25TH ANNUAL ANNIVERSARY CHARITY BAZAAR

International Women’s Club of Sofia
Second stall holders meeting
29th of October 2019 Inter Expo Center
WHEN?
Sunday, 1st of December 2019
9h.AM to 19h.PM
9h. to 10h. VIP

WHERE?
Same venue as last year:
Halls 2,3 and 4
Inter Expo Center,
147 Tsarigradsko Shosse
NEW THINGS FOR THE 25TH ANNIVERSARY BAZAAR

• The 25th Bazaar will have the focus on Bulgaria, that is uniting all countries for a good charity cause for so many years!

• New Entertainment Hall rented especially for this year anniversary Bazaar! No external area, new Entertainment Hall instead.

• Special traditional sitting areas to be suggested by different national stalls!

• Special focus on Bulgarian traditions – will invite “101 Pipes” and a lot of traditional dancers for the anniversary Bazaar!

• Special cocktail celebrating the 30th Anniversary of IWC will be held on the 5 November at 18h. at the Ball Room of Intercontinental Hotel.
Our goals for the 25th Anniversary Bazaar

✓ Raise over 400,000 BGN
✓ Include over 70 countries
✓ Increase attendance to over 10,000
✓ Improve the experience of the public by ensuring more Bazaar space and places to relax
✓ Include more interesting new things and experiences such as traditional sitting areas etc.
✓ Celebrate the 25th edition of the Bazaar attracting even more public and raising even more funds for charities and good causes during next year
✓ Have fun on Bazaar day!
Practical information and Bazaar Deadlines

- Final approval of the stalls and final deadline is 22<sup>th</sup> of November 2019.
- Please maintain your stall until the final hour of the Bazaar – 19h.
- There will be “Fast Lane” Badge for all stalls that register their cash twice a day. In case they do that, they will have the “Fast Lane” Badge for the final reporting of the cash to the IWC Treasury.
- We encourage all stall holders to use the POS terminals much more this year. A training will be organized by IWC prior to the Bazaar.
MORE PRACTICAL INFORMATION

✓ Volunteer request form is due November 15
✓ Entertainment request form is due November 15
✓ Workshop request form is due November 15
✓ Transportation request form is due November 15
✓ Donor form is due November 15/January 7
✓ Transportation request form to be submitted by November 15 and will be confirmed at the November 20 meeting.

✓ 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
The 2019 Tickets

- Ticket prices and packages will be the same as last year.
- 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.
- There will be no evening tickets.
- Tickets will go on sale on the 1st of November and will be available on the Ticket Portal distribution channels, in the office of IWC and at the Inter Expo Center at the day of the Bazaar.
- Volunteers at the stalls, as always, are admitted free of charge.
<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</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>2 leva</td>
<td>2 leva</td>
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<tr>
<td>Pensioners</td>
<td></td>
<td></td>
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<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>
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<tr>
<td>Gift bag</td>
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</tbody>
</table>
COMPLIMENTARY (GIFT) TICKETS

• Gift tickets are for sponsors (volunteers will have special badges)

• All Ambassadors, Charges d’Affaires and Honorary Consuls will been invited to the opening ceremony and VIP shopping and their names will be on an RSVP list.

• Gold and Silver sponsors will also be invited to the opening ceremony and VIP shopping.
The 2019 Entertainment

✓ Bazaar-wide entertainment venue: Bazaar main stage will be in Hall 3.
✓ As always, stalls may schedule entertainment, games and workshops, we are open to all types workshops.
✓ Please work closely with the entertainment team to arrange and schedule activities.
✓ Programs will be displayed on several large lighted boards in the foyer and in each Hall.
✓ Registrations for entertainment need to be submitted until 22th of November at the latest.
Participate

Frequent questions:

✓ But my embassy doesn’t have enough staff! - Go beyond the embassy - bring in expats! Bring your Bulgarian friends!

✓ We need start-up funds to run the stall. - Recruit a local sponsor for your stall only. Hold a small fundraiser. Reuse materials from year to year.

