



WIR FÜR KINDER
Weil Kinder unsere Zukunft sind

THAILAND 2021 / 2022



HELPING THAILAND'S STREET & IMPOVERISHED CHILDREN

WIR FÜR KINDER - THAILAND 2021 / 2022

Founded in 2019, WIR FÜR KINDER is a German based charity helping children from impoverished families to live dignified lives through shelter, education and care.

With poverty on the rise in Thailand, as well as the devastating effects of the COVID-19 pandemic, Thai children are becoming increasingly vulnerable!

Literally translated as "We're For Children", WIR FÜR KINDER's core belief is that every child has a right to education, medical care and development as a free individual.

WIR FÜR KINDER is committed to making a difference in Thailand and offers a platform for businesses and the local community to come together to help poor children and their families through education and vocational training, providing a safe space where they can grow up in a protected environment with the care they need.

With a strong focus on education, sports and culture, the non-profit organisation aims to strengthen children's self-esteem, and give them an opportunity to be happy. The long-term goal is to provide the children with the tools and opportunities they need to live fulfilling and dignified lives away from poverty, crime, drug use, child labour and prostitution.

WIR FÜR KINDER hopes to strengthen the overall region by developing responsible citizens that can make a positive contribution to society and offers a major opportunity through its Events & Activities for Sponsors & Partners to show support and demonstrate a strong commitment to helping Thailand's impoverished children.



We have a number of commercial sponsorship and partnership opportunities for businesses and individuals to get involved with WIR FÜR KINDER 2021 / 2022 including: Main Partners; Corporate Partners; Official Suppliers; Official Media Partners; as well as Ambassador, Advisor and Donator opportunities.



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EVENTS & ACTIVITIES

WIR FÜR KINDER provides education for children, extra-curricular sports and cultural activities as well as field trips and tournaments – all designed to give children moments of happiness and allow them to forget their troubles, if even for only a day. Events & Activities throughout the year include:



**SUNSHINE
KIDS HOME**
Hua Hin



**HEALTH & PREVENTIVE
MEDICINE**
Courses covering: Nutrition;
Back Therapy; Autogenous
Training; First Aid; Stress
Management; and Yoga



**EDUCATION
PROGRAMME**
Excursions to Sport Events /
National Parks; Vocational
Workshops



FOOTBALL
Training Camps
Football Structures
Coaching Qualifications



**STRENGTHEN
THE REGION**
Through: Job Creation;
Strengthening & Promoting
the Local Economy;
Environmental Education



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THE FACTS



THAI POVERTY

Although in the last 30 years the number of Thais living in poverty has strongly decreased, The World Bank reports a new upward trend. The poverty rate between 2015 and 2019 rose from 4.85 million to more than 6.7 million people!



200,000+ CHILD PROSTITUTION

According to the international relief agency "Médecins Sans Frontières" (Doctors Without Borders), more than 200,000 children and youths are forced into prostitution in South East Asia each year!



CORONA VIRUS-PANDEMIC...

600 MILLION CHILDREN

The UNICEF Report "Lives Upended" warns that the Corona Virus Pandemic over the next decade will destroy all of the advances made for children in South East Asia in the fields of health and education, as well as in other areas. The results of the Report show that the Pandemic will have severe consequences for approximately 600 million children worldwide!

459,000 CHILDREN AND MOTHERS LIVES...

In South East Asia could be threatened because of issues with vaccinations, nutrition and other health-related services.



ONLINE EDUCATION

According to UNICEF, more than 430 million children were required to attend school classes online due to the Pandemic. However, many households – mostly in rural areas – have no electricity and even less access to internet. For this reason, attending school online was not possible for thousands of children.

ABOUT WIR FÜR KINDER



VISION

Give Thailand's street children and children from poorer families a chance for a future through education and sport.



MISSION

Primary education and vocational training with complementary elements such as poverty reduction, agricultural and economic income projects, promotion of girls, AIDS prevention, health and football.



