

# ABOUT OUR CAMPAIGN

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**JOINJADE** is a collaborative campaign that is created by the Asian Liver Center at Stanford University.

**JOINJADE** aims to eradicate Hepatitis B and liver cancer from affected communities. The difference is that **JOINJADE** is catered to promote awareness of the two diseases among the Vietnamese and Vietnamese American communities. The campaign will be implemented from

**May to August 2019**



**JOINJADE**  
WE CARE

## CONTACT US

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 **ASIAN LIVER CENTER**  
at Stanford University



# JOINJADE PARTNERSHIP LEVEL

## JADE LEVEL

Jade is a symbol of prosperity and longevity. For this level you will put a decal of the campaign's logo in your store as well as a poster that has information about what the campaign will be doing (in English or Vietnamese), leave out ALC's "Bring to your Doctor" cards, and give out promotional items in your store. The first item will be JOINJADE stickers (5,000) that will be stuck on to your products or given with any receipt. The other item will be JOINJADE tote bags (100) that will be sold at your store for \$1 with every purchase. The money will just go back to your store! In return you will get your business's logo on an ALC commercial that will be aired on Vietnamese television, get your business promoted in all our social media platforms, and be featured on ALC's Annual Report that is sent to hundreds of donors.



JOINJADE decals JOINJADE stickers JOINJADE posters



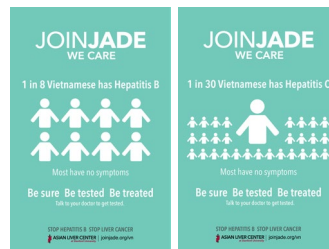
Doctor cards JOINJADE tote bag

## GOLD LEVEL

Gold is one of the rarest metals and requires the some work to make it shine the way it does. In this level, you will put a decal of the campaign's logo in your store as well as a poster that has information about what the campaign will be doing (in English or Vietnamese). In return you will get your business's logo on an ALC commercial that will be aired on Vietnamese television and get your business promoted in all our social media platforms.



JOINJADE decals



JOINJADE posters

## SILVER LEVEL

Silver is a precious metal that is fairly accessible and can be easily used. Similar to this level, all you need to do is put a decal of the campaign's logo in your store. In return, we will put your business's logo on an ALC commercial that will be aired on Vietnamese television.



JOINJADE decals

