

A SET OF PROPOSALS
for advertising and other services
at XXX International Festival of Arts
“SLAVIANSKI BAZAAR IN VITEBSK”

The International Festival of Arts “Slavianski Bazaar in Vitebsk” has been a landmark event not only in Belarus, but also in the countries of near and far abroad for thirty years.

The interest of millions of TV viewers in Belarus, Russia and Ukraine, visitors to the website www.fest-sbv.by and subscribers of @festivalvitebsk, who root for the participants of two international vocal contests, follow the broadcasts from the International Press Centre and watch concert programmes, proves that “Slavianski Bazaar in Vitebsk” is a long-awaited annual music event.

Why is it productive to cooperate with our festival?

- examples of long-term cooperation with partners;
- great interest of the audience at more than 15 venues in the city, TV viewers, visitors to the website www.fest-sbv.by and subscribers of @festivalvitebsk;
- advertising for the brand not only in the form of dynamic and static banners in the auditoriums of the Summer Amphitheater and Concert Hall “Vitebsk”, on the website www.fest-sbv.by and in new media, but also the possibility of creative support of the partner and the formation of increased attention of our viewers and subscribers and your potential customers;
- qualified support of partners from the zero cycle to the final of the advertising campaign.

The basic advertising package is presented in three categories – partner, official partner and general partner. You can get acquainted with the details in the attached presentation. Adhering to the principles of openness and mutual respect, each status must be confirmed by a list of certain services for the amount of the selected package. Then, on its basis, if necessary, additional exclusive positions are worked out, an individual advertising script is drawn up and an agreement for the transfer of funds, the provision of goods or services is concluded.

The possibilities of advertising activities are limited only by your desires!

GENERAL PARTNER

*The contribution of \$36 000 and more
(cash, goods and/or services)*

1.	Placement of the media content with the logo of the General Partner, provided according to the technical specification, on the LED display at the end face of the stage of the Summer Amphitheater	12 000
2.	Non-static video display of the media content with the logo of the General Partner (the end face of the stage) in the broadcasts of the main events at the Summer Amphitheater by TV companies of Belarus, Russia, Ukraine	

3.	Placement of the media content with the logo of the General Partner, provided according to the technical specification, on LED constructions in terms of the stage area of Concert Hall “Vitebsk”	8 500
4.	Non-static video display of the media content with the logo of the General Partner on LED constructions in terms of the stage area of Concert Hall “Vitebsk” in the broadcasts of TV companies of Belarus, on the website www.fest-sbv.by and in the official communities of the festival in new media	
5.	Placement of the logo of the General Partner on the press wall in the International Press Center (press conferences, the programmes “Star Hour”, presentations and other)	7 500
6.	Non-static video display of the logo of the General Partner on the press wall in the International Press Center (press conferences, the programmes “Star Hour”, presentations and other) in the broadcasts on the website www.fest-sbv.by , in the official communities of the festival in new media, and also in the materials of accredited media representatives	
7.	Demonstration of the logo of the General Partner on LED screens (left and right stage portal) during concerts at the Summer Amphitheater	7 000
8.	Placement of an advertising banner with the logo of the General Partner (without indicating the requisites) in the auditorium of the Summer Amphitheater: <ul style="list-style-type: none"> • Sector 1, 1,7x4,4 m, double-sided; • 1,1x3,15 m, vertical, left stage portal, to the left of the LED screen. 	6 000 4 000
9.	Placement of the provided logo of the General Partner in the broadcasts from the International Press Center on the website www.fest-sbv.by , in the official communities of the festival in new media	4 000
10.	Announcement of the text with the mention of the General Partner, the manager’s name and a slogan at the Summer Amphitheater, Concert Hall “Vitebsk” and other venues (before and after the festival events).	3 000
11.	A ticker with the mention of the General Partner on the LED arch over the stage of the Summer Amphitheater (up to 10 words, placement – at least 2 times during a concert)	3 000
12.	The right to establish special prizes (the amount should be agreed with the Board of Directors) for laureates and diploma holders of the XXX International Pop Song Performers Contest “Vitebsk-2021” with announcement of awarding special prizes at the press conference dedicated to the results of the Contest	1 500