CHILDREN'S RIGHTS

WIR FÜR KINDER believes each child has a talent and the right to education, medical care and free development of the individual. The UN Convention on the Rights of the Child is at the centre of its work - closely linked to the Universal Declaration of Human Rights.



AWARDS

- WIR FÜR KINDER is the winner of the Hessian Integration Award from the State Sports Association and the AOK Hessen for the "closer" initiative in 2019.
- WIR FÜR KINDER received the award for the Real Madrid Football Camp in Wiesbaden, that enabled siblings of children with life-threatening illnesses, mourning and severe disabilities to take part in a six day football camp and adventure week giving affected siblings moments of happiness and fun, escaping from everyday life.



SPORT & FOOTBALL

Sport, and in particular football, plays a key role in the social and personal development of children at WIR FÜR KINDER. The multi-faceted lessons and community-building capacity of football align themselves well with the charity's overall goals by allowing children to socialise and build confidence and self-esteem.



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PACKAGES

We have developed sponsorship packages to suit differing levels of budget and branding needs...

TIER 1 - MAIN PARTNERS

Up to 6 x Main Partners supporting the Foundation and its main activities including:

- Football - Camps & Structures
- Sunshine Kids Home - Hua Hin
- Health & Preventive Medicine - Courses
- Education Programme - Excursions to Sport Events / National Parks; Vocational Workshops
- Strengthen The Region

TIER 2 - CORPORATE PARTNERS

Unlimited number of Corporate Partners offering benefits to children and their families

TIER 3 - OFFICIAL SUPPLIERS & OFFICIAL MEDIA PARTNERS

Up to 10 x Official Suppliers

Up to 10 x Official Media Partners

OTHER OPPORTUNITIES

- Become An Ambassador
- Become An Advisor
- Become A Donator

WHY GET INVOLVED?

Sponsorship packages are designed to provide an exceptional combination of networking and corporate branding opportunities, including:

- publicity through a local and national marketing campaigns
- access to a highly exclusive network
- promoting sponsors as industry leaders
- enhancing corporate image and brand exposure
- adding value to a brand's marketing campaign
- generating direct access to target markets
- new client acquisition

A company's participation in WIR FÜR KINDER 2021 / 2022 Activities & Events not only strengthens awareness of its products and services to an audience of important decision-makers but also more importantly confirms its position as a transparent, ethical and authentic business.





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MAIN ACTIVITIES

SUNSHINE KIDS HOME

Located 200km south west of Bangkok on the Gulf of Thailand, Hua Hin is a city with a growing street children population living in exclusion in the shadows of society. Some take drugs, others are victims of sexual abuse and others beg and have no home.

WIR FÜR KINDER has 40 places reserved for the street children from Hua Hin at the Sunshine Kids Home to provide the children with safety and protection, education and chances for a worthwhile future.

Parents and relatives are encouraged to stay with their children as WIR FÜR KINDER believes in the importance of contact with relatives for the development of young people - the goal is to re-integrate the children into their family.

In the Sunshine Kids Home, the children strengthen their personality and learn to create a valuable relationship to their family.

A DAY IN THE SUNSHINE KIDS HOME

- The day begins with waking the children, mostly at 6:00am, so that they have enough time to wash themselves and to get dressed
- Around 7:00am breakfast is enjoyed together, often the best conversations are at this time
- At midday all eat lunch together
- From 2:00 – 3:00pm homework is done
- After this the children have free time to pursue their interests based on the activities offered, such as football, music lessons or computer workshops
- Around 6:30pm dinner is served and the children discuss the excitement of the afternoon
- The evening story is then read to them - as stories help them get over traumas while giving them hope

Benefits include:

- Logo presence at Sunshine Kids Home
- Logo on all marketing materials on and off line, associated with Sunshine Kids Home
- Content creation - video shoot why sponsor supports the Sunshine Kids Home
- Opportunity for staff to have voluntary work at the Sunshine Kids Home
- Opportunity to become a WIR FÜR KINDER ambassador and meet existing ambassadors

Sponsorship budget will go towards running costs, English lessons, media workshops, music workshops, employees – carers and psychologists.

