

GALINA STOYANOVA
Mayor of Kazanlak Municipality

MUNICIPALITY OF KAZANLAK
ROSE FESTIVAL
ADVERTISING CONCEPT

Every year residents, guest and friends of the town Kazanlak become part of the most attractive and colorful event, dedicated to the oil rose - “Rose Festival”.

One of the most remarkable festivals – dedicated to the flowers, beauty and fragrance of the Kazanlak Rose.

DEAR POTENTIAL ADVERTISERS AND SPONSORS,

You can support the celebration mood like a symbol of the town Kazanlak, and we will popularize yours instate in the media prosperity during festivals. Be a participant in the realization of the “Rose Festival”.

When you become a sponsor, you represent yours socially position and contribute to the development of culture and tourism in the city of Kazanlak and our country. Every year the festival is visited by over 150 000 people.

Your support will reach a wide audience.

Important events of the “Rose Festival” 2019 are:

- ✓ **17 May** – Contest-spectacle “Queen Rose”
- ✓ Rose picking ritual by settlements:
 - **24 May** – village of Rozovo
 - **25 May** – village of Razhena
 - **26 May** – village of Rozovo
 - **1 June** – village of Koprinka
 - **2 June** – near Kazanlak
 - **8 June** – village of Yasenovo
 - **9 June** – village of Yasenovo

- ✓ **24 May** – Majority show
- ✓ **1 June** – “Princes of the rose” – children show
- ✓ **31 May** – Official opening of the Festival and Crowning of Queen Rose
- ✓ **1 June, 2 June** – International Folklore Festival
- ✓ **1 June** – „The Bread of the Bulgarian – ritual, manner and Faith“ an exhibition of competitive character
- ✓ **2 June** – Festival parade
- ✓ **8 June** – Festive procession of the Rose picking

The advertising concept we offer to suggestion your attention, that guarantee your contribution will be populated by attractive and impressive way.

I. The conclusion of a sponsorship and advertising contract with a value of not less than BGN 15 000 entitles the GENERAL SPONSOR and provides you with:

- Special attention of the sponsor on an audio clip, that starting before beginning and after the end of the these meetings:
 - Contest “Queen Rose”
 - Official opening of Festival to Kazanlak city;
 - “Princesses of the Rose” – children show
 - Rose picking
 - Carnival parade
 - Majority show
 - International Folklore Festival
- Placing an advertising banner (provided by the sponsor) at Seuthopolis Square.
- Elaboration an advertising poster with the sponsor's logo, placed in the ideal center of the showcase on 4 Iskra Street and on the lighted panel in the center.
- Placing the logo of the sponsor with ad text on the video wall located near the Kazanlak Hotel.
- Place the sponsor's logo on a separate vinyl advertising (prepared by the Municipality) located on the open stage of Seuthopolis Square with the inscription: "GENERAL SPONSOR OF ROSE FESTIVAL".
- Publishing an advertisement with the sponsor's logo in the OFFICIAL SITE of Kazanlak Municipality and the Facebook page of the Municipality of Kazanlak - "Feasts in the Valley of Roses and Thracian Kings"
- Publishing a sponsor's own advertising text in four consecutive count of the “Iskra” newspaper.
- Special underlining on the contribution of the general sponsor in press conferences, messages and the interview releases, given to the Rose Festival.
- Invites for listed events at the wishes of the sponsor.

II. The conclusion of a sponsorship and advertising contract with a value of not less than BGN 10 000 entitles the MAIN SPONSOR and provides you with:

- Special attention of the sponsor on an audio clip, that starting before beginning and after the end of the these meetings:
 - Contest “Queen Rose”
 - Official opening of Festival to Kazanlak city;
 - “Princesses of the Rose” – children show
 - Rose picking ritual
 - Carnival parade
 - Majority show
 - International Folklore Festival
- Placing an advertising banner (provided by the sponsor) at Seuthopolis Square.
- Elaboration an advertising poster with the sponsor's logo, placed in the ideal center of the showcase on 4 Iskra Street and on the lighted panel in the center.
- Placing the logo of the sponsor with ad text on the video wall located near the Kazanlak Hotel.
- Putting the logo of the general vinyl sponsor on the stage of Seuthopolis Square.
- Publishing an advertisement with the sponsor's logo in the OFFICIAL SITE of Kazanlak Municipality and the Facebook page of the Municipality of Kazanlak - "Feasts in the Valley of Roses and Thracian Kings"
- Special underliving on the contribution of the general sponsor in press conferences, messages and the interview releases, given to the Rose Festival.
- Invites for listed events at the wishes of the sponsor.

III. The conclusion of a sponsorship and advertising contract with a value of not less than BGN 5 000, and provides you:

- Special attention of the sponsor on an audio clip, that starting before beginning and after the end of the these meetings:
 - Contest “Queen Rose”
 - Official opening of Festival to Kazanlak city;
 - “Princesses of the Rose” – children show
 - Rose picking Ritual
 - Carnival parade
 - Majority show
 - International Folklore Festival
- Placing an advertising banner (provided by the sponsor) at Seuthopolis Square.
- Elaboration an advertising poster with the sponsor's logo, placed in the ideal center of the showcase on 4 Iskra Street and on the lighted panel in the center.
- Placing the logo of the sponsor with ad text on the video wall located near the Kazanlak Hotel.
- Putting the logo of the general vinyl sponsor on the stage of Seuthopolis Square.
- Publishing an advertisement with the sponsor's logo in the OFFICIAL SITE of Kazanlak Municipality and the Facebook page of the Municipality of Kazanlak - "Feasts in the Valley of Roses and Thracian Kings"
- Special underliving on the contribution of the general sponsor in press conferences, messages and the interview releases, given to the Rose Festival.
- Invites for listed events at the wishes of the sponsor.

The conclusion of the contracts, the translation of the agreed amounts, to give the company logo and the advertising banners should be provide by 31 May 2019.

For correspondence and information:

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