✓ My country’s products aren’t available here. - Bring in souvenirs when you go home. Distribute tourist materials. Prepare regional specialties. Arrange a workshop. Raffle off a prize (tombola). Offer photos with someone costumed as a famous national figure—say Uncle Sam (if you’re the USA). Be creative!

✓ My country is too small. - Join together with your neighbors - the Nordic countries do! So do the German speaking countries!
Register your Stall

- Do it now at ☝️ https://iwc-sofia.org/

All available information is uploaded on the IWC web site:
- Section “Annual Charity Bazaar” and the forms are:
  - Stallholder contact information form – what are the main contacts and who do you represent;
  - Stallholder request form – what type of stall and space you like;
  - Stallholder declaration/contract – that you agree to place the stall as requested and approved by IWC and IEC and IWC provides organization, halls rental and logistics;
- Transport request form;
- Request badges and bracelets to be distributed on the third stall holder practical meeting;
- In case you need something special or different from last year, please write us an email: c.iwcbazaar@gmail.com!
Sign up your sponsors

✓ Over 500 firms - partners, donors and sponsors - contributed to the bazaar either in cash, in services or in kind during the years!
✓ 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.
✓ Most of these sponsors are recruited by individual stalls.
✓ All sponsors who contribute (whether in cash, kind or services) any amount before the Nov. 15 deadline will have their logo prominently displayed at the Bazaar.
✓ All sponsors will be recognized on the IWC website through May 2020.
✓ All sponsors will be invited to the thank-you cocktail in January 2020.
✓ In-kind donations are to be valued by the donor.
In 2018, around 30 musical and dance groups entertained bazaar-goers on the main stage in Hall 4, for 10-30 minutes each.

In the 25th Anniversary Bazaar there will be a special Entertainment Hall (Hall 3), just in the middle between the two stall halls (Halls 2 and 4).

Entertainers – whether linked to a stall or not - may register for a slot on the entertainment program by completing the Bazaar Entertainment Form 2019 (stage) at https://iwc-sofia.org/bazaar-forms/

Workshops may be registered by completing the Bazaar registration form 2019 (workshops) at the same link.
Sponsorships levels and rewards

- **Endowment donor:** BGN 15,000+
  - 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

Full details on the IWC page, following link: [https://iwc-sofia.org/bazaar-files/](https://iwc-sofia.org/bazaar-files/)
Third stall holder meeting to address final operational issues

✓ Scheduled for November 20th 2019 at 10.30AM at the Italian Residence – opposite to the Sense hotel, at the city center of Sofia
✓ For all questions: Bazaar coordinator for 2019 Angelina Liakova +359 879119151
✓ Our deepest gratitude to all of you!
# IWC Bazaar Team Contacts

<table>
<thead>
<tr>
<th>Role</th>
<th>Contact Person</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>IWC President</td>
<td>Albena Jones</td>
<td>0879119151</td>
</tr>
<tr>
<td>Bazaar Co-coordinator (administration)</td>
<td>Angelina Liakova</td>
<td>0879119151</td>
</tr>
<tr>
<td>Sponsor Recruitment</td>
<td>Sylvia Stamenova</td>
<td>0884349591</td>
</tr>
<tr>
<td>Sponsor Logos</td>
<td>Gigi Bagalot</td>
<td>0889967973</td>
</tr>
<tr>
<td>Stallholder Coordination and Stall Layout</td>
<td>Angelina Makreva</td>
<td>0898598222</td>
</tr>
<tr>
<td>Public Relations, Coordination with Sofia Municipality</td>
<td>Margarita Vasileva</td>
<td>0888321342</td>
</tr>
<tr>
<td>Key partner: M3 Communications</td>
<td>Teodora Petrova</td>
<td>0888495066</td>
</tr>
<tr>
<td>Entertainment program</td>
<td>Olga Georgieva</td>
<td>0876467767</td>
</tr>
<tr>
<td>Volunteer Coordination</td>
<td>Dessi Tenev</td>
<td>0879280092</td>
</tr>
<tr>
<td>IWC Treasurer; coordination of treasury room</td>
<td>Svetlana Yanakieva</td>
<td>0879280092</td>
</tr>
<tr>
<td>Municipality coordinator</td>
<td>Camelia Giuleva</td>
<td>0888318698</td>
</tr>
<tr>
<td>IWC Office Staff-Web site, Facebook page</td>
<td>Desislava Ivanova</td>
<td>0884762050</td>
</tr>
<tr>
<td>Minicipality coordinator</td>
<td>Zinaida Petrova</td>
<td>0888728531</td>
</tr>
<tr>
<td>IWC Treasurer; coordination of treasury room</td>
<td>Elisaveta Petrusheva</td>
<td>0898707777</td>
</tr>
<tr>
<td>IWC Office Staff-Web site, Facebook page</td>
<td>Milena Varzonovtseva – office IWC</td>
<td></td>
</tr>
</tbody>
</table>
BAZAAR 2019 TEAM

