Contents of October 23 IWC Bazaar Stallholder Information Packet

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## 1. Calendar for Preparations for the 24th Annual Charity Bazaar

**Address:** Inter-Expo Center, Tsarigradso Shose Boulevard, 147  
**Metro stop:** IEC-Tsarigradsko Shose. Limited parking will be available in the metro lot.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
</table>
| **Tuesday, October 23** | **Third Stallholders Meeting**  
Embassy of Romania  
**Deadline** for stall registration and space requests |
| November 5-6          | Stallholders may request to view stall setup at the Inter-Expo Center for Interfood & Drink.  
Requests due by **November 1.** |
| **Thursday, November 15** | **Deadline** for detailed stall layout requests  
**Deadline** for entertainment and workshop proposals  
**Deadline** for sponsor logos for banner  
**Deadline** for requests for assistance from volunteers  
**Deadline** for requests for transport for equipment |
| **Wednesday, November 21** | **Fourth Stallholders Meeting** (1 attendee per stall)  
*Japanese* Ambassador’s Residence  
Advance bulk ticket sales  
Signing of final bazaar agreements  
Distribution of volunteer bracelets  
Distribution of delivery car passes  
Collection of flags for hanging at Inter-Expo Center |
| **Friday, November 30** | Stall set-up and deliveries  
Inter-Expo Center |
| **Saturday, December 1** | Stall set-up and deliveries  
Distribution of final stallholder packets  
Inter-Expo Center |
| **Sunday, December 2** | Stall set-up and deliveries-perishable items  
Final preparations  
Inter-Expo center |
| **Sunday, December 2** | Formal opening ceremony of the bazaar  
VIP access to shopping |
| **Sunday, December 2** | Bazaar open to all ticketed attendees  
All stalls must be open  
Inter-Expo Center |
| **Sunday, December 2** | Evening at the Bazaar in outdoor area  
Indoor stalls start closing |
| **Sunday, December 2** | Cleanup and final accounting |
| **January-February 2019** | Thank you coffee  
Thank you cocktail |

2. **IWC-Sofia contact and banking information**

Office Address: 2 Maria Luiza Blvd., TSUM, floor 7, Sofia 1000 Bulgaria

Email: office@iwc-sofia.org; admin@iwc-sofia.org

Telephone: +359-2-951-6117

Website: [https://iwc-sofia.org](https://iwc-sofia.org)

Facebook: [https://www.facebook.com/IWCSofia2018/](https://www.facebook.com/IWCSofia2018/)

For bazaar event page click on Events and then on Dec 2

Or to go directly to the event page go to [https://www.facebook.com/events/1127253464092010/](https://www.facebook.com/events/1127253464092010/)

President: Albena Jones president@iwc-sofia.org

Office staff: Zarina Benoun-Takova, Milena Varzonovtseva

Information for charitable 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; UniCredit Bulbank;
BIC: UNCRBGSF; IBAN BG93UNCR70001523379031
Account holder: Charity Foundation of IWC

*(Note: This is the new IWC bank account but the old account is still open and can accept donations.)*
### 3. Contacts—IWC Bazaar Team 2018

