

“50 shades of Memory Work”



WEBINAR

Intergenerational activities
with foreign-born older people

Advertising information for the sponsor of MUKES webinar 2024

On March 12, there will be a rare opportunity to participate in the international webinar. In the webinar, we will combine three topics on which there has been little discussion and not even discussed. We combine research and practice in the fields of older minorities, memory-related challenges, and intergenerational work.

READ MORE:

MUKES webinar

“50 Shades of Memory Work”

www.mukes.fi/news

Join us as a sponsor for the MUKES international webinar “50 Shades of Memory Work” **and make your brand stand out!** The webinar will be recorded and will be available for viewing until 31st March 2024.

VIRTUAL SPONSOR ITEMS provide your company with the opportunity to reach experts in the field of dementia and professionals working with immigrants and aging minority groups in every country. Sponsorship will provide visibility to virtual partici-

pants. There will be a commercial break with the option to exhibit in the virtual space.

A LARGE NUMBER OF PARTICIPANTS is expected as the webinar has been promoted in international networks and working groups for example Alzheimer's Europe.

WEBINAR GUEST SPEAKERS are researchers from all over the world. And we are expecting to participate in volunteers, and professionals, researchers, teachers, and students, employers and employees, younger and older people.

SPONSORSHIP PROVIDES VISIBILITY to virtual participants. There will be a commercial break with the option to exhibit in the virtual space.

As the exclusive sponsor of the webinar, you would be entitled to:

GOLD LEVEL

Elevate your brand with a contribution of **4000 EUR**.

- Enjoy a 2-minute advertisement video-space during the commercial break.
- Our facilitator will mention your name at the beginning of the webinar.
- Your logo is seen at the beginning and the end of the webinar video titles.
- Your brand's name and logo will be added to the mukes.fi/news homepage.
- Your brand's name and logo will be added to the webinar summaries.
- Twice a year in 2024, you will receive one-page advertising space in MUKES news.
- Content links to MUKES social media and company website
- Free registration for up to three persons from your company

SILVER LEVEL

Elevate your brand with a contribution of **2500 EUR**.

- Enjoy a 1-minute advertisement video-space during the commercial break.
- Our facilitator will mention your name at the beginning of the webinar.
- Your logo is seen at the beginning and the end of the webinar video titles.
- Your brand's name and logo will be added to the mukes.fi/news homepage.
- Your brand's name and logo will be added to the webinar summaries.
- Twice a year in 2024, you will receive one-page advertising space in MUKES news.
- Content links to MUKES social media and company website
- Free registration for up to three persons from your company

BRONZE LEVEL

Elevate your brand with a contribution of **800 EUR**.

- Your logo is seen at the beginning and the end of the webinar video titles.
- Your brand's name and logo will be added to the mukes.fi/news homepage.
- Your brand's name and logo will be added to the webinar summaries.
- Twice a year in 2024, you will receive 1/2 page advertising space in MUKES news.
- Content links to MUKES social media and company website
- Free registration for up to three

More info



Technical information

For webinar:

We kindly request, that your video files are delivered in at least Full HD (1920x1080) quality and in .mp4 format.

We would also request, that the logo of your organization would be either a vector file (.svg) or a high-quality PNG file with a transparent background. **NOTE!** The logo is placed on a dark grey background.



"50 shades of Memory Work"
Intergenerational activities
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older people

WEBINAR

DATE: 12.3.2024
TIME: 12 pm – 3 pm UTC+2 (Helsinki Time)
PRICE: 45 eur/person*

The webinar is organised by The Finnish Center for Cultural Diversity and Memory – MUKES.fi

zoom
Events

For MUKES-news:

Notification format		Notification size
1/2	Upright	105 x 297 mm / 413 x 1170 px
	Horizontal	145 x 210 mm / 585 x 827 px
1/1	Full page	210 x 297 mm / 827 x 1170 px

For digital publication, the material can be submitted either as a PDF file (RGB or CMYK) or in JPG or PNG formats (RGB). The sizes can be found in the table above.



The digital MUKES-news is an information package intended for professionals in the field of elderly migrants and memory work with ethnic minorities and will be published 1-2 times a year.

[CLICK AND READ](#)

Book your sponsorship packages here:

The sponsor registration for MUKES-webinar:

[CLICK AND BOOK](#)

NOTE!
Send the material at the latest by 1.3.2024!

Materials to be sent to:

Siiri Jaakson

Email: siiri.jaakson@mukes.fi

Together we achieve great value by sponsoring and supporting this multifaceted and educational event.

Join us and let your brand shine in the MUKES webinar!

The Finnish Centre for Cultural Diversity and Memory

MUKES.fi

