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
- Question: Distributing your contact info—Nicole
- Step by step process for stall design—Angelina
- Entertainment—Sveta
- Publicity—M3
- Introduction to Point of Service terminals—Unicredit Bulbank
- Distribution of posters and flyers
Contents of stallholder packets

- Updated Bazaar calendar
- Updated IWC contact and banking information
- Updated Bazaar team contacts
- Updated Ticket information
- Deadline today: Stallholder registration/contact information form
- Deadline today: Stall space request form
- Volunteer request form—due November 15
- Entertainment request form—due November 15
- Workshop request form—due November 15
- Transportation request form—due November 15
- Miscellaneous request form—due Nov 1/Nov 19
- Updated sponsor rewards
- Donor form—due November 15/January 7
- 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.
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 Description</th>
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</table>
| **Tuesday, October 23**     | **Third Stallholders Meeting**  
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**  
Japanese Ambassador’s Residence  
Advance bulk ticket sales  
Signing of final bazaar agreements  
Collection of all flags to be hung. |
| **Friday, November 30**     | Stall set-up and deliveries |
| **Saturday, December 1**    | Stall set-up and deliveries  
Distribution of final stallholder packets  
Training on POS terminals |
# Key events calendar

<table>
<thead>
<tr>
<th>Date and Time</th>
<th>Event Description</th>
</tr>
</thead>
</table>
| **BAZAAR DAY!**  
Sunday, December 2  
7.30–9.00 | Stall set-up and deliveries—perishable items  
Final preparations |
| **Sunday, December 2**  
9.00–10:00 | Formal opening ceremony of the bazaar  
VIP access to shopping |
| **Sunday, December 2**  
10.00–17.00 | Bazaar open to all ticketed attendees  
All stalls must be open |
| **Sunday, December 2**  
17.00–19.00 | Evening at the Bazaar in outdoor area  
Indoor stalls start closing |
| **Sunday, December 2**  
19.00–21.30 | Cleanup and final accounting |
| **Monday, December 3** | Pickup of rented furniture and equipment |
| **January–February 2019**  
Dates to be determined | Thank you coffee  
Thank you cocktail |
## IWC Bazaar Team Contacts

<table>
<thead>
<tr>
<th>Role</th>
<th>Contact</th>
</tr>
</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

- 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 volunteer armbands.
- Discounted tickets are on sale now through Ticket Portal.
- A Ticket Portal representative at our November stallholders meeting for advance bulk ticket sales to stallholders.
- Full price tickets will be available at the door.
## Ticket Prices

<table>
<thead>
<tr>
<th>Type of ticket</th>
<th>Price in advance</th>
<th>Price at the door</th>
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</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>
<td></td>
<td></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></td>
<td></td>
</tr>
<tr>
<td>Night at the bazaar</td>
<td>3 leva</td>
<td>3 leva</td>
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<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>
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<tr>
<td>Gift bag</td>
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News

- Transportation request form—for equipment transport by Allied Pickfords

- Miscellaneous request form
  - Visit to Interfood and Drink—deadline Nov. 1
  - Number of delivery car passes—deadline noon, November 19
  - Number of volunteer bracelets—deadline noon, November 19

- Stallholders will be provided badges for access to the treasury room (not a different color bracelet)

- **Be Green!** EcoPack will support recycling at the bazaar. Each stall will receive colored recycling bags and instructions.
  - We are looking for sponsor donation of 20,000 recyclable plastic plates, cups, etc. Plastic dinnerware can be recycled if it is clean. Paper cannot.
More news

- Donor form—Essential to complete for each donation. Used for:
  - Complementary ticket allocations * Tracking logos for banners
  - Donor contracts * Thank you brochures * Other donor benefits

- Process for providing complementary tickets to donors
  - All donors that have contracts will get their tickets with their contracts
  - At November 21 meeting, stallholders will receive tickets for all donors without contracts for whom we have received donor forms by November 15
  - Tickets for donors for whom we receive forms after November 15 may be picked up at the IWC office through Friday November 30, or at the Inter-Expo Center on December 1.
  - No complementary tickets will be provided on the bazaar day.
Parking—Each stallholder receives 1 all-day parking pass for the set-up days and day of the bazaar. You may request delivery passes allowing 1 hour absolute maximum access for Friday, Saturday and before and after the bazaar times on Sunday.
Questions and answers

- Q from last time: No restrictions on flag size
- Q to stallholders: can/should we post your contact information on IWC website for potential sponsors/volunteers?