<table>
<thead>
<tr>
<th>Role</th>
<th>Who</th>
<th>E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall organization</td>
<td>Bazaar Co-coordinator Nicole Simmons</td>
<td><a href="mailto:c.iwcbazaar@gmail.com">c.iwcbazaar@gmail.com</a></td>
</tr>
<tr>
<td>Sponsors Recruitment</td>
<td>Bazaar Co-coordinator Diana Michaels-Christopher</td>
<td><a href="mailto:dm-c@operamail.com">dm-c@operamail.com</a></td>
</tr>
<tr>
<td></td>
<td>Gigi Balagot</td>
<td><a href="mailto:sponsor.iwcbazaar@gmail.com">sponsor.iwcbazaar@gmail.com</a></td>
</tr>
<tr>
<td></td>
<td>Stacy Hauck</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kat Stoyanov</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maya Metodieva</td>
<td></td>
</tr>
<tr>
<td>Logos Contracts Web Banners</td>
<td>Veneta Pissarska</td>
<td><a href="mailto:logos.iwcbazaar@gmail.com">logos.iwcbazaar@gmail.com</a></td>
</tr>
<tr>
<td></td>
<td>Zarina Benoun Takova</td>
<td><a href="mailto:office@iwcbazaar-sofia.org">office@iwcbazaar-sofia.org</a></td>
</tr>
<tr>
<td></td>
<td>Milena Varzonovtseva</td>
<td><a href="mailto:admin@iwcbazaar-sofia.org">admin@iwcbazaar-sofia.org</a></td>
</tr>
<tr>
<td>Stallholder coordination and stall layout</td>
<td>Angelina Alexieva</td>
<td><a href="mailto:stallholder.iwcbazaar@gmail.com">stallholder.iwcbazaar@gmail.com</a></td>
</tr>
<tr>
<td></td>
<td>Gigi Balagot</td>
<td>0898-598-222</td>
</tr>
<tr>
<td></td>
<td>Vessy Azar</td>
<td>0889-967-973</td>
</tr>
<tr>
<td></td>
<td>Each stall will be supported by one team member</td>
<td>0889-599-259</td>
</tr>
<tr>
<td>PR, coordination with Sofia municipality</td>
<td>Elisaveta Petrusheva</td>
<td><a href="mailto:e.petrusheva@mysextet.com">e.petrusheva@mysextet.com</a></td>
</tr>
<tr>
<td></td>
<td>Nicole Simmons</td>
<td><a href="mailto:c.iwcbazaar@gmail.com">c.iwcbazaar@gmail.com</a></td>
</tr>
<tr>
<td></td>
<td>Lily Kisiova</td>
<td></td>
</tr>
<tr>
<td></td>
<td>M3 Communications</td>
<td>Send facebook posts to:</td>
</tr>
<tr>
<td></td>
<td>Yanitsa Barneva</td>
<td><a href="mailto:pzhelyazkova@m3bg.com">pzhelyazkova@m3bg.com</a></td>
</tr>
<tr>
<td></td>
<td>Plamena Zhelyazkova</td>
<td></td>
</tr>
<tr>
<td>Entertainment program</td>
<td>Svetlana Yanakieva</td>
<td><a href="mailto:iwcbaazar.entriment@gmail.com">iwcbaazar.entriment@gmail.com</a></td>
</tr>
<tr>
<td></td>
<td>Martina Mihaylova</td>
<td>0879-280-092</td>
</tr>
<tr>
<td></td>
<td>Tatyana Milanova-Kasimova</td>
<td></td>
</tr>
<tr>
<td>Volunteer coordination for bazaar week</td>
<td>Nancy Smith-ACS and team lead</td>
<td><a href="mailto:volunteers.iwcbazaar@gmail.com">volunteers.iwcbazaar@gmail.com</a></td>
</tr>
<tr>
<td></td>
<td>Dominique Velociter-AEA</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mary Davis-LDS mission</td>
<td></td>
</tr>
<tr>
<td>Treasury coordination</td>
<td>IWC Treasurer Desislava Ivanova</td>
<td><a href="mailto:treasurer@iwcbazaar-sofia.org">treasurer@iwcbazaar-sofia.org</a></td>
</tr>
</tbody>
</table>
4. Ticket information

Sponsors will be provided with a fixed number of complementary tickets. Stallholders and stall volunteers will be provided with bracelets permitting entry. IWC volunteers will be provided with T-shirts.

All tickets will be sold through Ticket Portal. Discount tickets will be sold in advance at:
- Ticket Portal office on Slavyanska St., Arena Armeets
- Booktrading bookstores
- Office 1 Superstores
- OMV gas stations
- And several other locations in Sofia, check Ticketportal.bg

Full price tickets will be available at the door
We will 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 6-17</td>
<td>2 leva</td>
<td>2 leva</td>
</tr>
<tr>
<td>Students</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pensioners</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entry from 10.00-19.00</td>
<td>2 leva</td>
<td>2 leva</td>
</tr>
<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>12 leva</td>
<td>14 leva</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>
5. FOR COMPLETION TODAY ONLY—OCTOBER 23 IS THE DEADLINE

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?

____________________________________________________________________
FOR COMPLETION TODAY ONLY—OCTOBER 23 IS THE DEADLINE

International Women’s Club of Sofia 2018 Charity Bazaar
Stall space request form
Please complete (type!) and email to stallholder.iwcbazaar@gmail.com or complete online

Type of request  ☐ New  ☐ Revision of earlier request

Name of stall: _____________________________  Contact person: _____________________________
Contact phone:_________________________  Contact email: _____________________________

We will be requesting more than one stall space:  ☐ Yes  ☐ No

If you are requesting more than one stall space, please complete one form for each space requested.

