



Dear MR. Fakhriddin,

Atico Group,

Subject: Keep Jordan Clean Campaign

On Behalf of the Rotary Club of Amman Capital, I would like to invite you to participate in the "Keep Jordan Clean" project in its third round.

A brief of the past second round & details is explained below, meanwhile we would like to invite you to have you as our permanent and major partner and/or sponsor for our project in the Dead Sea Area to make a difference in the culture & raise awareness through volunteering, serving the community & lift up the tourism industry.

Therefore, our third round and in the occasion of the Rotary International president (a worldwide top VIP industrial please read about him on <https://www.rotary.org/myrotary/en/news-media/office-president/ri-president>) visit to Jordan will take place Sunday March 27th 2016 at 9am with the participation of Rotarians, their families, friends and different entities in the country just like the previous two rounds.

We are seeking your participation and support through providing part and/or all of what we need for this intuitive such as:

Participants (employees from your group)

Cleaning utensils

Print T-Shirts & Caps with the club logo & the sponsors

Light meals

Soft drinks

Water

Garbage bins & bags

Gloves & Masks

Sound system

Busses

Banners

Cash donation

Total Cost for above items and other issues: JD4500

We will be providing:

Hundreds of participants

Media coverage (TV, newspapers & news websites)

Strong social media campaign (face book, twitter, instagram)

Busses to mobilize volunteers from Amman

Signs at location

Certificates of Appreciation and recognition

Printed material with sponsors name

Brief of the second previous round

The campaign held on the 20th of February witnessed the participation of more than 250 volunteers from different categories of the society, young children, university students, official entities and mature business men and women participated in making the Dead Sea shores clean and collected more than 50 tons of garbage.

Signs and waste bins were distributed in the Area motivating the public to keep the shores clean and maintain our Jordan clean.

Gloves, garbage bags, masks, meals, soft drinks, water, T-shirts, caps. Gloves and transportation were provided to all participants to support & encourage them to work and collect the garbage.

However the very powerful media campaign on different daily newspapers, websites and local television stations and the social media (face book, twitter and Instagram) channels that we used efficiently will assure the project continuity and will raise awareness and will generate more sponsors and partners.

These efforts need to be maintained to be able to change the culture of the visitors; therefore our club is planning to maintain this activity on regular basis.

Looking forward for our future collaboration and partnership, for the benefit of our beloved Jordan.

http://www.shamsnews.net/news/get_news_det/12/16024.html

Best regards

President Mohammad Khayyat

Club No. 85520 chartered 10/1/2014 district 2452 Zone 20b

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Mob. 0775507090