<https://www.polohelp.com>



ORGANISED BY *wir für Kinder*

MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS





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MAIN ACTIVITIES

HEALTH & PREVENTIVE MEDICINE

The value of health is only really noticed when it is in danger or impaired! Illnesses do not only reduce our quality of life, but also can produce further illness which could, under certain circumstances, become life-endangering. It is therefore very important to minimise risks and to prevent illnesses, or rather to keep the after effects in check.

WIR FÜR KINDER runs a programme of courses throughout the year, including:

- Children's Course – 90-minute weekly
- Back Therapy Training / Health Training Course – 2 x 90-minute courses each week for 12 weeks for adults
- Autogenic Training – weekly 90-minute course for 8 weeks
- First Aid Course
- Stress Management – 5-day course
- Yoga Kids Course – 90-minute weekly course
- Yoga Adults Course – 90-minute weekly course

Benefits include:

- Naming rights to Courses
- Logo presence on / at Courses
- Logo on staff apparel at Courses
- Logo on all marketing materials on and off line, associated with Courses
- Content creation - video shoot why sponsor supports the Courses
- Opportunity to become a WIR FÜR KINDER ambassador and meet existing ambassadors

Sponsorship budget will go towards Course content creation and delivery.





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MAIN ACTIVITIES

EDUCATION PROGRAMME

WIR FÜR KINDER believes education alone cannot save children, however, without education they will not be able to free themselves permanently from poverty and exclusion.

The education programme is split into:

EDUCATIONAL EXCURSIONS

WIR FÜR KINDER want to inspire children to rediscover passion in themselves so that they realise: "It is worth believing in myself..."

WIR FÜR KINDER will run excursions to games from the Thai professional football league and will meet with the stars of the league in Meet & Greet events!

There will be children's cooking courses, fun around the campfire, birthday celebrations and even visit local farmers.

Trips to the ocean and to the national parks in Thailand will be offered in order that children can learn more about Thailand's natural and cultural resources - or simply that the children can experience a variety of beautiful moments, and much more....

VOCATIONAL TRAINING / WORKSHOPS

WIR FÜR KINDER offer regular workshops and instructional courses in Life Skills (Decision Making, The Power of Endurance, Health Questions, Citizen's Rights), as well as sport topics (Football Trainer, Fitness Trainer, Health Trainer, Yoga Teacher).

With the internal exit exam, the young women and men will receive a certificate of training, which will make it easier for them to begin an occupation or even to start their own small business. The training is based on German professional standards and is conducted by German lecturers with the support of interpreters.

Through co-operations with businesses, academies, and hotels, there is a chance that the young women and men will receive a permanent job from the vocational business where they learned or quickly find a permanent position elsewhere. Here the circle of poverty can be broken through their own initiative.

Benefits include:

- Naming rights to Excursions and Workshops
- Create special Excursions and Workshops of your choice
- Logo presence on / at Excursions / Workshops
- Logo on staff apparel at Excursions / Workshops
- Logo on all marketing materials on and off line, associated with Excursions / Workshops
- Content creation - video shoot why sponsor supports the Excursions / Workshops
- Opportunity to become a WIR FÜR KINDER ambassador and meet existing ambassadors

Sponsorship budget will go towards Education Programme content creation and delivery.





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MAIN ACTIVITIES

FOOTBALL

FOOTBALL CAMPS

WIR FÜR KINDER will offer free football camps for up to 120 children per camp for children from poor families during the holidays in different provinces in Thailand.

Spread over 5 days, the aim of the Camps is to give children perspective, strengthen their self-esteem, and let them forget their worries for a short time.