Sign: ☐ I am a new stall/have a name or flag change and need a sign  ☐ No, we have a sign

Location:  ☐ Exhibition Hall 3 or 4  ☐ Outdoor Christmas Market

Size of stall:
☐ Standard option B—6 meters x 3 meters, 2 side open stand (see image on next page)
☐ Standard option A—3 meters x 3 meters, 1 side open stand (see image on next page)
☐ Christmas market stall
☐ Other—please describe location and size____________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________

After we receive your form, your stall will be assigned to a designated person on the IWC bazaar stallholder team. For the further design of your stall and special requests, please work closely with this person. We will work together on your stall layout and make sure you obtain the furniture and equipment you need for a successful stall.
7. International Women’s Club of Sofia 2018 Charity Bazaar

Stallholder volunteer request form—Submission deadline November 15
Please complete and email to volunteers.iwcbaazar@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____________________________________________________________________

__________________________________
__________________________________
8. IWC CHARITY BAZAAR STAGE ENTERTAINMENT REGISTRATION 2018

Fill out on paper or type online—Submission Deadline November 15

- NATURE OF YOUR ACT (КАКВО ЩЕ ИЗПЪЛНЯВАТЕ?)*
  - 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

- PERFORMANCE BRIEF (КРАТКО ПРЕДСТАВЯНЕ)*
Describe in a few sentences the way we should announce your act on stage (who is performing, what is the act about, etc.) (Кратко представяне на Вашето участие или група)
• DO YOU HAVE A DEMO OR RECORDING? PLEASE SHARE HYPERLINK. (ИМАТЕ ЛИ ЗАПИС/ДЕМО НА ВАШЕТО ИЗПЪЛНЕНИЕ? МОЛЯ СПОДЕЛЕТЕ ЛИНК.)

______________________________________________________________

• NUMBER OF PARTICIPANTS (БРОЙ УЧАСТНИЦИ __________________)
Tell us how many people will perform on stage (Моля, напишете колко изпълнители ще излязат на сцената)

• BADGES (БАДЖОВЕ) ______________
Indicate how many entertainment badges would you need? (Consider performers, their instructors, adults and teachers accompanying children to stage, etc.) (Моля, посочете колко пропуска ще Ви трябват вкл. изпълнителите, инструктори, придружители за детските групи)

• MUSIC (МУЗИКА)*
- □ Recorded (на запис)
- □ Live (на живо)
- □ Not needed (не е необходима)

• RECORDED MUSIC AND TRACKS (ЗАПИС НА МУЗИКАТА)
If the music for your act is recorded make sure you attach it here (if possible now) or send it to us via email at iwcbazaar.entertainment@gmail.com not later than November 27th. (Моля, прикачете тук музиката за Вашето изпълнение или в краен случай я изпратете на iwcbazaar.entertainment@gmail.com най-късно до 27 ноември 2018.

• SOUND REQUIREMENTS (ИЗИСКВАНИЯ КЪМ ОЗВУЧАВАНЕТО)
State if you need microphones, stands or any other equipment and specify numbers needed. (Моля, посочете нуждаете ли се от микрофони, стойки за микрофони, друго оборудване и колко броя)

• STAGE REQUIREMENTS (ИЗИСКВАНИЯ КЪМ СЦЕНАТА)
State your requirements about the stage, specify how many chairs are needed. (Моля, посочете Вашите изисквания към сцената, необходими ли са столове, брой, т.н.)
• LOGO (ЛОГО)

Provide a good quality JPG, EPS, AI, PNG or PDF of your group or organization which will appear on IWC website, Thank You Brochure and on the large banner in the foyer of the IEC on the day of the bazaar. (Ако желаете, прикачете лого на Вашата група или организация, което ще използваме на интернет страницата на IWC, благодарствената брошура и ще показваме във фоайето на ИЕЦ в деня на базара; Изисквания: JPG, EPS, AI, PNG или PDF)

• CONTACT INFORMATION (КОНТАКТИ )* 

Give us your name, please. (Моля, предоставете лице за контакт.)

