

PARTNERSHIP PROPOSAL

XXX

International
Festival of Arts

“SLAVIANSKI BAZAAR
IN VITEBSK”

July 15-18, 2021

www.gck.by
www.fest-sbv.by

#славянскийбазар
#festivalvitebsk



The basic advertising package is presented in three categories – partner, official partner and general partner.

Adhering to the principles of openness in working with partners, each status must be confirmed by a list of certain services for the amount of the selected package. It is possible to work out additional exclusive positions, and after that an individual advertising script is drawn up and an agreement is concluded.

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

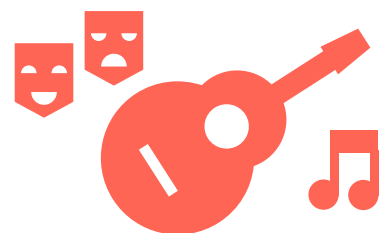


The International Festival of Arts
“Slavianski Bazaar in Vitebsk”

has been a landmark event for thirty years. Representatives of more than 80 countries of the world and five continents took part in the festival.

The interest of millions of TV viewers in Armenia, Belarus, Russia, Ukraine, visitors to the website www.fest-sbv.by and subscribers of @festivalvitebsk, who root for the participants of two international 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.





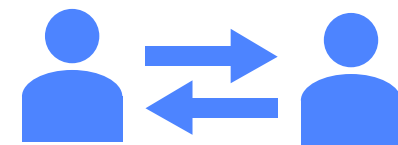
100+

events in the festival
programme



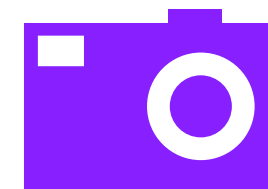
15+

venues



30+

sponsors and partners
last year



330+

press
representatives



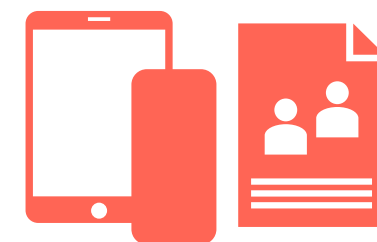
6 222

seats
in the Summer Amphitheater

((the largest outdoor concert
venue in the country))

10 REASONS

reasons to become
a partner
of the festival*



All kinds of
information channels
(television, internet, printing,
outdoor advertising,
etc.)



67 500+

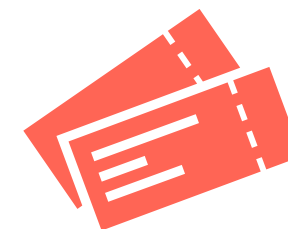
viewers
in challenging 2020



7 500 000+

views of broadcasts
on the Internet

*data according
to the results of the
XXIX International
Festival of Arts
"SLAVIANSKI BAZAAR
IN VITEBSK"



5

ticket operators
in Belarus, Latvia,
Lithuania, Estonia



Visa-free entry
for foreign viewers

FESTIVAL VENUES



**SUMMER
AMPHITHEATER**

**SQUARE
OF STARS**





CONCERT HALL “VITEBSK”



**OUTDOOR
AND INDOOR
VENUES**



VITEBSK REGIONAL PHILHARMONIC

“FESTIVAL WITHOUT BORDERS”

**YAKUB KOLAS
NATIONAL
ACADEMIC
DRAMA THEATRE**
“THEATRE MEETINGS”





SOVIET ARMY CULTURAL RECREATION COMPLEX



**VICTORY
SQUARE**

STREET ART FEST “ON THE SEVEN WINDS”



