

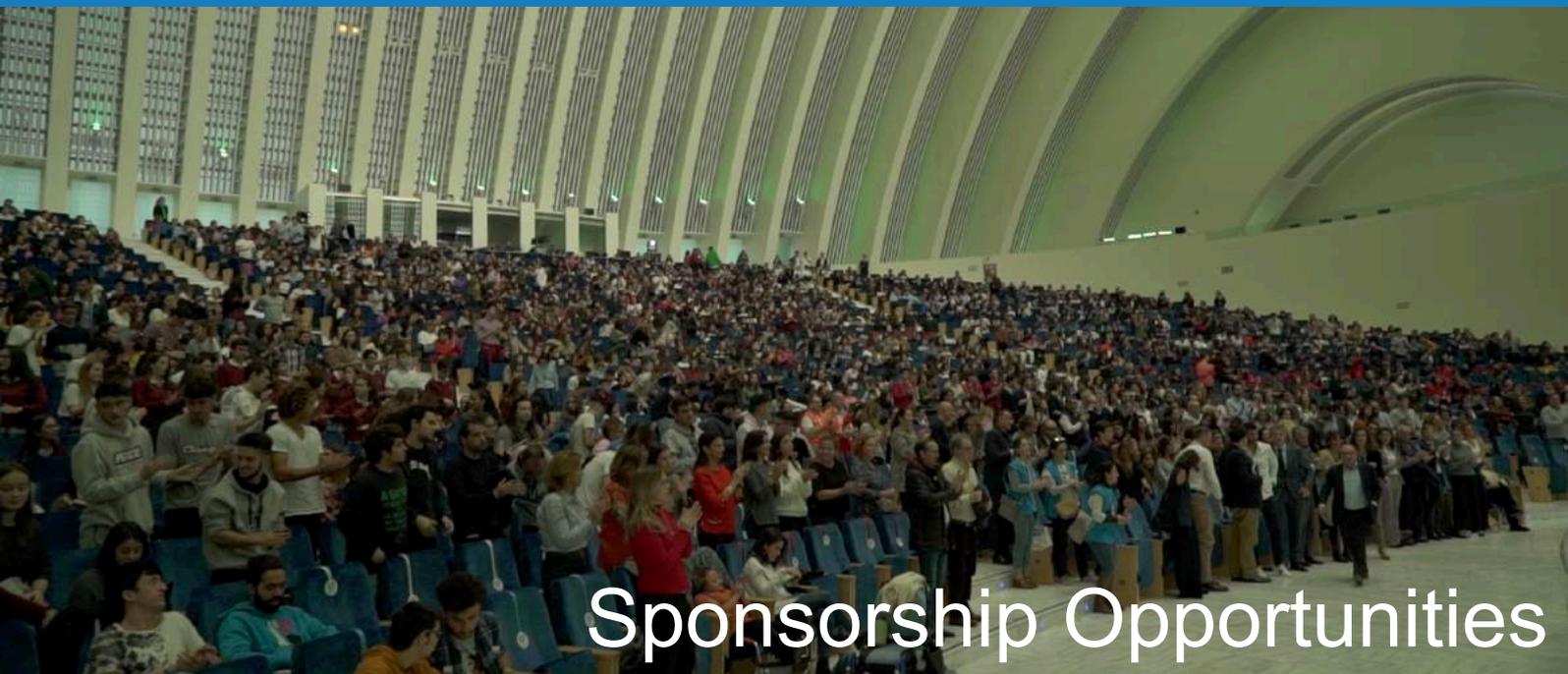
ما يستحق الحياة

WHAT REALLY MATTERS JORDAN 2019

ما يستحق الحياة الأردن ٢٠١٩

Fostering Universal Human Values Through Powerful Personal Stories
تعزير القيم العالمية من خلال قصص شخصية مؤثرة من الوطن العربي

