



International Women's Club of Sofia
Since 1989



Dear IWC friends,

We, the International Women's club of Sofia (IWC-Sofia), would like you to join us in making the **24th Annual Charity Bazaar** a rousing success! Preparations are already underway and contribution is invaluable. The Bazaar is scheduled to take place from 9:00 until 19:00 on **Sunday, 2nd of December 2018**, at the Inter Expo Center (IEC) - Sofia.

Every year the Annual Charity Bazaar provides an opportunity for countries to proudly showcase their handmade crafts, music, souvenirs, folklore, national cuisine, clothing, literature, culture and tradition. At last year's bazaar there were 86 stalls out of which 56 represented different countries and 12 were charity stalls. Over 1,500 volunteers worked to make this happen and close to 10,000 people visited the bazaar. The IWC is extremely proud that now in its 24th year, the annual charity bazaar is a long standing favourite with the people of Sofia.

Thanks to the funds collected during the 23rd Annual Bazaar, the Charity Foundation of IWC-Sofia was able to fund 24 projects. The total amount of financial support was approximately BGN 373.000 and it will affect the lives of thousands of people in Bulgaria.

A few examples provide a glimpse of this: thanks to the support of the International Women's Club, the **Foundation for Social Change and Inclusion (FSCI)** is able to cover the main costs of its public support centre in a vulnerable community. At this centre, the children and their parents receive help in the first and most important steps of the education system.

Another financed project of the IWC Charity foundation is the project of foundation **Light for Life**, working for active life for physically disabled people and their families through culture, sports and art events. We have also helped an interesting project of **Partners Bulgaria Foundation**, teaching children conflict resolution skills at school.

In Bulgaria, every seventh pupil between 15 and 18 years of age is out of school. The project of **Cedar Foundation**, one of the organizations that received funding from the IWC this year, is working on motivating children to education and on developing various skills, including building trust through teamwork.

The full list of all projects supported by the IWC-Sofia is available on www.iwc-sofia.org.



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Following is the 2018 Sponsors Reward Scheme. Any donation on your behalf will be greatly appreciated!

IWC Charity Bazaar 2018 SPONSORS REWARD PROGRAM

All sponsors irrespective of the size of donation will be recognised by having their name and/or logo on:

- TV screens in both halls on the day of the bazaar.
- IWC website charity sponsors pages.
- 2018 charity Bazaar Thank You Brochure.

As well, all sponsors will:

- Have a possibility to advertise their company's name/logo within the stall they are cooperating. Advertising within the stall is completely open in terms of the format, however should be in agreement with stallholder, as well as technical requirements of the stall.
- Sign a contract which could be used for tax purposes in compliance with Bulgarian Corporate Income Tax Act.
- Receive complimentary entrance tickets for the bazaar.
- Be invited to IWC Thank You cocktail reception.

Apart from above, depending on donation size, sponsors will have individual benefits, which are described per tailor-made Reward Scheme, stated below:

No.	Amount or Value of Donation in BGN as agreed with IWC or stalls	Advertising position	Benefits
1.	Up to 1000	<i>Within the Bazaar</i>	<ol style="list-style-type: none">1. Company's name and/or logo placed on large banner – sponsors' wall in the foyer of the IEC of the day of the Bazaar.2. In case company desires to have more banners, or to have them double/triple etc. size, additional donation of min. 500 leva per 1 banner/extra standard size will apply.



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2.	1000 and more	<i>Within & outside the Bazaar</i>	<p>1. Company's name and/or logo placed on large banner – sponsors' wall in the foyer of the IEC of the day of the Bazaar.</p> <p>2. Individual company's banners placed in the halls of the event on the day of the Bazaar. The package includes max. 1 standard size (1 m x 2.2 m) banner. In case company desires to have more banners, or to have them double/triple etc. size, additional donation of min. 500 leva per 1 banner/extra standard size will apply.</p> <p>3. Company's name and/or logo placed in dedicated place for advertisement (hanging electric banner or column) in the foyer of IEC. The package includes max. 1 advertisement position, e.g. either electric banner or column. In case company desires to have both or more banners/columns, with the condition that they are available, additional donation of min. 1000 leva per 1 advertisement item will apply.</p>
3.	IWC Strategic Partners	<i>Within & outside the Bazaar</i>	<p>1. Biggest in size (in comparison with other sponsors) company's name and/or logo placed on large banner – sponsors' wall in the foyer of the IEC of the day of the Bazaar.</p> <p>2. Tailor – made agreement on Company's name/logo promotion in the premises of IEC (halls, foyer, entrance, corridors, cloakrooms, etc.) on the day of the Bazaar (e.g. it could be banners, flags, posters, special signs, columns, electric banners and other advertising materials).</p> <p>3. Tailor - made agreement for 1 year to advertise Company (on the format agreed individually) on IWC events (including Thank You cocktail), printed materials (e.g. Newsletter) and other publicity channels (e.g. IWC website, IWC profile on FB, verbal/electronic announcements for IWC members).</p>



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			<p>4. Company's logo and/or name placed on all printed materials of the event, e.g. tickets, posters, flyers, and the entertainment programme on the day.</p> <p>5. Company's logo and/or name will appear in all media promotions including, video clips in the metro stations, all press releases, radio and TV interviews.</p>
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Yours sincerely,

Albena Jones

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IWC of Sofia

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IWC Bazaar 2018

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