



THE HIGHSCHOOL TOUR

Croix It Out

WITH **mx24**

2024 Info Deck

Brief

The Crox It Out campaign is our call to action during Breast Cancer Awareness month. In the last three years we've run this campaign successfully on air, and on the ground; encouraging women to prioritise breast cancer screening. Through this campaign we've been able to reach over 650,000 women across our TV and digital platforms, and successfully screened 12,500 in Accra, Kumasi and the Eastern region.

We believe If early detection saves lives, then early sensitisation could do twice as much. In line with this we're taking our Breast Cancer awareness campaign this year to more high schools across the country. We're spreading the tour across the next 8 months starting this February, then we climax the tour in October with the final tour stop.

We're looking to educate the next generation of women, who in turn would spread the word to mothers, friends and relatives. Our Highschool tour will make several stops from Eastern, Greater Accra, Central and Ashanti Regions offering inspiring pep talks, breast cancer screening and education, amazing giveaways & a concert to top it all off with incredible artists.







CroX It Out
with **MX24**

**October is Breast Cancer
Awareness Month**

**Get screened & CroxItOut
with MX24**

Our message is simple:

**Set a Reminder,
Get Screened &
Crox It Out.**

The Tour

Our tour would feature the following:

- **Impact & inspiration Pep Talk with key speakers**
- This is a 30 minute session where our speakers give student an engaging pep talk on holistic care; mental health, spiritual and physical health.
- **Breast Cancer Talk & Screening** - Students will get to hear from breast cancer survivors as they share their experience on the realities, hope and the challenges. Right after we'll conduct screening workshops teaching the young ladies how to screen and what steps to take when lumps are identified.



- **Entertainment** - Our team of artists and dancers will treat the students to a memorable concert filled with music, dance and many picturesque moments.
- **Raffle Draw Giveaways** - All students who engage in the QnA's will win special giveaways from our sponsors.



Tour Stops

| | |
|---|---------------------------|
| <p>Greater Accra</p> <ul style="list-style-type: none"> • Achimota Secondary School | <p>14th February 2024</p> |
| <p>Eastern Region</p> <ul style="list-style-type: none"> • Krobo Girls | <p>April 2024</p> |
| <p>Ashanti Region</p> <ul style="list-style-type: none"> • Kumasi Girls | <p>June 2024</p> |
| <p>Central Region</p> <ul style="list-style-type: none"> • Holy Child/Mfantsiman/Wesley Girls | <p>Aug 2024</p> |
| <p>Greater Accra</p> <ul style="list-style-type: none"> • Accra Girls Senior High/St Mary's | <p>Oct 2024</p> |



