



# Bulgarian Arts Festival

Toronto, Canada

Торонто, Канада

Български фестивал на изкуствата



Date:

## LEVELS OF SPONSORSHIP OPPORTUNITIES

Dear Sir/Madam,

Please allow us to introduce **the Bulgarian Arts Festival** -Dedicated to the beloved Bulgarian composer Pancho Vladigerov

The Festival has the generous ambition to introduce some of the best of the Bulgarian music, folklore and dance, as well as drama and visual arts to the Bulgarian and Canadian public in Toronto. International and domestic Bulgarian artists and performers of good name participate. The Festival is endorsed by the Consul of Republic of Bulgaria in Toronto, Mr. Kamen Dikov.

The events are set to be held **in Toronto from April 25<sup>th</sup> to May 1<sup>st</sup> 2011.**

The Bulgarian Arts Festival will include:

- **Musical Portrait** of Pancho Vladigerov presented by his grandchildren Ekaterina, Aleksander and Konstantin Vladigerovi
- **Jazz Concert** featuring Stoyan Yankoulov(Stunji) and Vladigerov Brothers
- **Classical music concert** featuring Svetlana Ivanova-Voice and Ekaterina Vladigerova-Piano
- **Bulgarian Artists exhibition**
- **Folklore performances** by Folk Group "Dimitrovche" and friends
- **Rock night** with Ognian Tsolov from "Factor" and "Elite"
- **Folk Dance workshop** with "Igranka" and Stoyan Yankoulov (tupan)

For more information about the performers and the festival you can visit the official festival website at [www.bulgarianartsfestival.com](http://www.bulgarianartsfestival.com).

The advertisement for the event will reach about 10 000 people from Canadian audience. Tickets and Festival Passes will be sold online and in numerous stores and convenience shops. We are going to invite Eastern European consulates, and multicultural organizations.

We are hoping that your company will be interested in sponsoring this festival or some of the events. We see a synergy and connection that would be of benefit to you in raising the profile of your company to our audience - and to your target market.

Your contribution will be used towards travel expenses, venue rentals, etc.



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We offer three options for sponsoring this festival: **“Musala” - Platinum Sponsor (exclusive), “Vihren”- Gold Sponsor and “Botev”- Silver Sponsor.**

We would appreciate **\$700-\$1000** in sponsorship for the **“Musala” Sponsorship**, and in return your business would receive:

- Your company name and logo will be places on all of the promotional materials, and half page space advertisement on the inside program;
- Your logo and a link to your website from our website;
- Acknowledgement of your sponsorship in the media materials (news releases, media advisories, interviews etc.);
- 5 VIP passes for the *entire festival*;
- Your company will be mentioned in the introduction;
- You can place posters of your company on the stage and give out promotional materials of your company;
- A speaking opportunity at some of the events of your choice. (Before or after the event -to thank the talents).

We would appreciate **\$350-\$699** in sponsorship for the **“Vihren” Sponsorship**, and in return your business would receive:

- Your company name and logo on the general poster and e-mail promotional materials, including a regular advertisement on the inside program;
- Your logo and a link to your website from our website;
- 3 VIP passes for the festival that includes *3 events of your choice*;
- Your company will be mentioned in the introduction.

We would appreciate **\$100-\$349** in sponsorship for the **“Botev” Sponsorship**, and in return your business would receive:

- Your company name and logo on the e-mail promotional materials, including a regular advertisement on the inside program;
- Your logo and a link to your website from our website;
- 1 VIP pass for the festival that includes *3 events of your choice*;



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Any amount above **\$20** will qualify you to become “**Friend**” of the Festival and will provide you with a special invitation of meeting the star guests of the festival at a VIP cocktail and a promotional CD.

We have flexibility in combining the Sponsorship options.

Thank you for your time. We look forward to your reply and to potentially partnering with you.

*The Bulgarian Arts Festival Inc. is a nonprofit organization.*

*Independent contractors and/or individual with private practice or clientele can deduct 100% of his or her donation as a “Promotion and Advertising” expense with their business income and expenses. This would be beneficial for doctors, dentists, real estate agents, independent sales people or anyone with a company (Company does not need to be incorporated).*

We kindly ask that you forward this letter to the appropriate person if you are not the individual in your organization to make a decision regarding our request. We would still be excited to have you and your employees on our events if corporate sponsorship is not possible for your organization.

If you have any questions about the organization or sponsorships, please feel free to contact us through an e-mail at [info@bulgarianartsfestival.com](mailto:info@bulgarianartsfestival.com) or by phone at 416-587-3739 Elitza Yordanov.

Thank you in advance for your interest and support of this important community event.

Sincerely,

Elitza Yordanov  
Artistic Director  
1656 Truscott Dr.  
Mississauga, ON L5J 1Z4