SEPTEMBER, 2019
AMMAN - JORDAN



Sponsorship Opportunities



LAUNCHING IN JORDAN

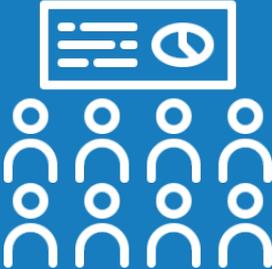
FOR THE FIRST TIME IN THE MIDDLE EAST



WHEN
September
2019



WHERE
Amman, but going
nation-wide soon



WHO
Students from all
walks of life



FEATURING
Local, regional, and
global inspirational
speakers

FOSTERING UNIVERSAL HUMAN VALUES THROUGH POWERFUL PERSONAL STORIES



What Really Matters congresses are free, non-political, non-religious events open to all beliefs, ideas and opinions which are held in major cities around the world with the aim of promoting universal human values among the youth through the powerful and inspirational personal accounts and life stories of our speakers.

Since 2007, tens of thousands of youth have listened to impressive life stories from a diverse community of individuals that have overcome adversity, thrived in the face of challenge, and through example, have demonstrated their commitment to, and belief in, the values that foster personal growth, social responsibility and human development.



ESTABLISHED
In 2007, Madrid - Spain

150
Congresses

200,000
Attendees

23 Cities
Around the Globe

Expanding
Into the Arab World

UNIVERSAL HUMAN VALUES



“All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.”

Universal Declaration Of Human Rights



Peace

Is dignity and well being for all. It is not just the absence of war.



Freedom

Is freedom from want and freedom from fear.



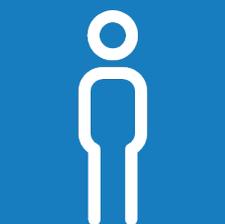
Social Progress

The increasing capacity of a society to meet the basic human needs of its citizens, establish the building blocks that allow citizens and communities to enhance and sustain the quality of their lives, and create the conditions for all individuals to reach their full potential.



Equal Rights

Is ensuring individuals or groups of individuals are not treated differently or less favorably , on the basis of their specific protected characteristic, including areas of race, gender, disability, religion or belief, sexual orientation and age.



Human Dignity

An individual or group’s sense of self-respect and self- worth. It is inherent to every human being, inalienable and independent of the state. Human dignity is the most important human right from which all other fundamental rights derive.

COMING TO JORDAN: WHAT REALLY MATTERS CONGRESS 2019



In September 2019, What Really Matters will launch their first congress in the Arab World, in Arabic, and for the Arab youth. The launch will take place in Amman, Jordan and will be the first of many more Arab cities to join this global community.

The primary goal of What Really Matters congresses is to foster and promote universal human values, to expose our youth to different realities, to awaken their dreams, and to make them reconsider their own priorities at a crucial time in their lives when they are first beginning to understand who they are, and who they want to be. We aim to ask the question together: What Really Matters?

The What Really Matters Congress is a project that was born in Spain and is now being launched by Rise For Good, a Jordanian social enterprise established by Her Royal Highness Princess Lara Faisal bin Raad and Co-Founder Tala Mauge, in collaboration with the What Really Matters Foundation in Madrid, Spain.



HOW WE INSPIRE AND ENGAGE



Nothing inspires an audience more than listening to and connecting with speakers they can relate to. Our stories are real, authentic, and show that nothing is impossible when it really matters!

Over the years, participants at the congresses have listened to the testimonies of people such as Toni Nadal, Rafa Nadal's coach; Pablo Pineda, the first European affected with Down's syndrome to achieve a University degree and protagonist of the film 'Yo, también (Me Too)'; or Pedro García Aguado, world water polo champion, who overcame his addiction to drugs, and now conducts two programs in the Spanish TV, "Hermano Mayor" (Big Brother) and "El Campamento" (The Camp)", respectively.



What Really Matters congresses in each city are presided over by a prominent Honorary President, such as world tennis champion Rafa Nadal, Queen Letizia of Spain, Princess Nora of Liechtenstein and Spanish economist Leopoldo Abadia."

FIVE COMPELLING REASONS TO SPONSOR



Help us launch and build an initiative that will empower a global movement to “do good”.



Connect with those who really matter; the next generations who hold the future in their hands.



Demonstrate your commitment to social responsibility and communities that reach beyond Amman and touches all governorates.



