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Fundraising Prospectus for an SDG Stamp Gallery at the Universal Postal Union's headquarters





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ABOUT THE UNIVERSAL POSTAL UNION

Established in 1874, the **Universal Postal Union (UPU)**, with its headquarters in the Swiss capital Bern, is the second oldest global organization. With its 192 member countries, the UPU is the unique platform for cooperation between postal sector players. The organization helps ensure a truly universal network of up-to-date products and services.

MISSION AND PURPOSE

The UPU's Communications and Events Programme is seeking funding to create the world's only Stamp Gallery dedicated to the 2030 Agenda for Sustainable Development (the SDG Gallery). An online version of the SDG Gallery will appear on the UPU website to build synergies between the physical and digital sites. The Stamp Gallery will also be used for dinners, receptions, and meetings; serving as a space to hold lectures as part of a newly created UPU visitor programme. In the long-term, the SDG Stamp Gallery is a crucial first step towards raising funding for a Stamp Museum to display the UPU's extensive stamp collection.



THE SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) are a collection of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all." They address the global challenges we face, including poverty, inequality, climate change, environmental degradation, peace and justice. The SDGs were agreed in 2015 by the United Nations General Assembly and are intended to be achieved by the year 2030. The goals are included in a UN Resolution called the 2030 Agenda, also known as Agenda 2030. The SDGs were developed to succeed the Millennium Development Goals which ended in 2015.

CONTENT

The UPU SDG Gallery displays stamps covering a wide range of subjects related to the SDGs. It is designed to tell the story of how the international postal sector promotes the SDGs and celebrate the visual uniqueness of stamps. The centerpiece of the gallery will be an interactive wall showing all 17 SDG goals. Visitors will be able to open each goal to view a well-presented stamp collection related to that particular goal. Both sides of the hall will display additional stamps related to the goals, and exhibits explaining the history of the SDGs, the UPU's work and stamps. Television screens around the gallery will highlight sponsors and project cartoons explaining work on the SDGs. A walk path will encourage visitors to follow a certain path through the exhibition to promote curiosity and learning.



SUPPORT US: PROMOTIONAL AND SPONSORSHIP OPPORTUNITIES

Corporate sponsors who support the UPU SDG Gallery will be offered the following opportunities. A donor wall will be created just outside the SDG Gallery showing the logos of the companies offering their support.

DIAMOND: USD 100,000

- Name, logo and company name on the marketing at the front of The SDG Stamp Gallery.
- Name, logo, and company biography listed on The SDG Stamp Gallery's donor website page and the physical donor wall.
- Special reception given in recognition of the donation at a UPU Event.
- Name, logo, and company biography (1,000 words) listed on sponsor's page for UPU Events organized by Communications.
- Three personalized Stamp Hedcuts (Framed portrait or the company logo).
- Banner adverts at UPU's events organized by CEP.
- Company biography and one-minute video on the events page.

PLATINUM: USD 50,000

- Name, logo, and company biography listed on The SDG Stamp Gallery's donor website page and the physical donor wall.
- Name, logo, and company biography (500 words) listed on sponsor's page for UPU Events organized by Communications.
- Two personalized Stamp Hedcuts (Framed portrait or the company logo).
- Company biography and 30-second video on the events page.

GOLD: USD 10,000—25,000

- Name, logo, and company biography listed on The SDG Stamp Gallery's donor website page and the physical donor wall.
- Name, logo, and company biography (250 words) listed on sponsor's page for UPU Events organized by Communications.
- One personalized Stamp Hedcut (Framed portrait or the company logo).
- Company biography and 15-second video on the events page.



FRAMED PORTRAITS

What is a Hedcut? A Hedcut refers to a style of drawing, associated with The Wall Street Journal portrait illustrations for its columns. Hedcuts use the stipple method of many small dots and the hatching method of small lines to create an image, and copies the look of woodcuts from old-style newspapers, and engravings on certificates and currencies.

The UPU would use this method (see adjacent examples) to create stippled portraits within a personalized stamp design of the CEO of the donating company or the company logo. The large framed portrait would then be offered as part of the donor package and could be placed on an office wall or at home.





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CONTACT:

If you are interested in sponsoring the UPU SDG Stamp Gallery, or would like a more detailed presentation, please contact:

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