

# CORPORATE BENEFITS

Regular corporate donation programme  
BLAGODETEL Company

Компания  
БЛАГОДЕТЕЛ 

bronze level

BGN 1 200 - 5 000  
annual donation

Компания  
БЛАГОДЕТЕЛ 

silver level

BGN 5 000 - 20 000  
annual donation

Компания  
БЛАГОДЕТЕЛ 

gold level

BGN 20 000 and more  
annual donation

Become part of the global UNICEF family of regular donors.



## Branding

Sticker BLAGODETEL Company on the stores or at the office of the company within the contract period.



Web badge for the corporate channels of the company (website, social networks).



Opportunity for additional branding in the stores of the company with the BLAGODETEL Company logo.



Opportunity to use the BLAGODETEL Company logo on advertising and informational materials of the company.



## Communication

Opportunity to announce the participation of the company in the programme in its corporate channels (website, blog, social networks).



Publish the name of the company in the BLAGODETEL Company section at [www.unicef.org/bulgaria](http://www.unicef.org/bulgaria)



One announcement of the donation in the Facebook page of UNICEF in Bulgaria.



One material announcing the donation/support on the website of UNICEF in Bulgaria.



## Employee Engagement

Distribution of an e-mail with information on the joint activity with UNICEF to the employees of the company and invitation to become regular donors.



Plastic badge and BLAGODETEL certificate for all employees of the company who make regular donations to UNICEF via payroll or other channel.



Information materials on child rights, parenting, etc. provided by UNICEF for employees and customers of the company.



Presentation by an UNICEF staff member on the mission of the organization for the company's employees and invitation for them to become part of the BLAGODETEL programme.



Pack of UNICEF branded materials for up to 20 employees if the company.



Invitation for the annual event for the programme members.



Arrangement of internal charity events with the support of UNICEF (charity markets, Christmas activities, etc.)



Invitations for all UNICEF events targeting partners and donors.



## Reporting

Regular communication and reporting by UNICEF via web newsletter with updates on the results UNICEF achieves with the support of the company.



Annual progress report by UNICEF.



Annual tax certificate for tax deduction.



Annual certificate as BLAGODETEL Company (print and web).