13.	Accreditation of 4 representatives of the General Partner with the right to attend events (seats at the concert venues are provided) during the days of stay at the International Festival of Arts “Slavianski Bazaar in Vitebsk” (no more than 4 days).	1 200
14.	The right to use official symbols of the International Festival of Arts “Slavianski Bazaar in Vitebsk” (for the period of contractual relations)	1 000
15.	Placement of a static logo of the General Partner on the official website of the International Festival of Arts “Slavianski Bazaar in Vitebsk” with the reference to the advertiser’s website (for the period of contractual relations)	1 000
16.	Mention of the General Partner and the manager’s name during final credits (without indicating the requisites) in the broadcasts of the events at the Summer Amphitheater.	1 000
17.	Placement of the logo of the General Partner on the back side of the accreditation badge for the festival participants	900
18.	Placement of the logo of the General Partner on the tickets for the Festival events (5 ticket operators in Belarus, Latvia, Lithuania and Estonia)	700
19.	Accommodation in the hotel (3* category, 1 suite, 1 single room, 1 double room) for 4 days (for non-resident representatives)	600
20.	Placement of the logo of the General Partner in an advertising and information booklet of the Festival	500
21.	Placement of the logo of the General Partner on the concert programmes of the Opening and Closing of the Festival	500
22.	Mention of the General Partner and the manager’s name during final credits (without indicating the requisites) in the broadcasts of the events at Concert Hall “Vitebsk”.	500
23.	Placement of the provided advertising and information products (flyers, calendars, gift coupons, balloons, small flags and others) at the Festival venues (offices in the Board of Directors, the International Press Center, hotels, artists’ rooms and others)	500
24.	Sampling (free distribution of the brand products at one of the projects in agreement with the Board of Directors except the opening concert and gala concert “The Union State invites...”) / tasting / presentation of goods/services	500
25.	Participation of the General Partner in the press conference on the opening of the International Festival of Arts “Slavianski Bazaar in Vitebsk”	500
26.	Publications with hyperlinks in the official communities of the festival on Instagram, OK.ru, vk.com, Facebook	400

27.	Meals for 4 days (according to the norms established for non-resident participants of the Festival)	200
28.	The right to produce lanyards for the participants of the International Festival of Arts “Slavianski Bazaar in Vitebsk” (the cost of producing lanyards is not included in the cost of the package of proposals and is paid by the General Partner independently)	1
29.	Awarding an Honorary diploma to the General Partner by the Board of Directors of the Festival at the honouring ceremony	1

OFFICIAL PARTNER

*The contribution of \$15 500–\$35 000
(cash, goods and/or services)*

1.	Placement of the media content with the logo of the Official Partner, provided according to the technical specification, on the LED display at the end face of the stage of the Summer Amphitheater	12 000
2.	Non-static video display of the media content with the logo of the Official Partner (the end face of the stage) in the broadcasts of the main events at the Summer Amphitheater by TV companies of Belarus, Russia, Ukraine	
3.	Placement of the media content with the logo of the Official Partner, provided according to the technical specification, on LED constructions in terms of the stage area of Concert Hall “Vitebsk”	8 500
4.	Non-static video display of the media content with the logo of the Official Partner on LED constructions in terms of the stage area of Concert Hall “Vitebsk” in the broadcasts of TV companies of Belarus, on the website www.fest-sbv.by and in the official communities of the festival in new media	
5.	Placement of the logo of the Official Partner on the press wall in the International Press Center (press conferences, the programmes “Star Hour”, presentations and other)	6 500
6.	Non-static video display of the logo of the Official Partner on the press wall in the International Press Center (press conferences, the programmes “Star Hour”, presentations and other) in the broadcasts on the website www.fest-sbv.by , in the official communities of the festival in new media, and also in the materials of accredited media representatives	
7.	Demonstration of the logo of the Official Partner on LED screens (left and right stage portal) during concerts at the Summer Amphitheater	5000