130+ VOLUNTEERS



WE ARE IN THE INFORMATION SPACE SOCIAL MEDIA



14 600 +



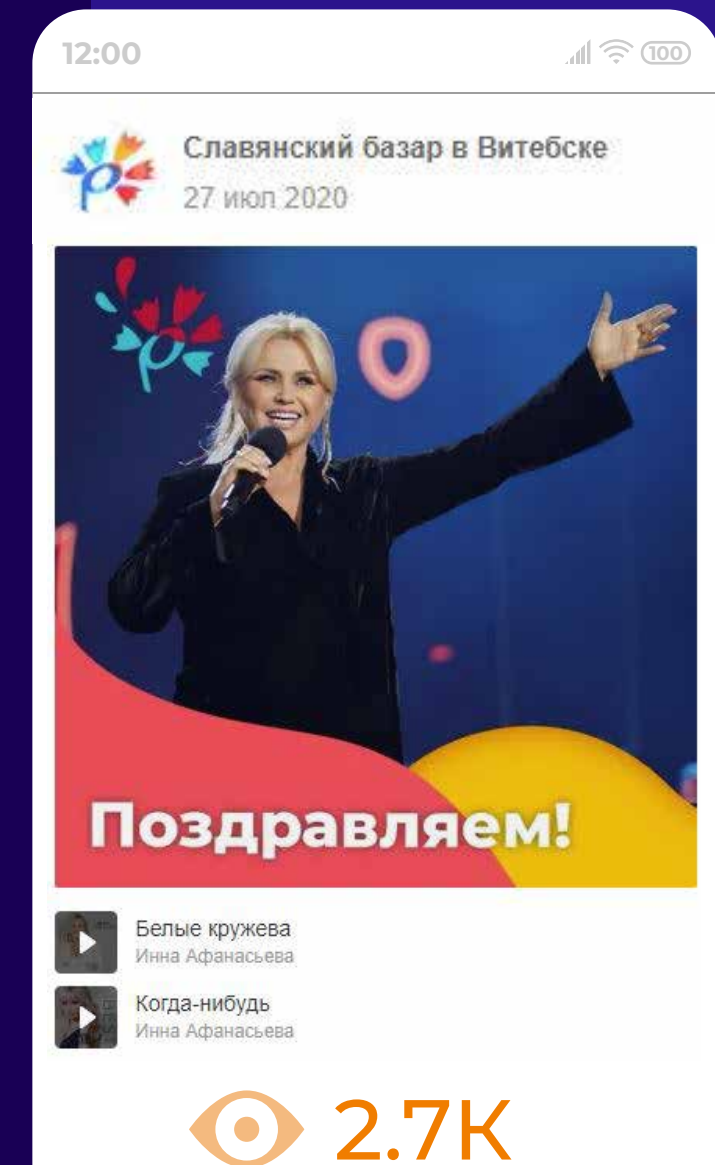
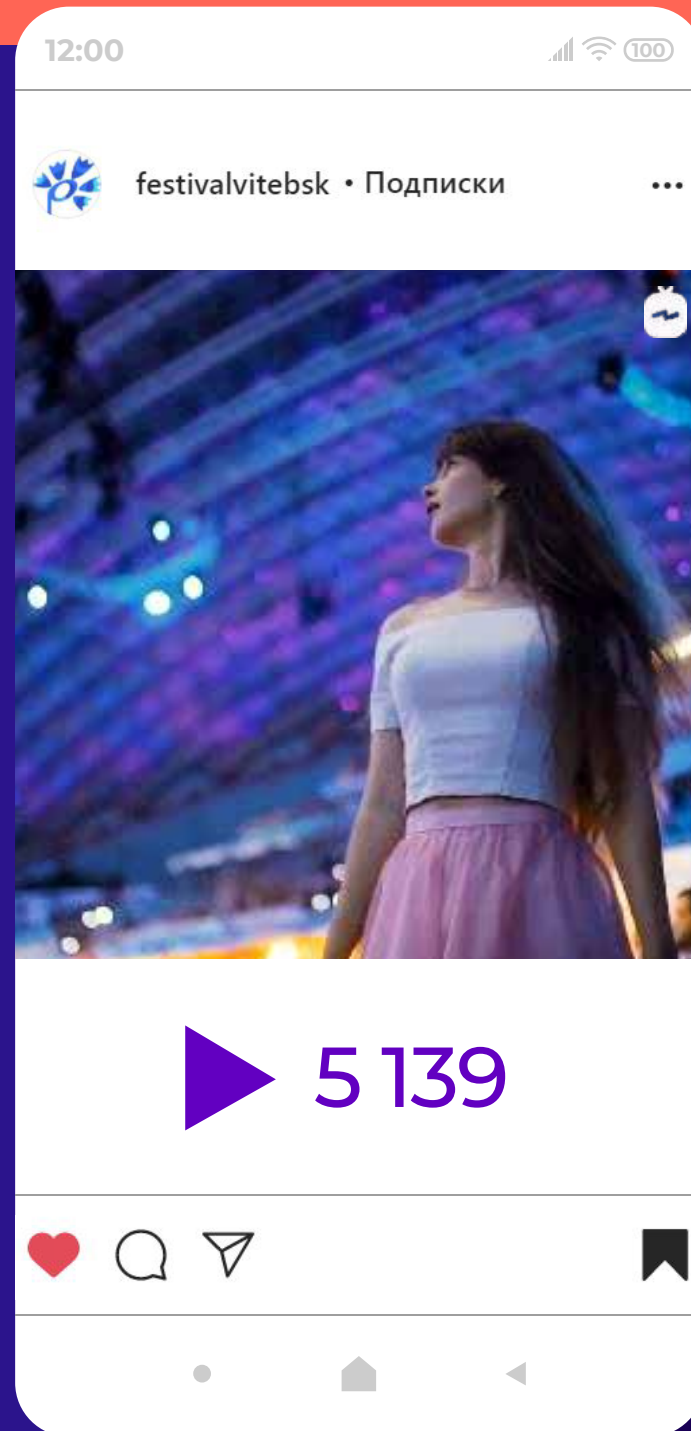
18 900 +



