

inkontru.app[®]

ARTS & CULTURE CALENDAR

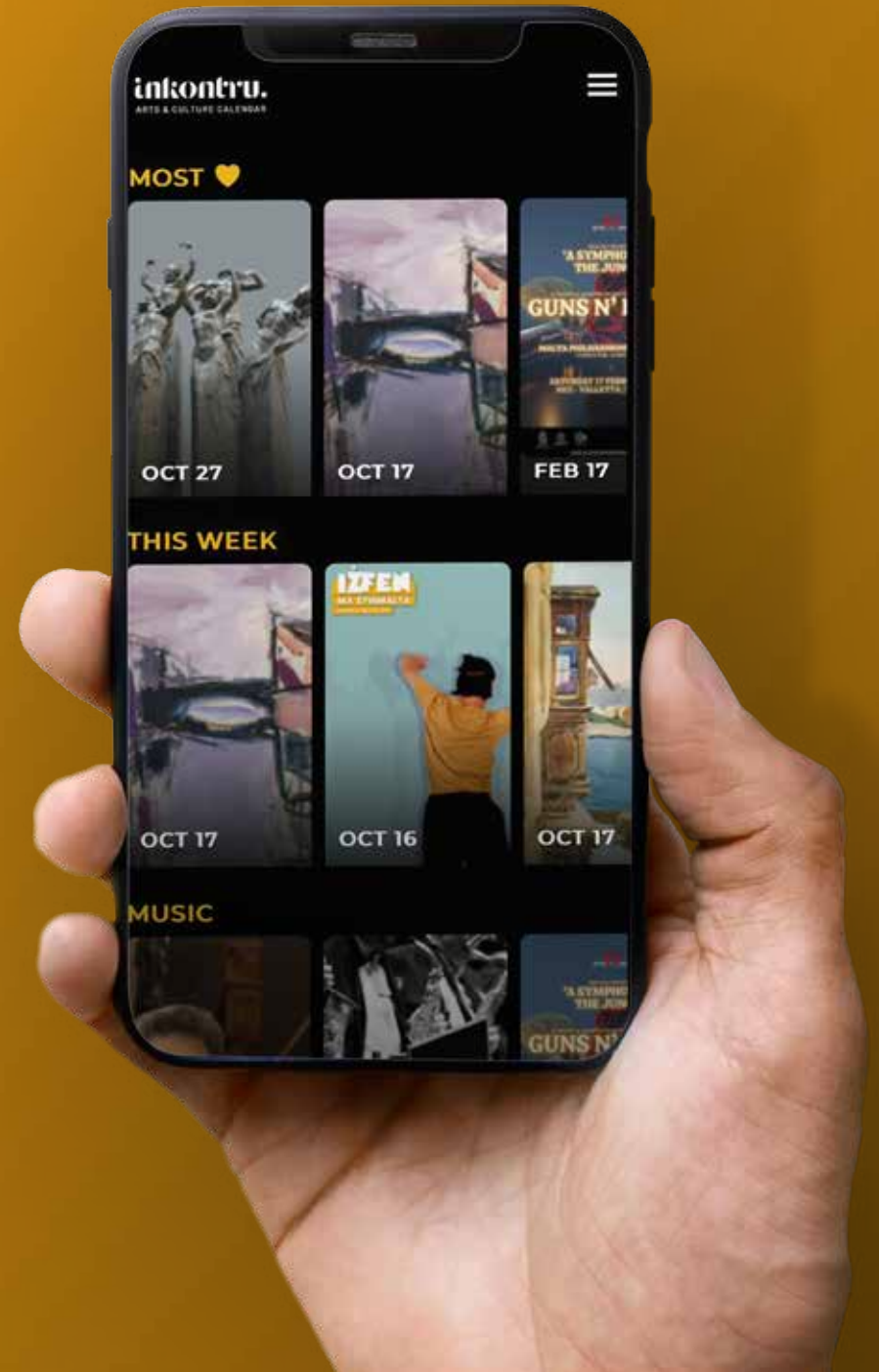
- W E B A P P -

VIDEO BASED | FREE TO USE

EVENTS MADE EXTRAORDINARY.
DISCOVER, EXPERIENCE, SHARE



OPEN YOUR WEB BROWSER & WRITE INKONTRU.APP



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- W E B A P P -

ARE YOU READY TO BECOME AN INKONTRU.APP PARTNER?

