

MARCH 31 - APRIL 3

## INFLUENTIAL MEN, a global photography exhibit

Hope Exhibits presents **INFLUENTIAL MEN**, global photography project of positive male role models.

**INFLUENTIAL MEN** promotes social and economic wellness by showing real-life examples of men who are actively engaged in the lives of children.

**INFLUENTIAL MEN** will premiere on March 30th in Rio de Janeiro at [www.engagingmen2009.org](http://www.engagingmen2009.org), a global symposium with over 400 NGOs like WHO, UNDP, UNFPA, and Save the Children. Like the exhibit, the symposium aims to increase gender equity.

### SPONSORSHIP

Hope Exhibits will use brand pooling to finance the costs of printing, travel and promotion of the **INFLUENTIAL MEN** project through sponsorships.

**15 000 euros:** Co-branding on all print, promotional and online publications. Full representation at the exhibit (printed ads with CSR statement, mixed in with exhibit). "Glocal" global and local PR appeal. Licensing rights to use photographs in conjunction with advertising efforts.

**10 000 euros:** Co-branding on all print, promotional and online publications. Representation at the exhibit. "Glocal" global and local PR appeal.

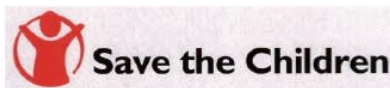
**5 000 euros:** Co-branding on all print, promotional and online publications. Representation at the exhibit. "Glocal" global and local PR appeal.

*The organization HOPE EXHIBITS is comprised of: Project Leader, Viktoria Saxby Roxie; Gender/ Fatherhood, Malmö University, Lars Plantin; Senior Advisor Mr. Rune Borg. PREVIOUS PROJECTS: "I Want You to Know": The World Bank and The House of Sweden, Washington DC, and SIDA, Sweden 2007-2008. "Direct" Magazine, MSF, Doctors Without Borders, World Aids Day 2007. PARTICIPATING PHOTOGRAPHERS: David Isaksson, David Herdies, Naomi Onaga, Jon Spauill, Carol Ross, Paul Weinberg, George Hallett, Gisele Wulfsohn, China via Shana Wong, Eric Miller.*

### CONTACT

For more information please call Viktoria Saxby Roxie at +46 70 483 6896 or send an email to [info@hopeexhibits.org](mailto:info@hopeexhibits.org). You can also visit us on the web at [www.hopeexhibits.org](http://www.hopeexhibits.org)

### PROJECT PARTNERS:



Save the Children

[www.savethechildren.org](http://www.savethechildren.org)



MenEngage

boys and men for gender equality

[www.menengage.org](http://www.menengage.org)