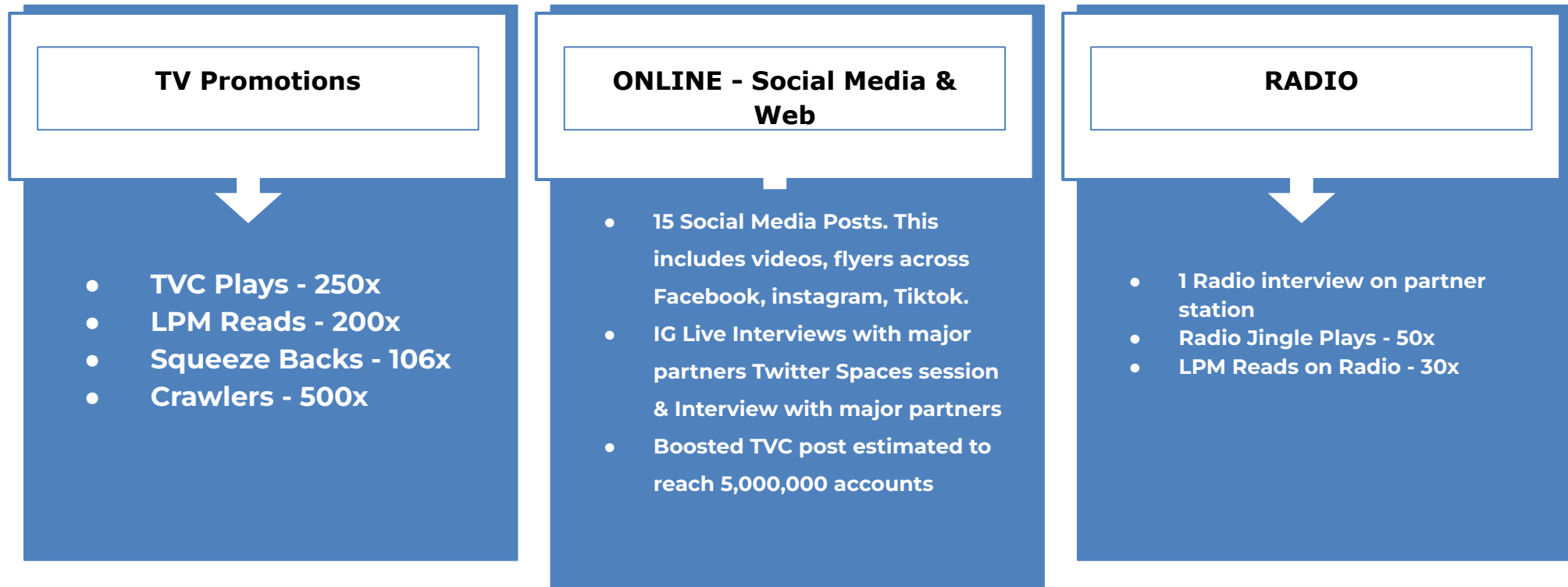
Digital Activations

- Teaming up with LaliXLola, for the official Breast Cancer awareness campaign song called Crox It Out. The single will be released on all music distribution platforms.
- We're teaming up with dancers Afronita & Zobi for the official dance challenge to the song which would be pushed across Tiktok & IG reels. Students would be encouraged to come up with their own dances for a chance to win prizes.
- Sponsored posts promoting the tour on FB, IG & Tiktok.



Publicity Breakdown

The CroxItOut campaign will be promoted heavily on TV, online and with our radio partners (YFM). As a sponsor or partner your company would benefit from mentions across the following.



Sponsorship Packages

Title Sponsor (GHS 80,000)

As a title sponsor, your brand would be represented across all stages of our campaign On air, online and at events.

- ❑ 2 interviews
- ❑ 50 on-air announcements, promoting other services you offer besides the free breast screening exercise.
- ❑ 100 TVC placement Spots
- ❑ 10 Social Media Posts
- ❑ Branding at the venues for activities and events.
- ❑ Logo representation at every stage of promotion.
- ❑ Product activation at the event grounds.



Event Sponsor (GHS 30,000)

Sponsor one of our events/activities. Our package comes with:

- ❑ 1 TV Interview
- ❑ 25 brand specific on-air announcements,
- ❑ 50 TVC Placement Spots
- ❑ 5 Social Media Posts
- ❑ Branding at the venue for activities
- ❑ Logo representation at every stage of promotion
- ❑ Product activation (Sales) at the event grounds



Product Sponsor (GHS 15,000)

Sponsor the tour with your products that we'll use during our activations. Our package comes with:

- ❑ Branding at the venue for activities
- ❑ Logo representation at every stage of promotion
- ❑ Product activation (Sales) at the event grounds



About MX24



MX24 TV is a youth centric media organisation, providing unparalleled entertainment, insightful news, and impactful programming on air, online and on the ground.

With a dedicated focus on empowering young voices, MX24 aims to create a lasting and transformative impact on society.

Our audience are a youthful mix of funseekers, fearless explorers and tech savvy lovers of factual presentations; with a specific demographic of 18 to 35 years.





A close-up photograph of two young Black men smiling broadly. The man on the left is wearing a tan leather jacket over a grey hoodie and sunglasses. The man on the right is wearing a denim jacket over a plaid shirt and glasses, with red headphones around his neck. Both are making hand gestures. The background is bright and out of focus.

THANK YOU. STAY TUNED.