8.	Placement of an advertising banner with the logo of the Official Partner (without indicating the requisites) in the auditorium of the Summer Amphitheater: <ul style="list-style-type: none"> • Sector 5, 1,8×3,8 m; • Sector 7, 0,95×4,0 m; • Sector 9, 1,4×2,9 m. 	3000 4000 4000
9.	Announcement of the text with the mention of the Official Partner, the manager's name and a slogan at the Summer Amphitheater, Concert Hall "Vitebsk" and other venues (before and after the festival events).	3000
10.	Placement of the provided logo of the Official Partner in the broadcasts from the International Press Center on the website www.fest-sbv.by , in the official communities of the festival in new media	3000
11.	A ticker with the mention of the Official Partner on the LED arch over the stage of the Summer Amphitheater (up to 10 words, placement – at least 2 times during a concert)	3000
12.	The right to use official symbols of the International Festival of Arts "Slavianski Bazaar in Vitebsk" (for the period of contractual relations)	1000
13.	Placement of a static logo of the Official Partner on the official website of the International Festival of Arts "Slavianski Bazaar in Vitebsk" with the reference to the advertiser's website (for the period of contractual relations)	1000
14.	Mention of the Official Partner and the manager's name during final credits (without indicating the requisites) in the broadcasts of the events at the Summer Amphitheater.	1000
15.	Placement of the logo of the Official Partner on the back side of the accreditation badge for the festival participants	800
16.	Placement of the provided advertising and information products (flyers, calendars, gift coupons, balloons, small flags and others) at the Festival venues (offices in the Board of Directors, the International Press Center, hotels, artists' rooms and others)	500
17.	Accreditation of 3 representatives of the Official Partner with the right to attend events (seats at the Summer Amphitheater are provided) during the days of stay at the International Festival of Arts "Slavianski Bazaar in Vitebsk" (no more than 3 days).	800
18.	Placement of the logo of the Official Partner in an advertising and information booklet of the Festival	500
19.	Placement of the logo of the Official Partner on the concert programmes of the Opening and Closing of the Festival	500

20.	Mention of the Official Partner and the manager's name during final credits (without indicating the requisites) in the broadcasts of the events at Concert Hall "Vitebsk".	500
21.	Sampling (free distribution of the brand products at one of the projects in agreement with the Board of Directors except the opening concert and gala concert "The Union State invites...") / tasting / presentation of goods/services	500
22.	Participation of the Official Partner in the press conference on the opening of the International Festival of Arts "Slavianski Bazaar in Vitebsk"	500
23.	Publications with hyperlinks in the official communities of the festival on Instagram, OK.ru, vk.com, Facebook	400
24.	Accommodation in the hotel (1 suite, 2 single rooms or 1 double room for 2 days) during the Festival (for non-resident partners)	350
25.	Meals for 3 days (according to the norms established for non-resident participants of the Festival)	50
26.	The right to produce lanyards for the participants of the International Festival of Arts "Slavianski Bazaar in Vitebsk" (the cost of producing lanyards is not included in the cost of the package of proposals and is paid by the Official Partner independently)	1
27.	Awarding an Honorary diploma by the Board of Directors of the Festival at the honouring ceremony	1

PARTNER

The contribution of \$5 000–\$15 000

(cash, goods and/or services)

1.	Placement of the logo of the Partner on the press wall in the International Press Center (press conferences, the programmes "Star Hour", presentations and other)	4 500
2.	Non-static video display of the logo of the Partner on the press wall in the International Press Center (press conferences, the programmes "Star Hour", presentations and other) in the broadcasts on the website www.fest-sbv.by , in the official communities of the festival in new media, and also in the materials of accredited media representatives	
3.	Placement of an advertising banner with the logo of the Partner (without indicating the requisites) in the auditorium of the Summer Amphitheater: <ul style="list-style-type: none"> • Sector 4 • Sector 10 	3000 4000