**JOIN THE LATEST AND MOST EXCITING
CULTURAL VENTURE IN MALTA RIGHT NOW.**

GIVE BACK TO THE COMMUNITY – AND GET RECOGNISED FOR IT.

INKONTRU.APP

From the creative minds at Noċemuskata, Malta's leading cultural communications company, comes **inkontru.app**, the islands latest lifestyle & culture web app. **inkontru.app** is not your run-of-the-mill events app: the user friendly web app is a community of like-minded individuals eager to connect and experience the best of the arts and culture world has to offer.

Forget clunky and cumbersome downloads: all you need to access **inkontru.app** is an internet connection and a browser on your phone or laptop. Type in **inkontru.app** on your browser and that's it – you're in.

**EVENTS MADE EXTRAORDINARY.
EXPERIENCE, SHARE.**

**CONNECTING
PEOPLE TO THE ARTS
AND LEVERAGING
THE ARTS FOR THE
BETTERMENT OF
SELF AND SOCIETY**



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OUTSTANDING OUTREACH, EVERY SINGLE MONTH

Inkontru.app's online community is an extraordinary demographic of diverse people seeking cultural connections. Across our social media platforms, we have curated an engaged audience that is driven and eager to taste what our collaborators and partners have to offer. **inkontru.app** is live on **Facebook**, **Instagram** and **LinkedIn** and features frequently throughout the internet via **Google** ads.



**CURATED
AN ENGAGED
AUDIENCE**

OUR COLLABORATORS

We work with the national airline to promote **inkontru.app** to tourists interested in arts, culture, and heritage. The web app features frequently on the airline's media channels, including its website, socials, and Bizzilla, its in-flight magazine. This reaches thousands of travellers a month. We are also proud to be working with **MTA**, with whom we collaborate on a regular basis to ensure the web app's visibility with the entire tourist demographic – thousands of tourists monthly – to not only engage already interested persons, but also pique the average tourist's curiosity.

MEDIA PARTNERS

Inkontru.app also works with the national broadcaster, **TVM**, as well as private stations **NET** and **ONE TV**. Weekly features and adverts on these channels reaches an aggregate audience of over 300,000. The Inkontru advert is aired daily. Listings on **inkontru.app** get to be featured in the TV events updates features on **ONE** and **NET TV**. We also offer the possibility to have a person to participate in one of the **inkontru ta' minuta** weekly TV features.

THE PARTNER PROGRAMME

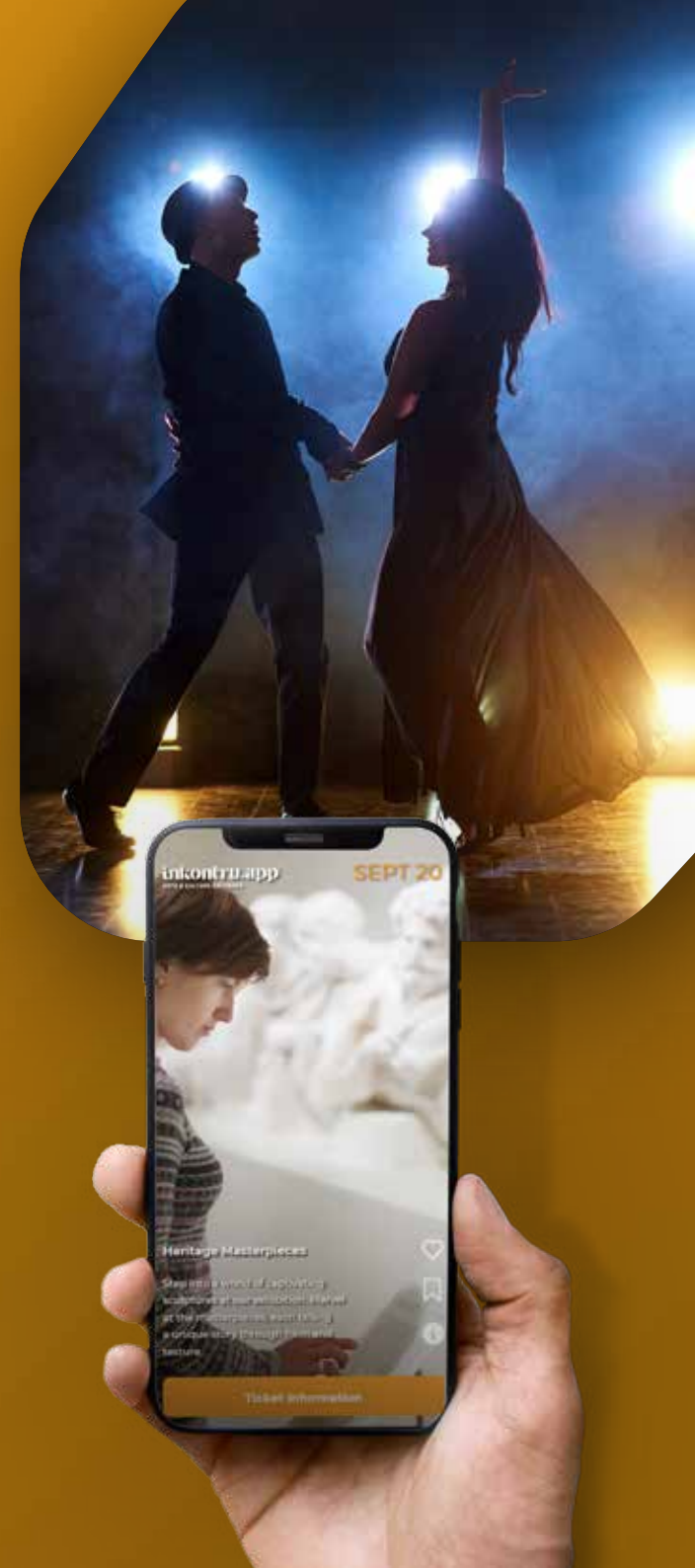
Inkontru.app is more than a successful venture. We are actively engaging audiences and lifting up-and-coming creators. The web app's long term vision is one of sustainability for the arts, through community growth; an increased cultural awareness; and a political realisation that the arts and culture can and should be a major pull factor for the tourist sector.