The Camps will be run in co-operation with regional schools and NGOs and the children will be looked after by trained carers and psychologists during the camp days.

- 5 fascinating football days for street children, children from child homes and children from slums
- The children receive a complete training equipment set including: shirt, trousers, socks, football, sportbag and water bottle - all of which can be kept at the end of the camp
- Thai coaches train the children under the supervision of a German football teacher
- All camp coaches are from poor backgrounds and are trained by WIR FÜR KINDER and the expertise of UEFA Pro-License coaches
- Training stations designed so that every child, every age can participate and have fun
- The visit of a professional footballer during the camp days
- Competitions
- Best footballer of all camps, according to the philosophy of WIR FÜR KINDER, receives a training invitation from the Academy Paris St. Germain, Koh Samui, Thailand
- Children provided with full board (breakfast, lunch & dinner and drinks) during the 5 days of the camp
- Qualified psychologists look after the children
- Farewell Party – on last camp day together with the parents of the children, sponsors and ambassadors
- Final Football Game - sponsors, supporters, coaches, coaches against parents

2021	2 - 3 camps in November during school vacations
2022	11 camps
2023	11 camps



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MAIN ACTIVITIES

FOOTBALL

FOOTBALL STRUCTURES

WIR FÜR KINDER plan to open a number of football structures – venues where regular weekly football training is provided for poor children.

- 2021 1 x sustainable Football Structure in Hua Hin
- 2022 2 x sustainable Football Structures in Thailand province where a camp took place
- 2023 2 x sustainable Football Structures in Thailand province where a camp took place

Benefits include:

- Naming rights to one of more Camps / Structures
- Logo on children's apparel / training equipment
- Logo on coaches and staff apparel
- Logo on all marketing materials on and off line, associated with Camps / Structures
- Content creation - video shoot why sponsor supports the Camps / Structures
- A game with the Camp / Structure Coaches and a Sponsor team
- Opportunity to become a WIR FÜR KINDER ambassador and meet existing ambassadors
- BBQ on last day of the Camp / at the Structure

Sponsorship budget will go towards Camp & Structure creation and delivery.





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MAIN ACTIVITIES

STRENGTHEN THE REGION

With targeted vocational training and participation, WIR FÜR KINDER plans to help adults from poor families to regain their self-esteem.

WORKSHOPS & TRAINING COURSES

WIR FÜR KINDER offers Workshops and Training Courses on topics such as:

- Life skills - decision- making ability, stamina, health issues, civil rights
- Sports topics - football coach, fitness trainer, health coach, yoga teacher
- Civil rights and democracy education

JOB SEARCH & EMPLOYMENT

After successful completion, the graduates receive a certificate to apply for jobs with potential employers. Graduates are supported in their job search.

Through our cooperation with companies, academies and hotels there is even the possibility to be taken on as an employee by their trainers. In this way you can break the cycle of poverty on your own.

We integrate parents and adults from poor families into our projects. Thus, we give them the chance to earn something for themselves and their families through work.

GUEST FAMILIES

Through the Guest Family program, it is creating jobs while strengthening the region. This in turn allows the guest family to spend more on their lifestyle needs.

In addition to the boarding school places at the Sunshine Kids Home, families will be chosen to act as guest families and will invite a child into their home in order to give an affected child a familiar home-setting.

They will be lovingly taken care of and encouraged by their guest family until they either have a school certificate or a vocational certificate. Furthermore they are supervised until they are able to care for themselves and are able to determine their own way-of-life.

WIR FÜR KINDER, along with the selected families, will create a place where the children can become accustomed to family-living again. Additionally, the guest families will be supervised by the local WIR FÜR KINDER team.

Benefits include:

- Logo on all marketing materials on and off line, associated with Strengthen The Region
- Celebrity guest visits
- Content creation - video shoot why sponsor supports Strengthen The Region
- Opportunity to become a WIR FÜR KINDER ambassador and meet existing ambassadors

Sponsorship budget will go towards Strengthen The Region delivery.





