebook, Instagram, LinkedIn, X, TikTok, YouTube, Snapchat
- Recognition in press releases and media
  - ✓ Coverage to more than 50,000 news outlets
- Opportunity for product placement and brand mention in our event documentary
- Brand mentions in email newsletters
  - ✓ Our teams' combined subscriber base of 81,000
  - ✓ 35 scheduled emails and more

**2. Networking and Relationship Building:**

- Invitation to bi-monthly exclusive online networking events with other sponsors, partners, and key stakeholders
  - ✓ Opportunity to engage with our networking events
  - ✓ Speaking opportunities and/or panel discussions

**3. Brand Association Regional, National, and Global:**

- Alignment of your brand with Tanzania 2024 Health Hope and Higher Aspirations
- Association with other sponsors and partners
- Opportunity to grow your brand through our organization and client base
- Inclusion in our post-event marketing materials, showcasing our sponsors' support

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**The crucial role your investment plays in supporting our mission will cover:**

**1. Volunteer support:**

- Airfare fees for each volunteer round trip
- Lodging and food for 2 weeks
- Medical preparations such as vaccines before and during the mission

**2. Marketing and Promotion:**

- Digital advertising campaigns to promote our campaign
- Design and printing of promotional materials, including posters, flyers, and banners
- Social media marketing to reach our target audience
- Public relations efforts to secure media coverage and press releases

**3. Programming and content:**

- Licensing fees for music, videos, or other copyrighted content
- Development and production of educational materials, workshops, or interactive experiences

**4. Logistics and Operations:**

- Shipping or additional travel costs for hygiene/medical supplies, sporting goods, and other items
- Temporary visitor fees and/or insurance coverage if needed