___________________________________________________________

• E-MAIL ADDRESS*

________________________________________________

• TELEPHONE NUMBER*

________________________________________________

• ARE YOU CONNECTED TO OR ARE YOU REPRESENTING A STALL FROM THE BAZAAR:

☐ Yes
☐ No

if yes, indicate which stall: ПРЕДСТАВЯВАТЕ ЛИ НЯКОЙ ОТ ЩАНДОВЕТЕ НА БАЗАРА: посочете кой.*

________________________________________________

• TIME SLOT AND LIMITATIONS TO YOUR ACT (ВРЕМЕВИ ОГРАНИЧЕНИЯ ЗА ВАШЕТО УЧАСТИЕ)

Acts will be scheduled on stage in the order they were requested. Indicate if there is any time frame in which it is impossible to perform the act. Please share a valid reason and preferred time slot. (Участията в развлекателната програма ще бъдат подреждани по реда на записването. Има ли времеви интервал, в който участието ви няма да е възможно? Моля, споделете основателна причина и предпочитан час за вашето изпълнение.)
ADDITIONAL COMMENTS OR INSTRUCTIONS (ДОПЪЛНИТЕЛНИ ИЗИСКВАНИЯ)

Place for additional comments, instructions or important info for the Entertainment team, e.g. order of music tracks, age of children performing, etc. (Място за допълнителни съобщения, изисквания и насоки към нашия екип, например подредба на музиката, възраст на децата в групата и т.н.)
8. IWC CHARITY BAZAAR WORKSHOP REGISTRATION 2018
Submission Deadline November 15

- **TITLE (ЗАГЛАВИЕ)**
  This will appear in printed materials and Bazaar event schedule. (За програмата на базара)

- **DESCRIPTION (ОПИСАНИЕ)**
  Describe your activities and tell us who the artists are, e.g.: "Demonstration of traditional art technique….." (Моля, разкажете ни какво ще правите и кои са художниците или участниците.)

- **DURATION (ПРОДЪЛЖИТЕЛНОСТ)**

- **WORKSHOP AREA REQUIREMENTS (ИЗИСКВАНИЯ)**
  E.g.: tables, chairs, wall for hanging, banners, etc. (Напр.: маси, столове, стена, банери...)

- **CONTACT INFORMATION (КОНТАКТИ)**
  NAME________________________________________
  E-MAIL ADDRESS_______________________________________
  TELEPHONE NUMBER___________________________________
• ARE YOU CONNECTED TO OR REPRESENTING A STALL FROM THE BAZAAR?
ПРЕДСТАВЛЯВАТЕ ЛИ НЯКОЙ ОТ ЩАНДОВЕТЕ НА БАЗАРА?
☐ Yes
☐ No

If yes, indicate which one, посочете кой.

_________________________________________________

• LOCATION (МЕСТОПОЛОЖЕНИЕ)

_______________________________________________
10. International Women’s Club 2018 Charity Bazaar

Transportation Request Form

Please complete one fillable form for each pickup required.

Deadline: November 15

1. Stall Name__________________________________________
2. Stall Number_______________
3. Name of person requesting______________________________________________
4. Email address_________________________________________________________
5. Mobile Phone__________________________
6. Address for pickup_____________________________________________________
7. Number of boxes___________
8. Estimated volume_________________________
9. Preferred Date and time of transport

☐ Friday November 30, morning
☐ Friday November 30, afternoon
☐ Saturday December 1, morning
☐ Saturday December 1, afternoon

10. Return transport of item needed FROM Inter-Expo Center to pickup address on Monday December 3?
   ☐ Yes
   ☐ No
11. Format for Miscellaneous Requests—Please enter this information on the IWC website

1. Request for visit to Interfood and Drink set up at Inter-Expo Center
   Requests due by November 1.

   Stall__________________________
   Contact name____________________________
   Number of people______________

   Times available
   Monday November 5, morning  □
   Monday November 5, afternoon □
   Tuesday November 6, morning □
   Tuesday November 6, afternoon □

2. Stall__________________________
   Number of car passes for delivery required__________
   Deadline Noon, November 19
   (Each stall will receive one all-day parking pass for each stallholder)

3. Stall__________________________
   Number of volunteer bracelets for bazaar admission required__________
   Deadline Noon, November 19
12. GENERAL INFORMATION ABOUT SPONSORSHIP

- 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.
- 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

Note: The top three donors to the 2018 Bazaar will be invited to give brief speeches at the bazaar opening ceremony, which is widely broadcast in the media.