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AMBASSADORS - HEADS OF MISSION

THAILAND

The following ambassadors are actively involved in the implementation of the WIR FÜR KINDER projects in Thailand.



Klaus Brüggemann - member of the Board of Directors for the Football Club Hertha BSC Berlin. Managing Director of the Enterprise Group Brüggemann and Partner GmbH, since 1991. Stadium-Operation Manager for the FIFA World Championship in 2006. Manager in the 3rd League and was an active advisor abroad for clubs and stadium organisations.



Ralf Santelli - DFB football teacher (UEFA-Pro licence), who has worked as a trainer, co-trainer and coordinator in various professional leagues.



Michael Dämgen - former German professional footballer, Head Coach (UEFA-Pro-licence) and Sports Director. Michael was for many years Camp Director for the Football School of the Real Madrid Foundation.



Robert Procureur - a Belgian football manager and football director at Ratchaburi Mitr Phol and one of the most successful foreign trainers in Thailand.



Andrew Stocks - originally from the UK, Andrew moved to Thailand at the age of 7. Based in Hua Hin, he is the founder of a number of companies including: Empire Properties, British Thai Group, Best Western Plus Serenity as well as the developer of The Heights Village.



Lizzy Ginsel - a Swiss citizen who was born in Indonesia. She spent her childhood in the Dutch colony of Papua New Guinea. She has lived in Hua Hin since 2008 dedicating her energy to charitable causes.



Gerhard Götz - is the Consul General of the Austrian Embassy in Bangkok.



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AMBASSADORS - GLOBAL

OTHER AMBASSADORS / SUPPORTERS

SPORTS

Kai Sackmann - Long-term experienced Sports & Entertainment Marketing Strategist
Real Madrid Fundacion Germany
Stefan Kuntz - DFB U21 national team coach
Thilo Kehrer - Paris St. Germain
Charlie Körbel - Eintracht Frankfurt, Bundesliga record player
Eintracht Frankfurt players – including Manfred Binz, Thomas Zampach, Ronald Borchers, Holger Fritz, Norbert Nachtweih, Slobodan Komljenovic, Frank Gerster, Ervin Skela, Thomas Lasser, Sascha Amstätter
Alexander Schwolow, SC Freiburg, Arminia Bielefeld, Hertha BSC
Lotta Ravn – Goalkeeper, SC Freiburg
Jürgen Menger - SC Freiburg, SV Wehen Wiesbaden, 1. FSV Mainz 05
Michael Klinkhammer - 1. FSV Mainz 05
Walter Sitorius - DFB and HFV
Patric Q., Alessio and Robin Eichinger - DSDS RTL TV
Thorsten Barg - VfL Bochum, KSC, SV Wehen Wiesbaden

THE ARTS & ENTERTAINMENT

Frank Dapper - drummer and Cherry Gehring - keyboarder and singer of the renowned German rock band "PUR"
Damian Hardung - German actor PRO7 TV
Alexander Mehl - sports commentator German radio station, FFH
Tomas Ranft, HR and ARD television presenter
Tom Gerhardt - German comedian & actor
Ulli Wolf Ulrich H.M. Wolf - German fashion photographer
Sebastian Ellrich - German fashion designer
Peter Ries - music producer for stars including Sally Oldfield, N-SYNC, Kylie Minogue, Eros Ramazzotti, No Angels, Thomas Anders, Enigma and more...
Julia Wagner - winner of "Beauty and the Nerd", PRO7
Franca Morgano - singer Magic Affair

POLITICIANS

Volker Bouffier - Prime Minister of Hessen
Sven Gerich - Lord Mayor of Wiesbaden
Horst Klee - CDU, Member of the State Parliament of Hessen
Sibel Güler - Greens, Member of the State Parliament of Hesse
Hans Joachim Kühn - Member of the State Parliament of Hesse
Ingmar Jung - State Secretary in the Hessian Ministry for Science and Art





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MAIN BENEFITS



BRAND EXPOSURE

The opportunity to integrate with WIR FÜR KINDER Events & Activities.

