INTERNATIONAL WOMEN’S CLUB OF SOFIA

24th ANNUAL CHARITY BAZAAR

THE WORLD COMES TO YOU

DECEMBER 2, 2018
9 am - 7 pm
INTER EXPO CENTER

Get your tickets at: ticketportal

Take the metro to the bazaar!
Inter Expo Center - Tsarigradsko shose
Agenda

- Welcome—Albena
- Sign-in, distribution of packets—Milena
- General information about the bazaar—Nicole
- Registering your stall, deadlines—Nicole
- How to design your stall—Angelina
- Entertainment—Sveta
- Sponsors—Diana
- Banking information—Albena
- Volunteers—Nancy
- Publicity—M3
- Tips for organizing a great stall (and raising lots of leva for charity)—the Greek stall
Contents of stallholder packets

- Bazaar calendar
- IWC contact and banking information
- Bazaar team contacts
- Ticket information
- Stallholder registration/contact information form
- Stall space request form
- Volunteer request form
- Entertainment request form
- Workshop request form
- Sponsorship information
- Template for sponsor letters—Bulgarian/English
At the 2017 bazaar

59 countries
10,000 visitors
Over 1,000 volunteers
Raised 373,000 leva

75% of funds raised are available for charity.
Goals of the 2018 Bazaar

- Raise over 400,000 leva
- Include over 70 countries
- Increase attendance to 12,000
- Add a second entertainment venue
- Increase the fun on bazaar day
- Reduce the stress of preparation and cleanup
How the bazaar works (1)

- Responsibilities are divided between the IWC bazaar team and the individual country stallholders
- **IWC:**
  - Rents Halls 3 and 4 of the IEC
  - Organizes publicity
  - Organizes the overall bazaar
  - Sells tickets to cover costs
  - Finds sponsors for the bazaar as a whole
  - Collects all funds
  - IWC charity committee solicits small grants proposals and awards the funds through an open, competitive process

*Note: IWC does NOT charge stallholders for participation (Maybe you were thinking of Interfood & Drink 7–10 Nov.?)*
How the bazaar works (2)

- **Stallholders**
  - Put together a group of people to represent their country/countries
  - Sell crafts, products and/or food at their stall
  - Organize activities—games, workshops, photo-taking, etc.
  - Provide some of the entertainment for the main stage(s)
  - Friendly competition: Top fundraising stalls receive special recognition
  - Please avoid all political issues and conflicts. This is a charity event!

  - *Note: ALL funds raised at all stalls must be turned over to the IWC treasury for distribution to charity.*
  - *The IWC Foundation CANNOT serve as a revolving fund and return donated funds to stallholders to meet their costs.*
### Key events calendar (1)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Details</th>
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</table>
| **Tuesday, October 23**  | Third Stallholders Meeting at the Embassy of Romania  
**Deadline:** stall registration and space requests  
“Big New Ideas” – i.e animals, fireworks… |
| **November 5–6**       | Stallholders may request to view stall setup at the Inter-Expo Center for Interfood & Drink |
| **Thursday, November 15** | **Deadline:**  
- Detailed stall layout requests  
- Entertainment and workshop proposals  
- Sponsor logos for banner  
- Requests for assistance from volunteers  
- Requests for transport for equipment  |
| **Wednesday, November 21** | Fourth Stallholders Meeting at the Turkish Ambassador’s Residence  
Advance bulk ticket sales  
Signing of final bazaar agreements |
| **Friday, November 30**   | Stall set-up and deliveries |
| **Saturday, December 1**  | Stall set-up and deliveries  
Distribution of final stallholder packets |
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAZAAR DAY!</td>
<td>Sunday, Dec 2</td>
<td>Stall set-up and deliveries-perishable items</td>
</tr>
<tr>
<td>Sunday, Dec 2</td>
<td>7.30-9.00</td>
<td>Final preparations</td>
</tr>
<tr>
<td>Sunday, Dec 2</td>
<td>9.00-10.00</td>
<td>Formal opening ceremony of the bazaar</td>
</tr>
<tr>
<td></td>
<td></td>
<td>VIP access to shopping</td>
</tr>
<tr>
<td>Sunday, Dec 2</td>
<td>10.00-17.00</td>
<td>Bazaar open to all ticketed attendees</td>
</tr>
<tr>
<td></td>
<td></td>
<td>All stalls must be open</td>
</tr>
<tr>
<td>Sunday, Dec 2</td>
<td>17.00-19.00</td>
<td>Evening at the Bazaar in outdoor area</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Indoor stalls start closing</td>
</tr>
<tr>
<td>Sunday, Dec 2</td>
<td>19.00-21.30</td>
<td>Cleanup and final accounting</td>
</tr>
<tr>
<td>January–February 2019</td>
<td>Dates to be determined</td>
<td>Thank you coffee</td>
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<tr>
<td></td>
<td></td>
<td>Thank you cocktail</td>
</tr>
</tbody>
</table>