Angelina Liakova
Bazaar Coordinator

Angelina Makreva
Stallholders

Mihaela Dobre
Stallholders

Gigi Bagalot
Sponsors

Olga Georgieva
Media

Camelia Giuleva
Volunteers

Elisaveta Petrusheva
Municipalities

Desislava Ivanova
Treasury

Desislava Tenev
Entertainment

Zarina Benoun-Takova
Office support
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.30-9.00</td>
<td>Stallholders and volunteers with bracelets may enter Inter-Expo Center&lt;br&gt;Stall set-up and deliveries-perishable items&lt;br&gt;Final preparations</td>
</tr>
<tr>
<td>8:30 -10.00</td>
<td>Those with VIP tickets and opening ceremony invitations may enter</td>
</tr>
<tr>
<td>9:00</td>
<td>All stalls in Hall 2, 3 and Hall 4 open for VIP shopping</td>
</tr>
<tr>
<td>9:00-9:30</td>
<td>Formal opening ceremony in Foyer</td>
</tr>
<tr>
<td>9:30-10:00</td>
<td>Tour of bazaar by dignitaries and press</td>
</tr>
<tr>
<td>9:30-12:00</td>
<td>Musical program in Foyer</td>
</tr>
<tr>
<td>10:00-19.00</td>
<td>Hall 3 Entertainment program</td>
</tr>
<tr>
<td>19.00-21.30</td>
<td>Cleanup and final accounting&lt;br&gt;IWC volunteers move furniture to door for pickup</td>
</tr>
<tr>
<td>21:30</td>
<td>Access to Inter-Expo Center ends.</td>
</tr>
<tr>
<td>Monday, December 2nd</td>
<td>Disassembly of stalls</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>7:00-13:00</td>
<td>Pickup of rental furniture and equipment</td>
</tr>
<tr>
<td>9:00-13:00</td>
<td>Flags picked up from IEC, brought to IWC office</td>
</tr>
<tr>
<td>17:00</td>
<td></td>
</tr>
<tr>
<td>January-February 2020 Dates to be determined</td>
<td>Final 2019 financial report</td>
</tr>
<tr>
<td></td>
<td>Thank you coffee—flags returned to stallholders. (Flags may be picked up at IWC office any time before this date)</td>
</tr>
<tr>
<td></td>
<td>Thank you cocktail</td>
</tr>
</tbody>
</table>
MORE PRACTICAL INFORMATION

✔ Donor form is 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 20 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 29, or at the Inter-Expo Center on November 30.
MORE PRACTICAL INFORMATION

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

✔ EcoPack will support recycling at the bazaar this year as well. 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.
International Women's Club of Sofia

25-и Годишен Благотворителен Базар

Светът удава при теб

1-8и декември 2019, 9:00–19:00,
Интер Експо Център
THE WORLD COMES TO YOU
IN BULGARIA

IWC SOFIA CHARITY BAZAAR