



THE PATIENT PLEDGE

PARTNERSHIP OFFERS



Following the model of the most professional infertile patients' association in Europe, Fertility NetworkUK fertilitynetworkuk.org/supporters/the-patient-pledge, our partners in Fertility Europe, from whom we received peer consultation, the SOS Infertilitatea Association launches in Romania the **Patient Pledge**, whereby we propose clinics

and companies to support the information and to represent the interests of Romanian infertility patients. You can assert your care for patients by **supporting our charity and becoming partners and sponsors of the Association**, as the contracts with the NGO can be concluded under very advantageous tax conditions, actually at zero costs for the Romanian companies.

In consideration, below are the four main channels where you can bring your offers and actions to the attention of members of our communities:

- the Association's new **website** – www.sosinfertilitatea.ro
- the targeted association **groups** on Facebook, highly active and carefully moderated – [comunitatea/grupurile-fb](#) – and related social networks
- **the magazine** "What do you know about YOUR FERTILITY?" (80 premium pages, 5,000 copies / edition, national dissemination; annual appearance: November, before European Fertility Week) – fertiliteaTA.ro
- the podcast "What do you know about YOUR FERTILITY?", held in the SOS Infertilitatea studio, equipment from 2022 (total studio investment: 11,000 Euro) located in the Universitatea area in Bucharest – youtube.com/playlist?list

All collaborations are carried out through sponsorship agreements (the amount can be fully deducted from the profit tax in Romania) and bank transfer to the Association's account, **the funds being used for the non-profit actions of the association.**

Observing a principle of neutrality, the Association does not recommend or endorse the partners, but offers them the **media environment** to make themselves known, the partnership being explicitly and transparently announced.



Annual partnership 2023-2024

SILVER

- the **clinic logo with hyperlink** on the “active partners” page on the website, throughout the partnership period, sosinfertilitatea.ro/parteneri; after the end of the partnership, upon request, the clinic’s logo can remain on the website, under the heading “They supported us:”;
- 1 **content** page (advertorial or scientific article) in the **magazine**;
- 2 **fertility podcasts** (length: 60 minutes each) with the doctors and/ or embryologists of the clinic (design, hosting and moderation of the podcast in own studio, production and post-production of the podcast, video media coverage on all media channels of the Association and in communities);
- **advertorial** on the main group of the Association and on related targeted groups – 2 messages per month, throughout the partnership period, the messages remain indefinitely in the communities and can be reactivated by comments; we provide support / clear head for content + technical side of publishing.

For details about the costs, please write at contact@infertilitate.com

(for a 6-month partnership, the offer includes only one podcast)

NGO sponsorship agreement, the amount can be fully deducted from the profit tax in Romania.



Annual partnership 2023-2024

GOLD

- the **clinic logo with hyperlink** on the “active partners” page on the website, throughout the partnership period, sosinfertilitatea.ro/parteneri; after the end of the partnership, upon request, the clinic’s logo can remain on the website, under the heading “They supported us:”;
- 2 **content** pages (advertorial or scientific article) in the **magazine**;
- 3 **fertility podcasts** (length: 60 minutes each) with the doctors and/ or embryologists of the clinic (design, hosting and moderation of the podcast in own studio, production and post-production of the podcast, video media coverage on all media channels of the Association and in communities);
- **advertorial** on the main group of the Association and on related targeted groups – 3 messages per month, throughout the partnership period, the messages remain indefinitely in the communities and can be reactivated by comments; we provide support / clear head for content + technical side of publishing.

For details about the costs, please write at contact@infertilitate.com

(for a 6-month partnership, the offer includes two podcasts)

NGO sponsorship agreement, the amount can be fully deducted from the profit tax in Romania.



Annual partnership 2023-2024

PLATINUM

- **banner with hyperlink** on the first page of the website + the clinic logo with hyperlink on the “active partners” page on the website, throughout the partnership period, sosinfertilitatea.ro/parteneri after the end of the partnership, upon request, the clinic’s logo can remain on the website, under the heading “They supported us.”;
- 3 **content** pages (advertorial or scientific article) in the **magazine**;
- 5 **fertility podcasts** (length: 60 minutes each) with the doctors and/ or embryologists of the clinic (design, hosting and moderation of the podcast in own studio, production and post-production of the podcast, video media coverage on all media channels of the Association and in communities);
- **advertorial** on the main group of the Association and on related targeted groups: group cover for 5 days/month + 4 messages per month, throughout the partnership period, the messages remain indefinitely in the communities and can be reactivated by comments; we provide support / clear head for content + technical side of publishing.

For details about the costs, please write at contact@infertilitate.com

(for a 6-month partnership, the offer includes two podcasts)

NGO sponsorship agreement, the amount can be fully deducted from the profit tax in Romania.



What are the funds of the SOS Infertilitatea Association invested in

The SOS Infertilitatea Association is a **non-profit organization**.

The SOS Infertilitatea Association has never received any public funding, all the Association's money come from private funds – donations and sponsorships from supporters of the fight against infertility. **The SOS Infertilitatea Association has never charged fees and never imposed financial conditions for people**

to benefit from the services and the results of the association's actions.

Nicoleta Cristea-Brunel, the founder and chairwoman of SOS Infertilitatea, is neither an employee of the Association nor is she remunerated for any of the projects she designs and implements. For her, **the volunteering she has been doing for over 15 years for the Association is a way to give back to life.**

The Association funds are used to pay (selectively):

- the salaries of permanent employees;
- payroll taxes;
- expert accountant services collaboration contract;
- IT services collaboration contract;
- graphic services collaboration contract;
- printing services collaboration contract;
- audio-video services collaboration contract;
- translation services collaboration contract;
- copyright;
- office-related rent, maintenance, tax, utilities;
- investments (renovation and furnishing the office, setting up the podcast studio);
- inventory items and consumables;
- transport;
- courier services;
- NGO contributions, attending courses and events;
- IT equipment, licenses, web domains, hosting, subscriptions, etc.;
- grants awarded directly to patients (budget: 12,000 euros every year)
- organization and implementation of information, support, awareness and advocacy actions.

Only in the Christmas Project, from 2017 until now, the SOS Infertilitatea Association has granted

patients 104 free IVF procedures, with a market value exceeding 460,000 Euro.



All partnership offers are **flexible**.

We encourage IVF clinics to offer **one free IVF procedure for members of the SOS Infertilitatea communities** as part of partnerships, events bringing exceptional visibility and for the organization of which we can provide consultancy.

For companies that are not directly related to the fertility domain, the manners of collaboration and media coverage of the partnership will be discussed individually.

Thank you for supporting us to **#change_mentalities**
#change_destinies!



Since 2008, standing by people who want children.

SOS Infertilitatea Association

FERTILITY / INFERTILITY | ADOPTION | PREGNANCY | PARENTING

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www.sosinfertilitatea.ro | contact@vremcopii.ro

[facebook.com/groups/sustinSOSInfertilitatea](https://www.facebook.com/groups/sustinSOSInfertilitatea)

WE CHANGE MENTALITIES. WE CHANGE DESTINIES.