4.	Announcement of the text with the mention of the Partner, the manager's name and a slogan at the Summer Amphitheater, Concert Hall "Vitebsk" and other venues (before and after the festival events)	3000
5.	The right to use official symbols of the International Festival of Arts "Slavianski Bazaar in Vitebsk" (for the period of contractual relations)	1000
6.	Placement of a static logo of the Partner on the official website of the International Festival of Arts "Slavianski Bazaar in Vitebsk" with the reference to the advertiser's website (for the period of contractual relations)	1000
7.	Mention of the Partner and the manager's name during final credits (without indicating the requisites) in the broadcasts of the events at the Summer Amphitheater.	1000
8.	Placement of the provided advertising and information products of the Partner (flyers, calendars, gift coupons, balloons, small flags and others) at the Festival venues (offices in the Board of Directors, the International Press Center, hotels, artists' rooms and others)	500
9.	Placement of the logo of the Partner in an advertising and information booklet of the Festival	500
10.	Placement of the logo of the Partner on the concert programmes of the Opening and Closing of the Festival	500
11.	Mention of the Partner and the manager's name during final credits (without indicating the requisites) in the broadcasts of the events at Concert Hall "Vitebsk".	500
12.	Participation of the Partner in the press conference on the opening of the International Festival of Arts "Slavianski Bazaar in Vitebsk"	500
13.	Publications with hyperlinks in the official communities of the festival on Instagram, OK.ru, vk.com, Facebook	400
14.	Accreditation of 2 representatives of the Partner with the right to attend events (seats are not provided) during the days of stay at the International Festival of Arts "Slavianski Bazaar in Vitebsk"	300
15.	Awarding an Honorary diploma to the Partner by the Board of Directors of the Festival at the honouring ceremony	1

EXCLUSIVE PARTNER OF THE PROJECT/VENUE

*The contribution of \$10 000
(cash, goods and/or services)*

A unique proposal for companies that are interested in presenting goods and services to a specific target audience. It includes the possibility of promotion within projects

“Theatre Meetings”, “Festival Without Borders”, “Puppet Quarter”, International Children Music Contest “Vitebsk”, Street Art Fest “On the Seven Winds”, Youth Day, Festival of choral music “Slaviansky Blagovest” and/or venues – Concert Hall “Vitebsk” (and the surrounding area), Yakub Kolas National Academic Drama Theatre, Vitebsk Regional Philharmonic, Belarusian Theatre “Lyalka”, Victory Square, Central sports complex, Soviet Army cultural recreation complex.

A feature of the proposal is a fixed amount both for a cash contribution and for combining parts of a cash contribution and the provision of goods and services. It is possible to change advertising positions in accordance with the marketing objectives of the Partner and draw up an individual advertising script.

1.	Placement of the logo of the Partner in the design of the project/venue (stage area, auditorium, photo zones and others).	3 500
2.	Non-static video display of the logo of the Partner in the design of the project/venue (stage area, auditorium, photo zones and others) in the official communities of the festival in new media, photo materials on the website www.fest-sbv.by and accredited media representatives	
3.	Announcement of the text with the mention of the Partner, the manager’s name and a slogan at all the festival events of the project/venue.	1 500
4.	The right to carry out promotions/tasting/presentations of goods/services during the events of the project/venue	1 300
5.	The right to use official symbols of the International Festival of Arts “Slavianski Bazaar in Vitebsk” (for the period of contractual relations)	1 000
6.	Placement of a static logo of the Partner on the official website of the International Festival of Arts “Slavianski Bazaar in Vitebsk” with the reference to the advertiser’s website (for the period of contractual relations)	1 000
7.	Placement of the provided advertising and information products of the Partner (flyers, calendars, gift coupons, balloons, small flags and others) at the venue of the project	500
8.	Placement of the logo of the Partner in an advertising and information booklet of the Festival on the page of the project/venue	500
9.	Mention of the Partner with hyperlinks in the publications on the events of the project/venue in the official communities of the festival on Instagram, OK.ru, vk.com, Facebook	400
10.	Accreditation of 2 representatives of the Partner with the right to attend events (seats are not provided) during the days of stay at the International Festival of Arts “Slavianski Bazaar in Vitebsk”	300
11.	Awarding an Honorary diploma to the Partner by the Board of Directors of the Festival at the honouring ceremony	1