NAMING RIGHTS TO ACTIVITIES & EVENTS
EVENT BRANDING
EXHIBITOR PRESENCE AT ACTIVITIES & EVENTS



MEDIA, PROMOTION & PR RIGHTS

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

WIR FÜR KINDER is hot news. All Sponsors and Partners will have rights to associate with the charity for PR and advertising activity. Sponsors and Partners can create content through: Ambassadors; Project Highlights; Promotions; and Press Conferences.

The PR campaign ensures wide coverage of projects throughout the year, featuring:

- Media engagement and editorial in business, lifestyle and travel magazines
- Features on the future of Thailand's children
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels

Sponsors & Partners can reap the benefits of:

- Special Offers to the WIR FÜR KINDER network
- Association with famous football players / ex-national players visits to Thailand e.g. visits to Football Camps and Sponsor & Partner offices
- Star guests at Gala Dinners / Receptions
- Motivation Lectures from WIR FÜR KINDER Ambassadors and Celebrities



MEDIA PARTNERS

Guaranteed coverage with our Media Partners - currently being confirmed.



ADVERTISING

A media-wide advertising campaign will run throughout the year focusing on news, lifestyle, travel and business publications enhanced with editorial content.

WIR FÜR KINDER will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets.

By working with a comprehensive range of media, the charity and its projects are widely promoted across both international and local stages.

In addition to print and online coverage, direct mails, e-newsletters and the promotion of the project's news via social media are all used to deliver the charity's message to target audiences.



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MAIN BENEFITS



DIGITAL & SOCIAL RIGHTS

SOCIAL

Exposure through...

- FACEBOOK
- INSTAGRAM
- LINKEDIN
- TWITTER
- YOU TUBE



WEB

WIR FÜR KINDER website is also positioned and linked on <https://massage-wellness-akademie.de>, with 2,000 visits / day.

<https://www.facebook.com/huahinchildrenshome/>
16,481 people have subscribed to date (September 2020)



EXPERIENTIAL RIGHTS

WIR FÜR KINDER offers a major opportunity through its projects and activities to demonstrate a strong commitment to UN Global Goals.



HOSPITALITY & NETWORKING RIGHTS

WIR FÜR KINDER offers a plethora of opportunities to entertain customers, clients and executives in Thailand through cause related marketing. This is an excellent way to do and promote your business.



MERCHANDISING RIGHTS

We offer our Partners, Supporters and Suppliers the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, WIR FÜR KINDER T-shirts, caps etc.





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RIGHTS INVENTORY	PARTNER LEVEL		
	TIER 1	TIER 2	TIER 3
	MAIN PARTNER	CORPORATE PARTNERS	OFFICIAL SUPPLIERS/ MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to title "Main Partner WIR FÜR KINDER 2021 / 2022" for PR and advertising use	Yes		
Naming rights to one or more Main Projects – Football Camps, Football Structures; Sunshine Kids Home - Hua Hin; Health & Preventative Medicine Courses; Education Programme: Excursions – Sport Events, National Parks; Vocational Workshops – for example "Hua Hin Football Camp 2021 / 2022 in association with [Main Partner Names]	Yes		
Rights to title "Corporate Partner WIR FÜR KINDER 2021 / 2022" for PR and advertising use		Yes	
Rights to title "Official Supplier / Media Partner WIR FÜR KINDER 2021 / 2022" for PR and advertising use			Yes
Category Exclusivity	Yes	Yes	Yes
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
LOGOS & IMAGES			
Right to use WIR FÜR KINDER 2021 / 2022 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
Right to use Main Projects – Football Camps, Football Structures; Sunshine Kids Home - Hua Hin; Health & Preventative Medicine Courses; Education Programme: Excursions – Sport Events, National Parks; Vocational Workshops Composite (lock-up) Logo on all internal and external marketing	Yes – all Main partner Logos included in Lock up Logo		
ACTIVITY & EVENT BRANDING - GENERAL			
Corporate logo displayed at each Activity / Event – size dependent on Tier level	Yes	Less Prominent	Less Prominent
Corporate logo displayed on any video screens at each Activity / Event	Yes	Less Prominent	Less Prominent
Logo in entrance area of Project / Event – where applicable	Yes Prominent	X1 logo	X1 logo
Logo on any advertising hoardings at Activity / Event	Yes	Yes	Yes
Media interview area backdrop branding – where applicable	Yes	Yes	Yes
Logo on WIR FÜR KINDER 2021 / 2022 officials' clothing	Yes		