8 600 +



2 800 +



FORMATS OF COOPERATION

General Partner

\$36 000 and more
(cash, goods and/or services)

- The right to use official symbols of the festival
- Participation in gala events, concerts and ceremonies
- Full support of 4 representatives of the company (accreditation, accommodation, the right to attend events)
- 5 advertising spots in the Summer Amphitheater (LED display at the end face of the stage and on stage portals, a ticker on the LED arch, 2 static banners)
- Sampling and possibility of holding a special event by the Partner
- Placement on all printed materials (booklet, tickets, press-wall, badge, other information materials)
- The right to produce lanyards for all accredited participants
- Advertising in mass media and in the online space
- Awarding an Honorary diploma by the Board of Directors of the Festival



Official Partner

\$15 500–\$35 000

(cash, goods and/or services)

- The right to use official symbols of the festival
- Participation in gala events, concerts and ceremonies
- Support of 3 representatives of the company (accreditation, accommodation, the right to attend events)
- 5 advertising spots in the Summer Amphitheater (LED display at the end face of the stage and on stage portals, a ticker on the LED arch, 2 static banners)
- Sampling
- Placement on printed materials (booklet, press-wall, badge, other information materials)
- The right to produce lanyards for all accredited participants
- Advertising in mass media and in the online space
- Awarding an Honorary diploma by the Board of Directors of the Festival

Partner

\$5 000–\$15 000

(cash, goods and/or services)

- The right to use official symbols of the festival
- Accreditation of 2 representatives of the company with the right to attend events
- 1 advertising spot in the Summer Amphitheater (1 static banner)
- Placement on printed materials (booklet, press-wall, other information materials)
- Advertising in mass media and in the online space
- Awarding an Honorary diploma by the Board of Directors of the Festival

