

SPONSORSHIP PROPOSAL



Spotted Realities

Photography meets skin cancer awareness

An art book + 360 online campaign
aiming to raise awareness of skin cancer
among young people around the globe

SPOT THE D T

Introduction

We are excited to invite you to be part of the publication of a **premium art book entitled “Spotted Realities: where photography meets skin cancer awareness”**, aiming to raise awareness of skin cancer. A collaboration between photographer Anna Bedyńska and the NGO Spot the Dot.

Art & Cancer Awareness

In the heart of Japan's urban expanse, photographer Anna Bedyńska captured the poetry of the mundane, highlighting the unnoticed beauty of everyday dots. Spotted Realities is the result of a collaboration with the non-profit Spot the Dot. **This is more than an artbook; it's a call to action.** As you explore these pages, consider the dots on your skin, for within this tapestry lies a vital conversation about skin cancer awareness.

Fight cancer

Each year more and more people are diagnosed with melanoma and other types of skin cancer. Skin cancer is meanwhile in the top 3 of the most common cancer types amongst young adults.

We want to make sure more people spot their dots and we believe this project can function as an important conversation starter.



**Example mockup. Not final title and design*

About Spot the Dot

Spot the Dot is an NGO working with artists, athletes, skin cancer patients, and dermatologists from around the world to raise awareness of melanoma and other types of skin cancer.

Founded in 2015 by Marije Kruis, a melanoma patient and senior international PR and marketing expert. Marije was born in the Netherlands and lives currently in Austria.

Why Sponsor?

Sponsoring this skin cancer awareness project benefits you by increasing your visibility. Research shows 85% of consumers have a more positive image of a product or company when it supports a charity they care about.

Expected reach

- Visitors website: 30.000-100.000**
- Social media: 1.600.000**
- Press: 600.000- 2.000.000*
- Newsletters: 2000**
- Reach of the art book (1st edition, 300 copies): 3000
- Reach of the online edition: 88,000**

* Based on the PR campaigns implemented so far.
www.spotthedot.org/en/press

**Based on previous campaigns by Spot the Dot

The book

- Includes 70 photos by Anna Bedynska, preview: <https://annabedynska.pl/spotthedot>
- Informative text about the importance of skin cancer awareness
- Contains text in 5 languages: **English, Japanese, Dutch, German and Polish**
- Designed by famous agency Beton Studio

Press

Spot the Dot campaigns have been featured often in international press due their high quality and unusual approach:

- 200+ dedicated articles
- features in 12 countries
- 16 features on tv
- 3 features in books
- 11 radio interviews
- 2 dedicated podcast
- 14 award nominations

Find an overview of press clippings via www.spotthedot.org/en/press



A 360 campaign

The art book will be available in a limited, printed. All content is made available on a dedicated **landing page with information in 5+ languages (EN,DE,NL,JP,FR)**.

The content will be shared on the **social media** channels of Spot the Dot for six months in order to generate the greatest possible attention for the project.

All participating parties, dermatology specialists, patients, and journalists are encouraged to share the content via their own channels. Through **targeted press work and an online campaign**, the art book is promoted in traditional print media and lifestyle blogs.

Coffee tables & waiting rooms

Several books will be available in public places for browsing and reading. This could, for example, be the waiting rooms of dermatologists around the world, the waiting areas of hospitals but also art shops, galleries and specialty coffee places. The remaining part will be available online via Spot the Dot.



**Example mockup. Not final title and design*

Anna Bedyńska

Polish, documentary photographer. Winner of photography contests such as World Press Photo, Grand Press Photo. Photojournalist with over 13 years experience long term storytelling projects. Working for national and International titles, creating national social campaigns. Frequently sent overseas for documentary projects including France, Germany, Kosovo, Sudan and Japan.

Golden Package

€7500,-

- Option to include 1 piece of promotional printed material inside all books, e.g. flyer or bookmark
- Premium logo placement inside the book
- Option to include 140 characters of “about” text + URL in the book
- Mentioning in the international press release
- Paragraph of text + premium logo placement on the landing page
- Dedicated paragraph of text in the newsletter
- A minimum of 5 dedicated Social Media Stories
- Social media tag in a minimum of 10 posts
- Receive 25 books, optionally signed by the photographer
- Premium logo visibility at related events/exhibitions (details TBC)

Silver Package

€2000,-

- Logo placement inside book
- Logo placement on the landing page
- Receive 5 books, optionally signed by photographer
- Social media tag in a minimum of 5 posts
- Logo visibility at related events/exhibitions (details TBC)

Bronze package

€500,-

- Small logo in book
- Small logo on the landing page
- Small logo in newsletter
- Receive 3 books

Contact Information

For more details, please contact:



www.spotthedot.org



anna.bedynska@gmail.com



contact@spotthedot.org

*We look forward to
partnering with you by
creating a premium art
book aiming to prevent
rising number of skin
cancer patients.*