Banners displaying sponsor names and logos, by category, will be displayed in the foyer, each hall and the Christmas market. Long time sponsors of the bazaar will be appreciated on special banners in these locations. All sponsors will be invited to the thank-you cocktail in Jan-Feb and all sponsors will be listed with name and logo for thank-you brochure.

- **Endowment donor: BGN 25,000+**
  - Co-promotion opportunities to be discussed
  - Promotional space for representatives at the bazaar
  - Use of advertising space in IEC foyer
  - Prominent participation in press conference week of November 12
  - Prominent participation in bazaar opening ceremony
  - Logo on main banner displayed at opening ceremony
  - Gratitude expressed in all press releases and interviews about the bazaar
  - Special section in Thank You brochure
  - Logo on ticket, prominently in publicity posters and street banners, information on IWC website and downloadable bazaar schedule
  - Use of web banners
  - May use the phrase “Endowment donor to the IWC Foundation”
  - Unlimited number of complementary tickets to the bazaar.
  - Thank you gift

- **Gold donor: BGN 5000+**
  - Promotional space for representatives at the bazaar
  - Participation in press conference week of November 12
  - Participation in bazaar opening ceremony
  - Logo on main banner displayed at opening ceremony
  - Gratitude expressed in all press releases and interviews about the bazaar
  - 2-page advertising spread in Thank You brochure
  - Logo on publicity posters and street banners and at bazaar, information on IWC website and on downloadable bazaar schedule.
  - May use the phrase “A proud donor to the IWC Foundation”
  - Use of web banners
  - 6 complementary tickets to the bazaar
  - Thank-you gift
Silver donor: BGN 1000+
- Logo on publicity and at bazaar, information on IWC website and downloadable entertainment schedule.
- Advertising space in thank-you brochure
- Use of web banners
- 4 complementary tickets to the bazaar
- Thank you gift

Supporter: BGN 50-999
- 2 complementary tickets to the bazaar.
- Certificate of appreciation

*In-kind donations are to be valued by the donor*
Thank you for supporting the International Women’s Club of Sofia Charity Bazaar!

Please complete one form for each donation, and send to office@iwc-sofia.org

1. Name of stall______________________________________

2. Today’s date______________________________________

3. Name of donor for thank you brochure_______________________________

4. Amount (or value) of donation in Bulgarian leva ________________________

5. Type of donation  □ Goods/Services  □ Money

All sponsors with logos may have their logo included in publicity material for the bazaar. To determine if IWC needs to obtain the corporate logo or if we already have it, check the 2017 thank you brochure on the IWC website [link here]. Logos of sponsors are on pages 16-17 and company names are listed on pages 30-31 of the brochure on the IWC website. If the logo is there and is the same as last year, IWC does not need to contact the sponsor for its logo. Deadline for logo provision to be displayed at bazaar: November 15. Logo can be included in the thank you brochure if provided by January 7, 2019.

Please send all new logos in high-resolution vector format to logos.iwcbazaar@gmail.com.

6. □ IWC already has the logo  □ IWC needs to obtain the logo.

7. Contact person for logo__________________________________________

8. Contact email for logo__________________________________________

9. Contact phone for logo__________________________________________

Is a donor contract with IWC needed?  □ Yes  □ No

If a contract is needed please also complete the following:

10. Donor name for contract__________________________________________

11. Donor address for contract__________________________________________

12. Bulstat ID number for contract_____________________________________

13. Donor signatory name for contract_____________________________________

14. Donor contact name for contract_____________________________________

15. Donor contact email for contract_____________________________________

16. Donor contact telephone for contract_____________________________________


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.
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:

<table>
<thead>
<tr>
<th>No.</th>
<th>Amount or Value of Donation in BGN as agreed with IWC or stalls</th>
<th>Advertising position</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| 1.  | **Up to 1000**                                              | **Within the Bazaar**| 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. |
<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
<th>Sponsorship Details</th>
</tr>
</thead>
</table>
| 2.    | 1000 and more | **Within & outside the Bazaar**  
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. 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.  
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. |
| 3.    | IWC Strategic Partners | **Within & outside the Bazaar**  
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.  
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).  
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). |
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.
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.