Exclusive partner of the project/venue

\$10 000

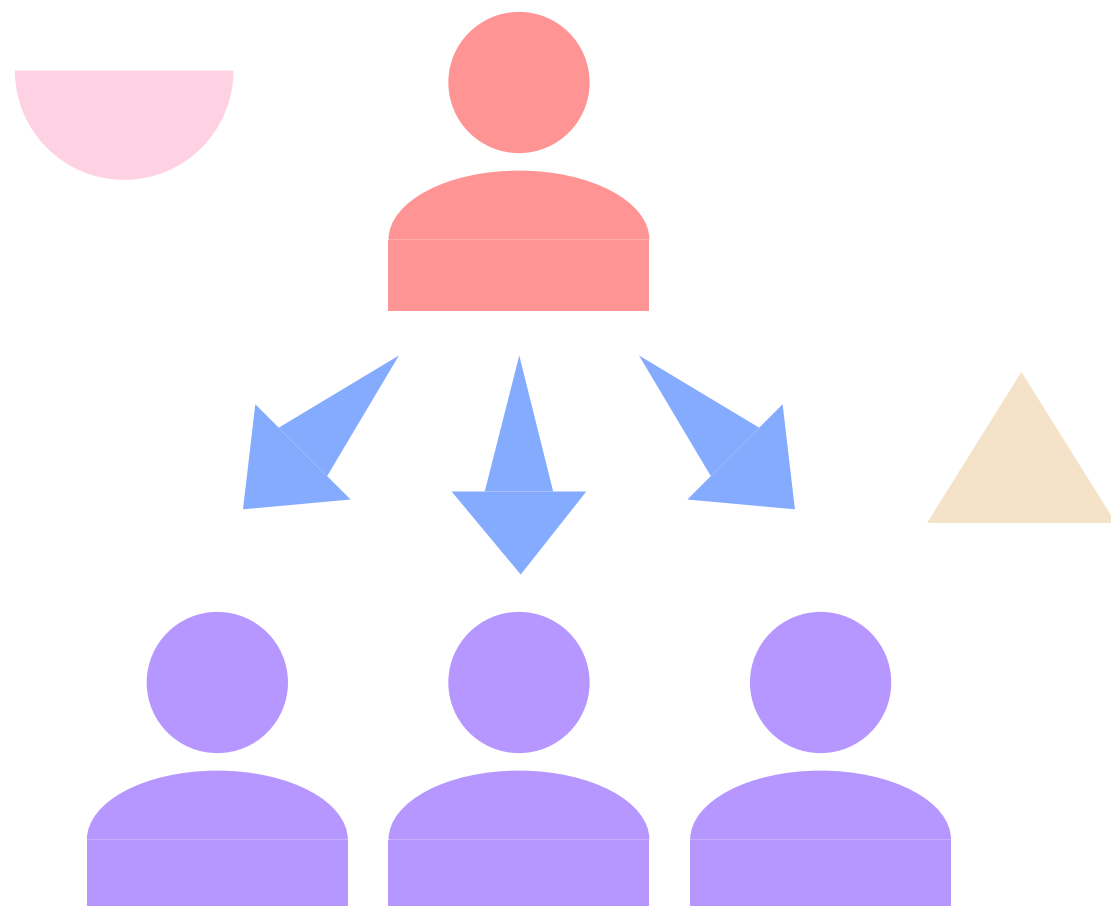
(cash, goods and/or services)

- The right to use official symbols of the festival
- Accreditation of 2 representatives of the company with the right to attend events
- Placement on printed materials (booklet, other information materials)
- Advertising in mass media and in the online space
- Awarding an Honorary diploma by the Board of Directors of the Festival

A unique proposal for companies that are interested in presenting goods and services to a specific target audience.

It includes the possibility of promotion:

- in 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”
- at 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.