## IWC Bazaar Team Contacts

<table>
<thead>
<tr>
<th>Position</th>
<th>Contact Name</th>
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</thead>
<tbody>
<tr>
<td>IWC President</td>
<td>Albena Jones</td>
</tr>
<tr>
<td>Bazaar Co-coordinator (administration)</td>
<td>Nicole Simmons</td>
</tr>
<tr>
<td>Sponsor Recruitment</td>
<td>Diana Michaels–Christopher</td>
</tr>
<tr>
<td>Sponsor Logos</td>
<td>Veneta Pissarska</td>
</tr>
<tr>
<td>Stallholder Coordination and Stall Layout</td>
<td>Angelina Alexieva</td>
</tr>
<tr>
<td>Public Relations, Coordination with Sofia Municipality</td>
<td>Elisaveta Petrusheva</td>
</tr>
<tr>
<td></td>
<td>Key partner: M3 Communications</td>
</tr>
<tr>
<td>Entertainment program</td>
<td>Svetlana Yanakieva</td>
</tr>
<tr>
<td>Volunteer Coordination</td>
<td>Nancy Smith</td>
</tr>
<tr>
<td>IWC Treasurer; coordination of treasury room</td>
<td>Desislava Ivanova</td>
</tr>
<tr>
<td>IWC Office Staff–Sponsor contracts</td>
<td>Zarina Benoun Takova</td>
</tr>
<tr>
<td>IWC Office Staff–Web site, Facebook page</td>
<td>Milena Varzonovtseva</td>
</tr>
</tbody>
</table>
Ticket sales

Discount tickets will be sold in advance at:
Online at [http://ticketportal.bg/](http://ticketportal.bg/)
- Ticket Portal office on Slavyanska St., Arena Armeets
- Booktrading bookstores
- Office 1 Superstores
- OMV gas stations
- And several other locations in Sofia, check the Ticket Portal website

Full price tickets will be available at the door
We hope to have a Ticket Portal representative at our November stallholders meeting for advance bulk ticket sales to stallholders
### Ticket Prices

<table>
<thead>
<tr>
<th>Type of ticket</th>
<th>Price in advance</th>
<th>Price at the door</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children age 5 and under</td>
<td>FREE!</td>
<td>FREE!</td>
</tr>
<tr>
<td>Children age 6–17 Students</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>2 leva</td>
<td>2 leva</td>
</tr>
<tr>
<td>Pensioners</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entry from 10.00–19.00</td>
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<td></td>
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<tr>
<td>Adult</td>
<td>5 leva</td>
<td>6 leva</td>
</tr>
<tr>
<td>Entry from 10.00–17.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family package</td>
<td>12 leva</td>
<td>14 leva</td>
</tr>
<tr>
<td>2 adults + any number of children</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entry from 10.00–19.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Night at the bazaar</td>
<td>3 leva</td>
<td>3 leva</td>
</tr>
<tr>
<td>Entry from 17.00–19.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIP ticket</td>
<td>25 leva</td>
<td>25 leva</td>
</tr>
<tr>
<td>Entry from 9.00–19.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gift bag</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1. International Women’s Club of Sofia 2018 Charity Bazaar
Stall registration part 1—contact information form
Please complete and hand in or email to admin@iwc-sofia.org or complete online

Type of registration  □ New  □ Revision of earlier registration/contact information

Country_______________________

Name of stall: ______________________

Name of First Contact person: ______________________

First Contact Person’s Email Address: ______________________

First Contact Person’s Telephone Number: ______________________

Name of Second Contact person: ______________________

Second Contact Person’s Email Address: ______________________

Second Contact Person’s Telephone Number: ______________________

Are you representing the embassy of your country?  □ Yes  □ No

IF you are not representing the embassy, is the embassy aware of this stall? □ Yes  □ No

IF you are not representing the embassy, who are you representing?

_____________________________________________________________________________
Angelina’s presentation—Designing your stall
How to sign up for entertainment and workshops (Svetlana) P.S.: our special guest is……

8. IWC CHARITY BAZAAR STAGE ENTERTAINMENT  
REGISTRATION 2018  
Fill out on paper or type online.
NATURE OF YOUR ACT (КАКВО ЩЕ ИЗПЪЛЯВАТЕ?)*
☐ Singing (пеене)
☐ Dancing (танц)
☐ Playing musical instruments (изпълнение с музикални инструменти)
☐ Demonstration (демонстрация)
☐ Other (друго)
If 'other', please specify (моля опишете при отговор "друго")

NAME OF THE PERFORMER/ GROUP/BAND/ SCHOOL  
(ИМЕ НА ИЗПЪЛНИТЕЛЯ/ ГРУПАТА/ ШКОЛАТА )*

This is how your performance/group will be announced and printed on the Bazaar event schedule. (Името на изпълнителя или групата ще публикуваме в печатната програма на базара и ще обявим на сцената)

NAME OF ACT (ЗАГЛАВИЕ НА ВАШЕТО ИЗПЪЛНЕНИЕ)*

This is how your act will be announced and printed on the Bazaar event schedule. (Какво е заглавието на Вашето изпълнение, танц, песен, т.н., за да го обявим и включим в печатната програма?)