RIGHTS INVENTORY	PARTNER LEVEL		
	TIER 1	TIER 2	TIER 3
	MAIN PARTNER	CORPORATE PARTNERS	OFFICIAL SUPPLIERS/ MEDIA PARTNERS
Logo on WIR FÜR KINDER 2021 / 2022 participant / children clothing where relevant e.g. football kits and equipment at Football Camps and Football Structures	Yes		
MEDIA, PROMOTION & PR RIGHTS			
Logo on Activity & Event literature, website, stationery etc.	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Programme advertisement, if applicable	Full Page Premium Location	½ Page	¼ Page
Brand name mention and logo WIR FÜR KINDER 2021 / 2022 press information and advertisements and any marketing / sales materials	Yes	Yes	Yes
Logo on advertising in Media Partner publications – size dependent on sponsorship level	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Representative to speak at press conferences	Yes		
DIGITAL & SOCIAL RIGHTS			
Branding on event emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of any digital engagement programme Instagram & FB posts	Yes	Yes Less Prominent	Yes Less Prominent
Top-level corporate placement on www.wir-fuer-kinder.net	Yes Prominent	Yes Less Prominent	Yes Less Prominent
EXPERIENTIAL RIGHTS			
Opportunity for brand activations during Activities & Events, where appropriate	Yes	Yes	Yes
Promotional literature and Sampling at Activities & Events, where appropriate	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS			
VIP tickets to all networking and celebration events – calendar tbc	12	6	3
MERCHANDISING RIGHTS			
Logo on any WIR FÜR KINDER 2021 / 2022 merchandise produced	Yes		
Opportunity to produce your own WIR FÜR KINDER 2021 / 2022 joint branded merchandise	Yes	Yes	Yes
Insertion of promotional material or product sample into any goodie bags	Yes	Yes	Yes



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PARTNERS

WIR FÜR KINDER has worked with a number of partners including:

F-A-C-T Sports international S.L, Palma de Mallorca, Spain

Sunshine International Thailand, Hua Hin

Power of Love Foundation, Hua Hin

Wellness Akademie, Munich - Berlin - Dortmund - Frankfurt, Germany



KEY STAFF

UWE VIX - CEO

Musician Uwe Vix is a supporter of the work of the German Federation of Children's Hospices, acting as a goodwill ambassador for children activities and events and the Child's Hospice Centre Bärenherz in Wiesbaden. He supports grade school buddy programs in socially challenging areas of Wiesbaden and organises music workshops for grade schoolers via their support clubs. Uwe was a youth football trainer and youth director for several amateur football clubs, including the Real Madrid Fundacion, Germany.

DOMINIC PALMER - SPORTS DIRECTOR & SPORTS CONSULTANT

Dominic Palmer is one of the most sought-after fitness and athletic trainers in South East Asia and is a Consultant and Sports Director. His focus is on the conceptual design of sports and fitness projects, basic and professional training, health promotion, the development of football academies, event management and team planning. He has a very large network of professional athletes, celebrities and important executives in private enterprises. Dominic was the Fitness & Athletic Coach of the Vietnamese National Football Team until the end of 2018.

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