

Hands Together for Orphans and Widows 2016



NA WETTI ZONE *Presents*



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Modern Advocacy Humanitarian Social
and Rehabilitation Association

The Hands Together Event For Orphans And Widows

HATOW SHOW

HANDS TOGETHER FOR ORPHANS

Philanthropists, Businessmen , Artists , Civil Society
& Officials Uniting To Erase The Suffering Of Orphans
& Vulnerable Widows

TIME **1st December 2016**
CONGRESS HALL
BAMENDA

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Partnership Appeal



Na – Wetti

Marketing Consultancy - Advertising Services

Join Us:

Economic Development for Positive Humanity

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Web Links: Visit us - www.nawettin.blogspot.com; Follow us: [www.twitter.com/nawetti](https://twitter.com/nawetti); Like us: www.facebook.com/nawetti

Ref: MA16-NA/00__

Date: 10/11/2016

To

Object: Request for Partnership or Sponsorship or Assistance to the Hands Together for Orphans and Widows (HATOW) Event

Sir/Mme,

It is with due honour and respect to your individual and corporate activities that we table to you this request. Primarily, Na Wetti is a modern publicity service concept with broad online social network extensions and supported by the NGO Modern Advocacy Humanitarian Social and Rehabilitation Association (MAHSRA). This initiative connects to a series of activities to foster the development rights of vulnerable community girls and women, especially in combating gender and sexual violence with support of the British High Commission.

In focus, the Na Wetti concept and platform is an opportunity for businesses and institutions to gain wide exposure with different audiences locally, nationally and across sub-Saharan Africa. The platform works with businesses on a gain-gain basis in the sense that, it strives to give best quality marketing to its clients and in return, it uses the clients' publicity fees to support its community development objectives. By supporting vulnerable people in the society with its publicity income, it releases maximum business grace to all its clients.

Presently, as we are planning to produce the 3rd edition of the Na Wetti magazine, we have deeply thought of the suffering children and women (Orphans and Widows) within our communities. We have accepted that it will be a great and noble idea to create massive awareness on helping these orphans and widows and invite everyone to follow. In order to bring huge public concern to our course, we have talked with and invited renowned artists and national football team players to join us in this noble initiative. The event is planned for the **1st of December 2016** (World Aid's Day) at the Bamenda congress hall wherein all donations from sponsors, partners and audiences will be handed over to the orphans and vulnerable widows.

We herein seek your consent for sponsorship or partnership for this noble course as further explained and guided in the proceeding pages. Please feel free to let us know at whatever level, you or your company or institution can be of assistance in this HATOW initiative.

Sincere Regards



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Dr. Kelly F. Ngyah
(PhD; M.Sc., MA-LL.M.; LL.B.)
Chief Executive Officer (CEO)

Why the Need for the Event “HANDS TOGETHER FOR ORPHANS AND WIDOWS”

Recent development needs that tie with the UN Sustainable Development Goals (SDGs) require that growth or economic progress be accompanied with primary concern to human wellbeing and social progress. In fact SDGs 1 to 4 highlights the need to eradicate poverty, encourage healthy lives and quality education for all at all ages. Within these universal guide lines, we see that there is strong need for rudimentary government efforts towards the wellbeing of the marginalized and the underprivileged persons in the society. Understanding that the corrupt structure of many of our government institutions makes it almost impossible to render equitable social concerns to the poor and unfortunate majorities, there is therefore need for further intervention. This intervention can be achieved at all levels by all categories of persons who have concern for the human brotherly wellbeing. This includes both lucrative and non-lucrative institutions that can network on a gain-gain basis towards mutual progress.

Major Objectives for the Hands Together Show for Orphans and Widows

- ✓ Unite the business community for increased business prospects while assisting over 400 Orphans and 100 widows;
- ✓ Bring the cultural or artistic community in a positive humanity show to help over 200 Orphans;
- ✓ Convince public authorities that business communities can as well contribute towards government efforts for social wellbeing and thus need consideration on their tax policies;
- ✓ Raise public awareness on the positive growth prospects of the concept Na Wetti.

Planned Milestones to Achieve Event Objectives

For objective 1:

- Convene partnership meetings with Orphanages and vulnerable widow groups and send sponsorship request letters to business institutions within a pre-2 months period before the HATOW event or show;
- Provide publicity spaces for all approved sponsoring business institutions inside the 3rd edition of the Na Wetti Magazine (to be Bilingual and go national) post one month after the HATOW show.

For Objective 2:

- Communicate and negotiate partnership participation with outstanding artists within a post 2months period before the event;
- Reserve accommodations and participation logistics within a pre-1 month's period to event.

For Objective 3:

- Hold institutional support meetings with concern government officials and ministerial delegations within a pre-2 months period before the event;
- Invite foreign government officials or diplomatic authorities to witness the event for local policy influence reasons;

For Objective 4:

- Produce 40,000 publicity flyers carrying sponsors' logos for the HATOW show and distributing them across every sector within the region;
- Organizing a weeklong street awareness parade within one week leading to the event

Event Outcomes

The Na Wetiti hands together show for orphans and widows (HATOW) is realized in order to influence a psychosocial impact between business endeavours and the human wellbeing. It has the potential to show light on the inseparable connectivity between business growth and philanthropy. For the current event, as outcomes, we hope to:

- Increase societal or business sector knowledge upon rapid business growth that is stimulated by philanthropy and the concern for vulnerable persons in the society;
- Increase community hope and joy in the hearts of abandoned children and women;
- Build government awareness on the need to encourage businesses that support social works;
- Produce and nationally distribute an inclusive quality bilingual business and social welfare magazine to boost the services and products of all those who contributed or sponsored the show and as well, educate the youths.

