



**to finish**

26TH SEPTEMBER - FINISHING THE  
NEWER & BIGGER DAR BJORN

# 926tofinish Packages

**HOW CAN YOU ACHIEVE MAXIMUM  
VISIBILITY AND HELP DAR BJORN**

**12:00PM - 12:00AM  
ON ALL MAJOR TV STATIONS**

On Sunday 26th of September, Bjorn Formosa and ALS Malta will organise the annual TV telethon to collect the remaining funds to open the Newer & Bigger DAR Bjorn. This will be aired on the most popular TV Stations in Malta and streamed live on Bjorn Formosa's page, Lovin Malta & Xarabank. During the telethon a number of stories will be aired together with live links from DAR Bjorn Zebug where Malta's top artists will perform popular songs.

The telethon will be aired from We Studios Qormi and will feature two large backdrops on each side, a large screen and two tables for telephones sections.

The great thing is that you can be part of this telethon too! We've prepared packages that will help your brand achieve unique visibility during the telethon. This is done as a thank you for your kind consideration of helping DAR Bjorn and ALS Malta.

If you are interested in any of these packages, kindly contact me on [info@alsmalta.org](mailto:info@alsmalta.org) or we can set a meeting to discuss further by calling +356 79209420.

Thank you  
Bjorn



## ROOM PACKAGE

**for a donation of €11K**

Exclusive to 10 companies

- A Room in the Newer & Bigger DAR Bjorn named after your company
- Logo to be included on the 926 telethon backdrop. 12 hours of TV airing on the big stations in Malta.
- 1 representative from the company wearing your uniform (or branded T-shirt) answering the telephone for 45 minutes.
- Dedicated feature video with your representatives and will be published on Bjorn Formosa's page and visible in the Newer & Bigger DAR Bjorn.

## LITE PACKAGE

**for a donation of €5K**

Exclusive to 5 brand logos

- 12 hours of visibility with logo printed on the backdrop of the telethon
- Mention inside DAR Bjorn 2
- Social Media posts with logo

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# *5 second mention after one of these music videos:*

## **ONLY ONE FOR EACH SONG (X9)**

The music video will be filmed professionally at newer & bigger DAR Bjorn and will be aired during the telethon. This will later be uploaded online with the logo of the company shown and Facebook Page tagged.

"This clip was brought to you by \*\*\*\*"



## *Other packages*

### **HOW CAN YOU BE VISIBLE?**

**Post Testimonial Stories Mention** (7 stories available)  
Donation of €1,500

Buy a mention after a story.

"Din l-istorja giet imwassla bix-xewqat tajba ta' \*\*\*\*\*"

After one of the stories aired during the telethon, a 5 second mention will appear after the clip is finished. The story will be uploaded with the logo shown on social media.

**Answer the Telephone** (21 slots available)  
Donation of €1,000

45 mins of visibility during the telethon with a representative of the company wearing a branded T-shirt answering telephones.

**Logo on telephone table**(Maximum 3 logos)  
Donation of €3,000

12 hours of visibility with logo printed on the table of the telephones

**IF YOU ARE INTERESTED IN ANY OF THESE PACKAGES, KINDLY CONTACT ME ON [INFO@ALSMALTA.ORG](mailto:INFO@ALSMALTA.ORG) OR WE CAN SET A MEETING TO DISCUSS FURTHER BY CALLING +356 79209420**



**LET'S HELP EACH OTHER**

**CONTACT US**

INFO@ALSMALTA.ORG OR CALL +356 79209420



**DARBJORN**  
HOME FOR ALS, MS & NEURO PATIENTS