Yours sincerely,

Albena Jones
President
IWC of Sofia
president@iwc-sofia.org

Diana Michaels-Christopher, PhD
Co-coordinator
IWC Bazaar 2018
sponsor.iwc-bazaar@gmail.com
Уважаеми приятели на Международен Женски Клуб-София,

Нашият клуб има удоволствието да Ви покани да се присъедините към нас и да превърнем 24-ия Коледен Благотворителен Базар в едно изключително успешно събитие. Подготовката за базара вече започна и той ще се проведе от 09:00 до 19:00 часа в неделя, 2 декември 2018 г. в Интер Експо Център (IEC) - София (бул. Цариградско Шосе 147).

Всяка година базарът предоставя възможност на участниците от различни държави да представят своите традиционни занаяти, фолклорна музика и танци, национални носии и кухня, литература, култура и обичай. На миналогодишния базар имаше 86 щанда, които представляваха 56 държави, а 12 – различни благотворителни проекти. 1500 доброволци работиха, за да случи това и близо 10,000 души посетиха базара. От Международния Женски Клуб /МЖК/ сме изключително горди, че за 24-та поредна година, Годишния Благотворителен Базар е дългоочакван фаворит за хората от София и страната.

Благодарение на средствата, събрани по време на 23-тия годишен базар, благотворителната фондация на МЖК успя да финансира 24 проекта; общата сума на финансовата помощ е приблизително 373 000 лв. и ще засегне живота на хиляди хора в България.

Няколко примера дават представа за това: благодарение на подкрепата на МЖК Фондацията за социална промяна и приобщаване (FSCI) ще може да покрие основните разходи на своя център за обществена подкрепа в уязвима общност. В този център децата и техните родители получават помощ в първите и най-важните стъпки на образователната система.

Друг финансиран проект на благотворителната фондация на МЖК е проектът на Фондация "Светлина за живот", който работи за активен живот на хора с физически увреждания и техните семейства чрез културни, спорти и арт събития. Също така помогнахме на интересен проект на Фондация "Партньори България", който преподава на учениците умения за разрешаване на конфликти в училище.

В България всеки седми ученик между 15 и 18-годишна възраст е извън училищната система. Проектът на Фондация „Сийдър“, една от организациите, които получиха средства от МЖК тази година, и работи върху мотивирането на децата за образование и върху различни умения, сред които изграждане на доверие чрез работа в екип.

Пълният списък на всички проекти, подкрепяни от МЖК, е на разположение на www.iwc-sofia.org.
Стани наш СПОНСОР и бъди част от едно ПО-ДОБРО БЪДЕЩЕ за нуждаещите се в България!

Спонсорска програма - Благотворителен базар на Международен женски клуб София 2018

Имената и/или логата на всички спонсори, независимо от големината на тяхното дарение, ще бъдат:
- излъчвани на телевизионните екрани, локализирани в залите на базара
- публикувани на спонсорските страници на уебсайта на МЖК
- публикувани в „Thank You“ брошурата на Базара

Овен това всички спонсори ще:
- имат възможността да позиционират името и/или логото на своята компания в рамките на щандата, с който си сътрудничат. Рекламирането в рамките на щандовете е освободено от ограничения относно формата, но трябва да бъде съгласувано с лицето, отговарящо за щандата и съобразено с техническите изисквания на щандата;
- могат подпишат договори, които да се използват за получаване на данъчни облекчения, съгласно българския Закон за корпоративно подоходно облагане;
- получат покани за Базара;
- бъдат поканени на „Thank You“ коктейла на Международния женски клуб.

Допълнително, в зависимост от големината на дарението, спонсорите ще получат индивидуални възможности за реклама, описани в спонсорската програма:

<table>
<thead>
<tr>
<th>Номер</th>
<th>Дарена сума (в BGN) според договореното с МЖК или щандовете</th>
<th>Позициониране на рекламата</th>
<th>Форма на рекламата</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>1000 и повече</td>
<td>В рамките на Базара</td>
<td>1. Името и/или логото на фирмата ще бъде позиционирано на големия банер – т.нар. „стена на спонсорите“ във фоайето на Интер експо център (ИЕЦ) в деня на Базара.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>1000 и повече</td>
<td>В рамките на/извън Базара</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1. Наименование и / или лого на фирмата, разположени на стената на големия банер-спонсор във фоайето на IEC на деня на базар.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Банери на отделните фирми, поставени в залите на събитието в деня на базар. Пакет включва макс. 1 стандартен размер (1 м x 2.2 м) банер. В случай, че фирмата желае да има повече банери или да има двойна / тройна и т.н. размер, допълнително дарение от мин. 500 лв. За 1 банер / допълнителен стандартен размер.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Името на фирмата и / или логото, поставени на специално място за реклама (окачени електрически банер или колона) във фоайето на IEC. Пакет включва макс. 1 рекламна позиция, напр. или електрически банер или колона. В случай, че компанията желае да има и двата варианта или повече банери / колони, те ще са налични, при допълнително дарение от мин. 1000 лв. за 1 рекламна единица.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Стратегически Партньори на МЖК</td>
<td>В рамките на/извън Базара</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1. Най-голям размер (в сравнение с други спонсори) логото с името на фирмата , поставени на голяма стена на банер-спонсори във фоайето на IEC на деня на базара.</td>
<td></td>
</tr>
</tbody>
</table>
| | | 2. Наименование / лого на фирмата в залите на Интер Експо Център (зали, фоайе, вход, коридори, гардероби и т.н.) в деня на базара (напр. Банери, знамена, плакати, специални знаци , колони, електрически банери и други
рекламни материали). 3. Специализирано споразумение за 1 година за рекламиране на фирмата (по индивидуално договорен формат) за събития на ПЖК (включително благотворителния коктейл "Благодаря"), печатни материали (напр. Бюлетин) и други рекламни канали (например уебстраница на IWC, / електронни съобщения за членовете на МЖК). 4. Логото и / или името на фирмата, поставени върху всички печатни материали на събитието, напр. билети, плакати, листовки и развлекателната програма на деня. 5. Логото и / или името на фирмата ще се показват във всички медийни промоции, включително видео клипове в метростанциите, всички пресъобщения, радио и телевизионни интервюта.

С уважение,

Албена Джоунс
Диана Майкелс-Кристофър, PhD

Президент
Базарен съкоординатор
Международен Женски Клуб-София
president@iwc-sofia.org
sponsor.iwc-bazaar@gmail.com
SPONSORSHIP REWARDS, BY LEVEL

Note: The top three donors to the 2018 Bazaar will be invited to give brief speeches at the bazaar opening ceremony, which is widely broadcast in the media.

Banners displaying sponsor names and logos, by category, will be displayed in the foyer, each hall and the Christmas market. Long time sponsors of the bazaar will be appreciated on special banners in these locations. All sponsors will be invited to the thank-you cocktail in Jan-Feb and all sponsors will be listed with name and logo for thank-you brochure.

- **Endowment donor: BGN 25,000+**
  - Co-promotion opportunities to be discussed
  - Promotional space for representatives at the bazaar
  - Use of advertising space in IEC foyer
  - Prominent participation in press conference week of November 12
  - Prominent participation in bazaar opening ceremony
  - Logo on main banner displayed at opening ceremony
  - Gratitude expressed in all press releases and interviews about the bazaar
  - Special section in Thank You brochure
  - Logo on ticket, prominently in publicity posters and street banners, information on IWC website and downloadable bazaar schedule
  - Use of web banners
  - May use the phrase “Endowment donor to the IWC Foundation”
  - Unlimited number of complementary tickets to the bazaar.
  - Thank you gift

- **Gold donor: BGN 5000+**
  - Promotional space for representatives at the bazaar
  - Participation in press conference week of November 12
  - Participation in bazaar opening ceremony
  - Logo on main banner displayed at opening ceremony
  - Gratitude expressed in press releases and interviews about the bazaar
  - 2-page advertising spread in Thank You brochure
  - Logo on publicity posters and street banners and at bazaar, information on IWC website and on downloadable bazaar schedule.
  - May use the phrase “A proud donor to the IWC Foundation”
  - Use of web banners
  - 6 complementary tickets to the bazaar
  - Thank-you gift
Silver donor: BGN 1000+
- Logo on publicity and at bazaar, information on IWC website and downloadable entertainment schedule.
- Advertising space in thank-you brochure
- Use of web banners
- 4 complementary tickets to the bazaar
- Thank you gift

Supporter: BGN 50-999
- 2 complementary tickets to the bazaar.
- Certificate of appreciation

In-kind donations are to be valued by the donor