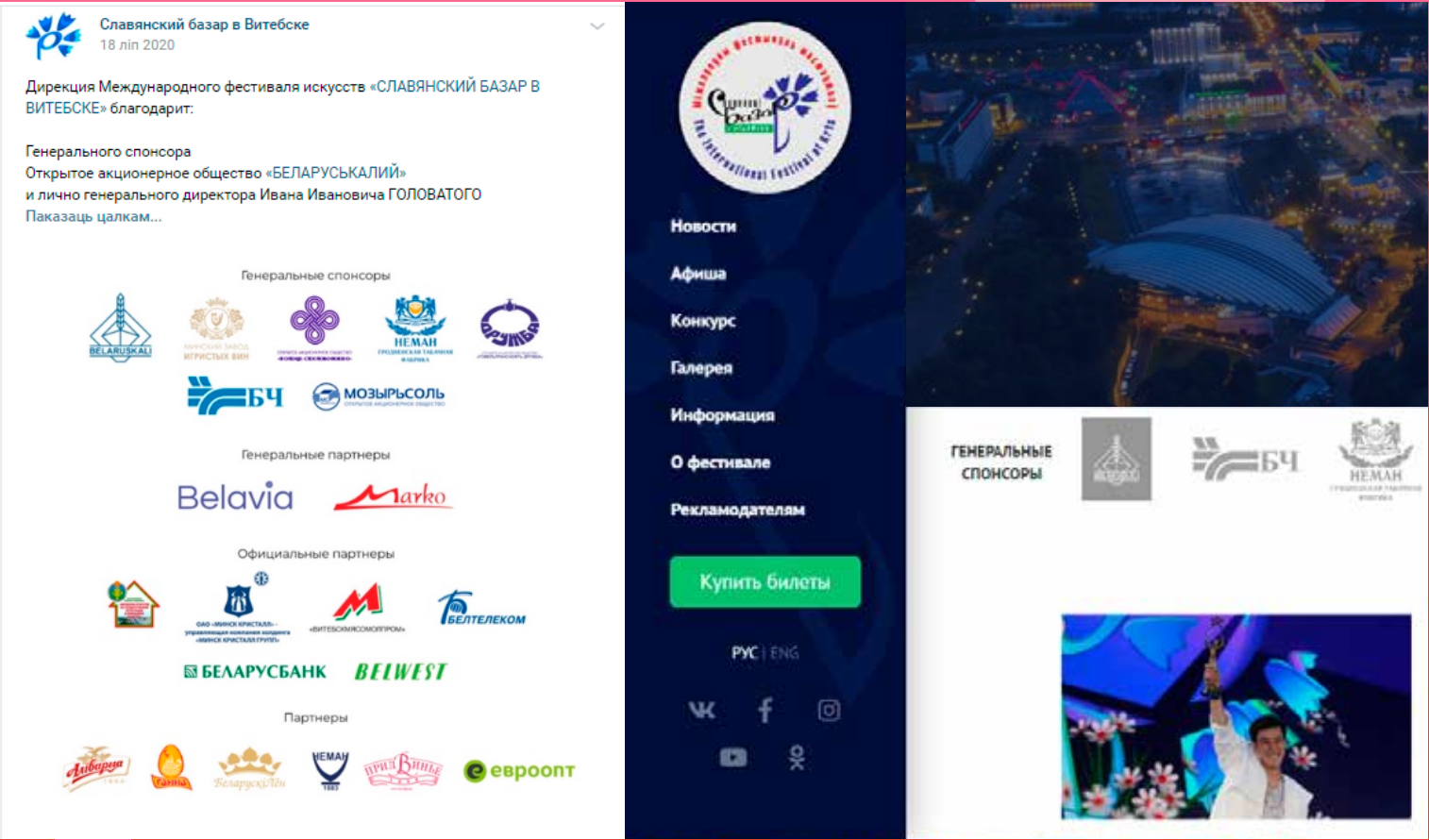
DYNAMIC AND STATIC BANNERS



LED SCREENS



ADVERTISING IN THE BROADCASTS FROM THE INTERNATIONAL PRESS CENTRE



It's important to know that
the International Festival of Arts
“Slavianski Bazaar in Vitebsk”
is the favorite project of the team,
which is working on it sincerely
and in full force.

WE INVITE YOU TO MAKE IT BETTER!
WE INVITE YOU TO DO IT TOGETHER!

**STATE INSTITUTION “CENTRE OF CULTURE “VITEBSK” –
BOARD OF DIRECTORS OF THE INTERNATIONAL FESTIVAL OF ARTS “SLAVIANSKI BAZAAR IN VITEBSK”**

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