



Bring Yay into giving.

CELEBRITY BENEFITS

Positive brand effect through emotional message directly to fans

Selection of own charity project of the heart

Increased reach through WeYay! marketing invest



Great efficiency by integrating event into work routine

High effectiveness of collection of donations

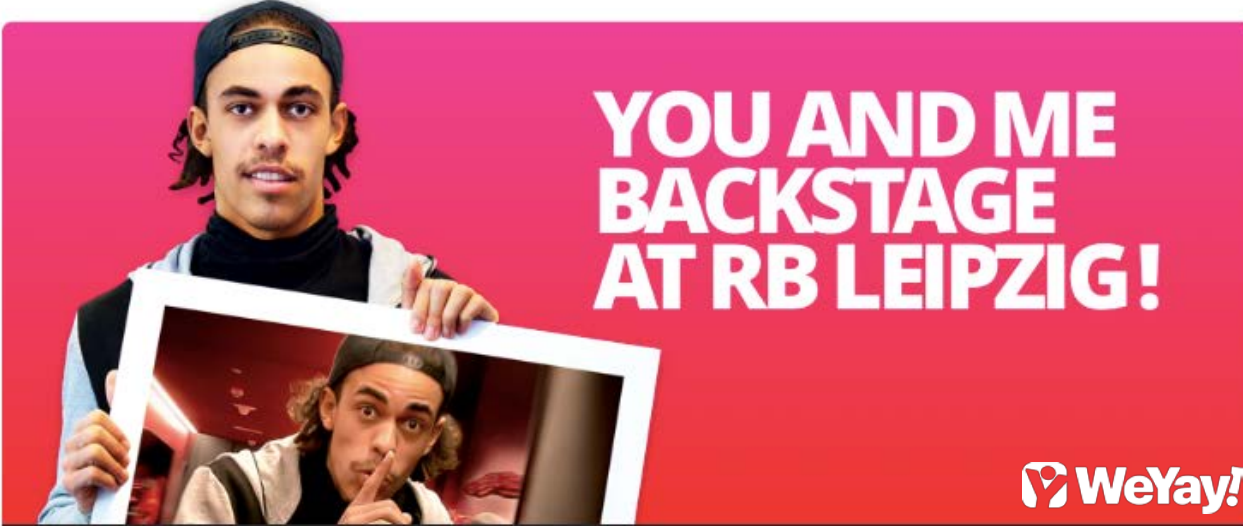


3 STEPS TO PARTICIPATION






CHOOSE AN EVENT AND SUPPORT THE GOOD CAUSE



**YOU AND ME
BACKSTAGE
AT RB LEIPZIG!**

 WeYay!

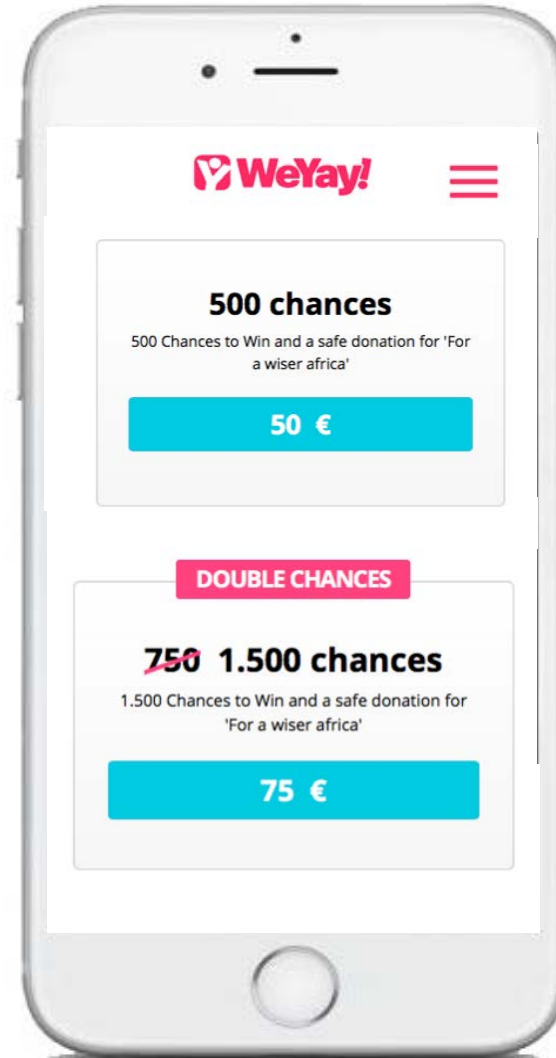
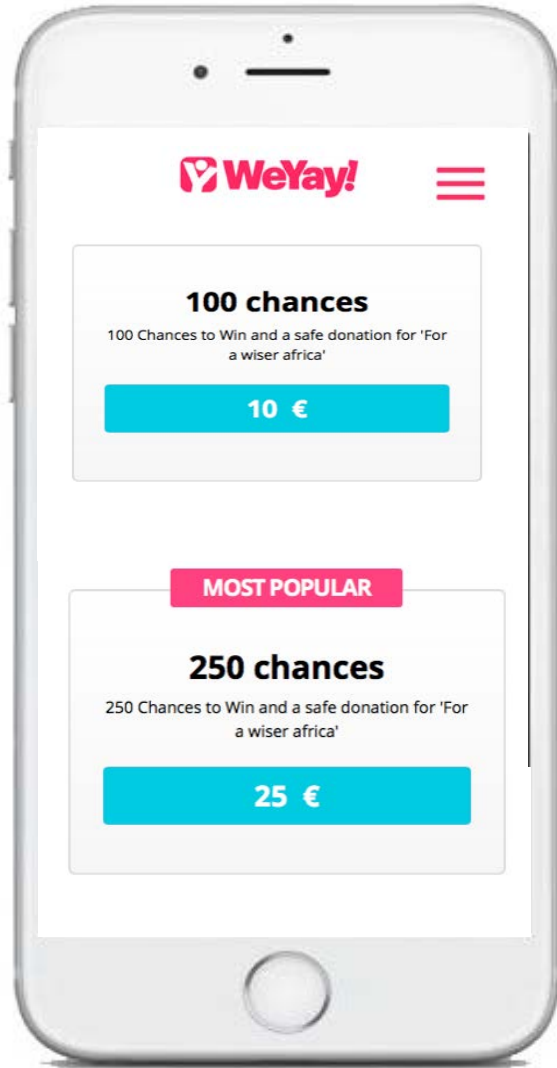
27 days 13 hours 3 minutes