We know we cannot do this alone. Enter the Partner Programme – an exclusive group of carefully selected contributors whose vision aligns with ours.

Our Partners share our love for the arts, and are aware that as a nation, we can do (and deserve) better. Our creatives should be adequately supported, and our audiences deserve a sector that is fun, engaging, and thought-provoking. As Partner, you will be part of this change.

As an **inkontru.app** Partner, your contribution will:

- * Enhance Malta's arts and culture sector, transforming it into a key pull factor for national tourism and foreign investment
- * Make the arts accessible to all through free technology
- * Directly support not-for-profit organisations and help new artists and art forms emerge



THE PARTNER RECOGNITION

Inkontru.app Partners benefit from a tailormade package:

BRAND VISIBILITY: We will ensure that your brand or the brand of the services/products you wish to associate with our campaigns receive visibility seamlessly through the marketing campaign for each event with which

you will associate. This will be achieved, among others, by prominently featuring your logo on the event's video

content on **inkontru.app** (which is also shared on all our social media platforms), and tagging you on all posts related to the events.

CONTENT INTEGRATION: Following discussions with you to identify what you wish to highlight, your brand will be featured in our newsletter.

PROMOTIONAL VIDEO: Partners receive a custom promotional video which will be seamlessly integrated in **inkontru.app**.

TV ADVERT: Our established links with local stations allow us to offer Partners a 20-seconds brand awareness advert aired on different TV stations. For every event sponsorship of 500 euros, we will offer an equivalent value of 500 euros in television advertising, including placements during prime viewing times.

EVENTS LISTED AND PROMOTED

We are asking our Partners to sponsor **art and culture events**. Each event will be promoted via a basic web app listing (Video of 10 seconds) on inkontru.app; Inclusion in the inkontru.app Newsletter; poster social media post, boosted social media post; and a video by our in-house vloggers for social media:

SPONSOR OF EVENTS	BASIC MENU	NOTIFICATION TO INKONTRU.APP USERS	SOCIAL MEDIA			TOTAL Euro exc VAT
	BASIC LISTING (Video of 10 seconds)	Inclusion in INKONTRU NEWSLETTER	POSTER POST (FB, Insta, LinkedIn)	BOOSTED POST (FB, Insta)	1 VIDEO BY A VLOGGER (FB, Insta, LinkedIn & Tik Tok)	
	Euro exc VAT	Euro exc VAT	Euro exc VAT	Euro exc VAT	Euro exc VAT	
	€ 80	€ 150	€ 30	€ 75	€ 165	
1 event	€ 80	€ 150	€ 30	€ 75	€ 165	€ 500

inkontru.app

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**LET'S EXPLORE HOW
WE CAN COLLABORATE.**

**GET IN TOUCH
WITH US TODAY.**

**inkontru@nocemuskata.com
+356 9900 8228**

