



## CONCEPT NOTE

### INTERNATIONAL ALBINISM AWARENESS DAY: THEME “A DECADE OF COLLECTIVE PROGRESS “

#### WHY THIS SHOULD MATTER TO YOU

International Albinism Awareness Day (IAAD) provides an opportunity to educate the general public and fight against misconceptions about albinism. It helps bring issues to light about the hereditary condition, its causes, and the difficulties faced by people with albinism.

For many, the stigmatization begins at birth and persists through life, unless interventions that bring about paradigm shifts occur at family and societal levels. Their level of confidence and self-esteem is eroded by such discrimination. Hence the need for interventions that build individual confidence and self-esteem among the Albinism community.

#### 2. INTERNATIONAL ALBINISM AWARENESS DAY 2024

This past decade was one marked by a collective commitment to raise awareness on albinism issues . In an effort by the United Nations to end the abuse of people with albinism , June 13 is International Albinism Awareness Day around the world. The Albinism Dare to Dream Initiative-ADDI in collaboration with its partners ,rallied together to advance a shared vision to end albinism abuse , deaths and stigmatization.

The Albinism Dare to Dream Initiative-ADDI in partnership with the Stephen Margolis Resort will be celebrating the international albinism awareness day .

#### 3.THE OVERARCHING & EVENT THEME

2024 marks a decade since the launch of International Albinism Awareness Day! To mark this occasion, this year’s theme is “**10 years of IAAD: A decade of collective progress”**

This theme invites us to:

Celebrate the strides made within the movement, with renewed commitment for the future;

Highlight the tireless efforts of albinism groups from around the world;

Reflect on the continued legal, policy and practical changes still required to ensure the full and equal enjoyment of rights by persons with albinism

#### 4.PARTICIPANTS

The event is not limited to people with albinism only. Everyone across the nation is invited to participate so as to learn about albinism and the progress made by the organization and its partners .

## **5. VENUE AND DATE**

The International Albinism Awareness Day will be held on 15 June 2024 in one of Harare Zimbabwe's leading resorts . It is our wish to hold the event at Stephen Margolis Resort for the prestige associated with the venue and the status value it can add to our own brand.

## **6. ENTRY TICKETS**

Tickets for the IAAD will be sold starting from May at the Resort, Margolis offices and Albinism Dare to Dream offices . Gate tickets will be going for USD\$5 adults, USD\$3 children and USD\$50 lunch.

## **7. ACTIVITIES**

- Sharing the progress and journey walked by Albinism Dare to Dream Initiative and partners
- Sharing the future plans of the organization
- Success stories by individuals with albinism
- Lunch with our partners and potential partners .
- Recreational activities and entertainment

## **SPONSORSHIP**

This event is an ambitious endeavor and we can't do it alone. We need the kind of sponsors and partners around us who care enough to commit to the joint effort the success of this event requires. Executing an undertaking of this magnitude requires the kind of resources that can only be got by like-visioned sponsors and partners who are equally as tenacious, ambitious and committed to the success of this cause as we are and this is why this offer is in your hands. We believe that you can help us make a real difference in the lives of people with albinism, their families, their communities and society in general by supporting this cause and by inspiring people with albinism across the globe to step 'Into The Light'

## **ITEMS TO BE SPONSORED ;**

- **200 sunscreen lotions**
- **400 lip balms**
- **Long sleeved clothes**
- **Sun hats and umbrellas**
- **Lunch table for USD\$500 or single tickets for USD\$50**

**The sponsorship is not limited. Every drop counts !!**

## **BENEFITS TO SPONSORS**

### **1. Brand Association With A Powerful Social Cause**

The sponsor/s get to identify with a powerful social cause that is actively and successfully addressing one of the world's longest standing social injustices, a cause that is bringing about real social behavioral change in a way that will inspire acceptance and inclusion and that will very literally save lives.

### **2. All-Pass-Access**

As a proud sponsor and partner, you will not participate in the event in an honored and esteemed capacity, you will also be able to attend any preparation events.

Additionally to this you will also receive a content package containing images and short videos of the event.

### **3. Branding and Advertising Opportunities.**

The IAAD will arrange and reserve all prime branding real estate for sponsors and partners. This will afford you the occasion to represent as a proud sponsor and partner at every advertising and broadcasting opportunity in the press, on air and online. arena by way of space to stand your banners, on the stage-adjacent overhead digital screens by way logo flashes and by way of regular acknowledgments made by the Masters of Ceremonies throughout the program.

### **4. Star Power**

Another key benefit to sponsors is the occasion for brand association with some of the country's most prominent celebrities, influencers and public figures. This event brings together a line up of trending highly influential stars and the real benefit in this is access to their fans and follower base, being able to associate and engage them over the campaign period by way of digital advertising and messaging and by way of presentation during the program on the night and at the after party.

### **5. Return On Your Investment.**

While we cannot properly predict the what doors will open for you, when and how, we have come to see that those that commit to the greater good find the greater good committed to them. What we can guarantee with certainty is that your brand and contribution will help to change minds and persuade hearts, that they will make a difference and very possibly save lives.

### **Conclusion**

It is ADDI's sincere hope that this proposal fits well in sponsor's Strategic Vision and Corporate Social Responsibility. It is also hoped that the partnership with ADDI in this event will further the objectives of the sponsor which will help market and further improve the group's Corporate Brand

### **For more Information**

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