ForAWiserAfrica.com

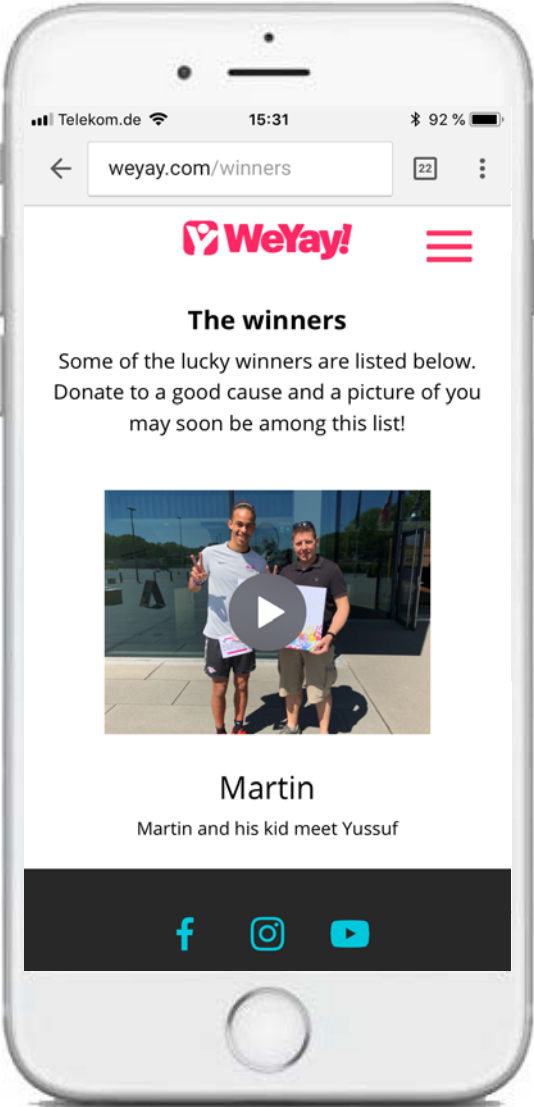


DONATE AND PARTICIPATE IN THE DRAW

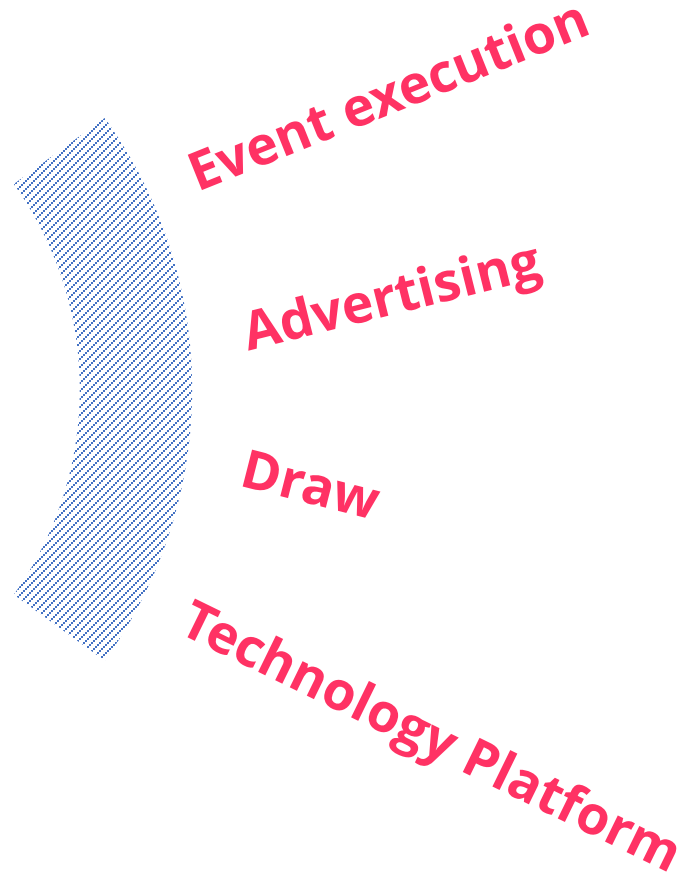




WIN AN AMAZING EVENT



PROCEEDS & SERVICES



20%
WeYay!

FAN BENEFITS

Thrill of winning a “money
can’t buy” event

Fun with sweepstake and by
sharing content

Happiness by supporting a
relevant good cause



CHARITY BENEFITS

Additional donations

Activation of new target groups

Positive brand effect through
celebrities' reach

No cannibalization of existing
sources expected



WIN - WIN - WIN





WeYay!

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