DURATION OF THE ACT (ПРОДЪЛЖИТЕЛНОСТ НА ИЗПЪЛНЕНИЕТО)*
☐ 0–10 minutes
☐ 11–20 minutes
Sponsors–Diana (1)

- We are enormously grateful to the over 500 firms--partners, donors and sponsors--who contributed to the bazaar either in cash, in services or in kind.

- Sponsors are frequently willing to donate products for sale, prizes for a raffle, or provide services to help run the bazaar for free or at a discount.

- All funds raised at the bazaar must be turned into the IWC treasury by the end of the bazaar. All funds received by the IWC will be designated for the general IWC charity pool, not for specific charities or bazaar costs.

- IWC is able to conclude a donation contract with a sponsor who either:
  - Donates funds directly to the IWC Foundation
  - Donates goods for sale to a bazaar stall
  - Donates services to the bazaar (for example, photography)

In this case, the sponsor may use the contract to claim a tax deduction for the donation. IWC will accept the sponsor’s valuation of any goods or services donated.
Sponsors (2)

- Stalls are also encouraged to recruit sponsors to provide goods for sale or to cover the operational costs of the stall.
  - Sponsors covering the operational costs of individual stalls must donate their funds directly to the stalls and not to the IWC Foundation.
  - In this case, the IWC Foundation is not able to conclude a donation contract with the sponsor that can be used to support a tax deduction. (However, this may not be important for every sponsor)

- All funds raised at the bazaar must be turned into the IWC treasury by the end of the bazaar. All funds received by the IWC Foundation will be designated for the general IWC charity pool, not for specific charities or bazaar costs.

- In our mini-competition between stalls, cash contributions to the IWC Foundation can be “credited” to the stall who solicits them, (as long as we know which stall did the solicitation before Dec. 15)
Sponsorship rewards, by level

- **Endowment donor: BGN 25,000+**
  - Co-promotion opportunities to be discussed
  - Use of advertising space in IEC foyer
  - Logo on ticket, prominently in publicity, information on IWC website
  - Thank you gift

- **Gold donor: BGN 5000+**
  - Logo on publicity and at bazaar, information on IWC website
  - May use the phrase “A proud donor to the IWC Foundation”
  - Thank-you gift

- **Silver donor: BGN 1000+**
  - Logo on publicity and at bazaar, information on IWC website
  - Thank you gift

- **Supporter: BGN 50–999**
  - Certificate of appreciation

*Logos of all sponsors contributing by Nov. 15 will be displayed on large banner at the bazaar.*
*All sponsors will be invited to the thank-you cocktail in Jan-Feb.*
*In-kind donations are to be valued by the donor.*
IWC’s current bank account for donations:
Registered in the Republic of Bulgaria
Central Register of the Ministry of Justice
Not-for-Profit Legal Entity under Charity No. 20041011008
Bulstat: 131254108; Societe Generale ExpressBank, Sofia;
BIC TTBBBG22; IBAN BG78 TTBB 9400 1525 1794 52
Account holder: Charity Foundation of IWC

We are in the process of changing our bank account.
The new account will enable credit card sales at the bazaar!
We will give you the information on the new account at our
October 23 meeting.
We will not close our existing account until the end of 2017.
Volunteers! (Nancy)

- Anyone can sign up to be a volunteer
- You can volunteer for a stall or to help with overall bazaar organization
- IWC volunteers receive T-shirts and stall volunteers receive bracelets which provide free entry to the bazaar
- A bonus for stalls from smaller countries: You can also request volunteers to help with your stall on bazaar day.

International Women's Club of Sofia 2018 Charity Bazaar
Stallholder volunteer request form
Please complete and email to volunteers.iwcbazaar@gmail.com, or fill out online

Country_______________________
Name of stall: _____________________________
Name of Contact person: _____________________________
Contact Person’s Email Address: _____________________________
Contact Person’s Telephone Number: _____________________________
Number of volunteers requested________________
Hours needed: _____________________________
Task for volunteers__________________________________________________________________________
________________________________________________________________________________________
Publicity campaign – (Yanitsa)
Let’s Share tips for successful stalls!

- *Discussion led by the Greek Stallholders*