

October 2018

Re: Sponsorship of ASEAN Insurance Council's **CARMA** Mobile App Development

Dear Sir / Madame,

Good day! It is with great pleasure that we offer a great NEW opportunity for your organisation to become a valuable and lifesaving sponsor for the Mobile App Development of the ASEAN Insurance Council's well-established '**CARMA**' which stands for: '**Catastrophe And Risk Management in ASEAN**' (www.carma-asean.com).

CARMA is a non-profit media portal initiated by ASEAN Natural Disasters Research Works Sharing (ANDREWS) Committee. It is designed to offer fast and convenient access to catastrophe related documents and articles in order to spread knowledge and enhance awareness of disaster risk reduction, and assist management of companies and organizations, as well as individuals interested in expanding their familiarity regarding these critical issues.

CARMA has recently started providing earthquake alerts and weather forecasts affording precious advance information to users regarding recent disturbances and potential disastrous events. Our prompt Earthquake ALERTS with sound, for serious events in the ASEAN, could really save lives!

We conceptualized the creation of a mobile app to build a more stable and trendy platform for the earthquake alert that we are sending to all registered subscribers for free. Currently, we do it via email but we are facing hindrances due to the limitations in the per batch sending. Our goal is to send the earthquake alerts to all subscribers real-time and to save lives. Therefore, establishing a reliable mobile app is the solution to our dilemma.

In this regard, we would like to invite your company to be one of the first sponsors of the **CARMA** Mobile App. For only USD 5,800 as a one-off cost (max 6 sponsors) your company will enjoy the following benefits:

- Your Company Name and Logo in Recognition (one of a max 6 companies in order of first signed first served)
- Logo with link to your website and/or app on **CARMA** mobile app
- Logo with link on **CARMA** portal supporters' page as Charter Member (if you are already a supporter of **CARMA**, an extra mention of App support)
- Logo on **CARMA** mobile app video commercials (which will be played during events and posted online)
- Logo on all marketing presentations, banners and brochures
- Use of News and Events tab
- Email blasts to all subscribers (plus if you wish to, all your existing policy holders)
- Exclusive invitations and discounts to AIC-supported conferences, forums and seminars
- Opportunity to put **CARMA** logo with link on your company website
- Opportunity to write an article announcing your support to **CARMA** as Corporate Social Responsibility
- Certificate of appreciation from ASEAN Insurance Council

We look forward to hearing from you soon and for you to be part of this potential lifesaving advocacy. Please do not hesitate to contact us through email (editor@carma-asean.com) if you have further questions.

On behalf of the ASEAN, thank you and best regards!

Sincerely yours,



Richard Austen
Editor-in-Chief
CARMA