Tentative Activity Programme Scope for the HATOW Event Planning

Event Date: 1st of December 2016

Timing	Activity	Expectations
20/08 – 08/09	Initial conception planning meetings	Decisions on target partnerships
08/09 – 15/09	Materialization of conceptive planning meetings	Development of partnership documentation
15/09 – 30/09	Initial partnership visits	Distribution of sponsorship requests and partnership letters
01/10 – 15/10	Materialization of partnership visits	Follow-ups and initial results
15/10 – 31/10	Programme implementation meetings	Confirming event lieu and artists presentations
01/11 – 15/11	Programme planning assessment meetings and invitations production	Flyers printed, Official invitations distributed and Tickets sold
15/11 – 29/11	Street awareness caravans	All streets and markets covered
30/11/2016	Pre-event preparation evaluation meeting	All approved partnership and sponsorship measured resolved
01/12/2016	Proposed Date for Event Proper	

Organization and event Budgeting

Description	Quantity	Unit Cost (F.CFA)	Total Cost (F.CFA)
Event Lieu rental (Congress Hall)	1	300,000	300,000
Mobilisation and evaluation meetings	8	150,000	1,200,000
Outreach materials 1(Flyers and posters)	40,000	50	2,000,000
Outreach materials 2 (T-shirts, Banners)	100	4000	400,000
Media advert (Radio and TV)	6	50,000	300,000
Social Media (facebook, whatsapp, nawetti.com, twitter, and google-Youtube publicity)	6	50,000	300,000
Caravan days	4	250,000	1,000,000
PA Rental	1	150,000	150,000
Stage mounting / Podium extension	1	250,000	250,000
Hostesses	8	15,000	120,000
Décor	1	400,000	400,000
Artists	7	500,000	3,500,000
Artistic director	2	50,000	100,000
Stage management	2	50,000	100,000
Transportation (Orphans and Widows)	300	2000	600,000
Animation (MC)	2	75,000	150,000
Security	6	25,000	150,000
Event media coverage (transport logistics for written press, radio, TV journalists)	12	25,000	300,000
Refreshment (authorities, sponsors and VIP guests)	100	5000	500,000
Total:			11,820,000

Partnership or Sponsorship Benefits

- The logo of all approved sponsors will feature on the 40,000 flyers and posters, 80 T-shirts and 20 street banners;
- Media including radio and TV; and social media including Na Wetti's facebook page, twitter account, nawetti.com, blogspot, and google or YouTube publicity videos shall feature all approved sponsors;
- Hall or event lieu décor shall permit major sponsorship or partners banners and stands within it but not on the stage platform because of further media broadcast reasons;
- All partners or sponsors with minimum support (material, financial or technical) of worth 100,000F.CFA shall automatically be featured in the 3rd edition of Na Wetti Magazine. This edition is intended to be bilingual and to be distributed nation-wide.

Special Offers

We understand that some partners may love to support the initiative anonymously or individually without business names attached, thus we are setting forth colour graded awards to satisfy these category of persons.

Meanwhile every form of support is welcomed at all levels; the following amounts can purchase the Hands Together for Orphans and Widows (**HATOW**) awards or philanthropic recognition cards. These philanthropic awards are given only for individual donations.

- | | | | |
|----|--|---|-----------------------|
| 1. | White label HATOW philanthropic card | = | 50,000F.CFA |
| 2. | Pink label HATOW philanthropic attestation | = | 100,000F.CFA |
| 3. | Red label HATOW philanthropic certificate | = | 200,000F.CFA |
| 4. | Blue label HATOW philanthropic award and certificate | = | 350,000F.CFA |
| 5. | Gold label HATOW philanthropic award, certificate and card | = | 500,000F.CFA and more |

Parenting National Team Football Players



Benjamin MOUKANDJO

Georges Mandjeck

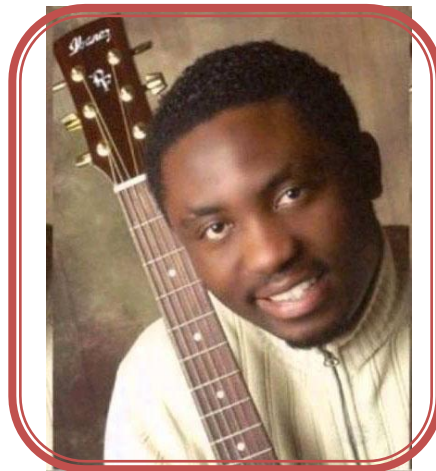
Featuring Guest Artists



Magasco



Calvino



Richard Kings



As a Patron Artist



Son Excellence JPP



Na Wetti Artists Group



Leonette



Zegeman



Jahsandoh



Gee Reign

MORE ARTISTS FOR THE ORPHANS:

King Phil, Joyce Babatunde, Brains Lee, Zita Light, Micky and Frankish,
2 Fleece, Seem Bizzy, Chriswill.