Be part of a movement for change: The most exciting program in the Middle East, leading the way in promoting and fostering universal human values.



Promote your brand and values to the largest and most strategically important audience in the country, the region, and the world: the youth.

SPONSORSHIP OPPORTUNITIES



PARTNER

JOD20,000

SPONSOR

JOD10,000

SUPPORTER

JOD5,000

	PARTNER	SPONSOR	SUPPORTER
Logo in Main Hall	Large	Medium	Small
Logo on Branding Items	Large	Medium	Small
Logo on Thank You Sign	Large	Medium	Small
Verbal Recognition	Opening & Closing	Closing Sesion	-
Logo on Ushers' T-Shirts	Medium	Small	-
Logo on Website	Large	Medium	Small
Logo on Email Promotions	Medium	Small	Listing

All sponsorship fees are subject to prevailing sales tax (VAT)

SOCIAL MEDIA, MARKETING, AND SO MUCH MORE ...



What Really Matters is all about connecting people. Connecting those who have a lot to give with those who are eager to thrive, grow, and accomplish great things in their lives.



This is why you will find What Really Matters extensively present on all popular social media channels, television, radio, and fundamentally any space we can find to spread the word. In short, our outreach campaign will be massive to make sure our voice is heard.



And we want your voice to be heard along with ours. That's why we will integrate our partners, sponsors, and supporters in our campaign as we want to make sure the world knows you're helping!



PARTNER

SPONSOR

SUPPORTER

Very frequent mentioning in social media posts	Frequent mentioning in social media posts	Monthly mentioning in social media posts
Speak at press conferences	Mentioning in press releases	Mentioning in press releases
Mentioning in press releases	Join selective radio interviews	Logo placement in all publications
Join selective TV and radio interviews	Interview speakers during the event live on stage	Logo placement on all branding items
Interview speakers during the event live on stage	Logo placement in all publications	
Logo placement in all publications	Logo placement on all branding items	
Logo placement on all branding items		

A JOINT PROJECT BROUGHT TO YOU BY ...



Rise For Good

A non-profit social enterprise established in Amman, Jordan by Her Royal Highness Princess Lara Faisal and Co-Founder Tala Mauge.

At Rise For Good we believe there is no greater value in life than “doing good”. Simply, we believe that each of us are better off when we are all better off.

Our goal is to mobilize and support individuals and organizations to take positive actions to ensure positive outcomes for community, for society, and for the natural environment in which we live. If our purpose is to do good, our mission is to change behavior by investing in values and identifying the passion and purpose that fuels human potential and fosters positive action.

Rise For Good creates, identifies, and implements, local and global initiatives in Jordan and the Arab world, that both directly and indirectly promote universal human values among our youth, among our corporations and businesses, within our school systems and within our public and private institutions because we believe that education in values is a key ingredient for changing behavior for good.

What Really Matters Foundation

a non-profit organization founded in Spain in 2007, and inspired by the life lessons of the American Nick Forstmann and the legacy he left to his two small children in the form of a diary entitled “What Really Matters”.

The foundation seeks to promote the development and the diffusion of universal human, ethical, and moral values to the public fundamentally through the development of cultural activities.

The foundation is run and operated by an all-female team of 9 women based in Spain and believes that our values and beliefs are the essential guide in the response to a number of difficulties and challenges that communities, and especially the youth, face today.

Education in values is a powerful tool to help future generations work to resolve some of our most challenging global issues.

For more information, please visit:

<https://nuestrahistoria.loquedeverdadimporta.org/en/>

<https://www.loquedeverdadimporta.org/en/>

<https://vimeo.com/162853871>

<https://vimeo.com/302813062>

LET'S TALK ...



We look forward to partnering with your esteemed brand in organizing and hosting the first *What Really Matters* Congress in the Middle East.

For more information about our various sponsorship packages, please contact the organizer:

Rise For Good

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connect@riseforgood.co

or, our official event management company:

Pinnacle 360 Degrees Event Management

c/o Raed Bilbessi
+962 (79) 5606271
raed.bilbessi@pinnacle.jo

ما بيننا حق كريمة

SEPTEMBER, 2019
AMMAN - JORDAN