

AGREED BY
Minister of Culture
The Republic of Belarus

AGREED BY
Deputy Chairman of the
Vitebsk Oblast Executive
Committee

APPROVED BY
Director General
State Institution “Centre of
Culture “Vitebsk”

_____ Yuri Bondar

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«__» _____ 2019

«__» _____ 2019

«__» _____ 2019

**A SET OF PROPOSALS
for advertising and other services
at XXIX International Festival of Arts
“Slavianski Bazaar in Vitebsk”**

**GENERAL PARTNER
of XXIX International Festival of Arts
“Slavianski Bazaar in Vitebsk”**

The contribution of 50 000 \$ and more
(cash, goods or services)

1. *Official events*

- The right to use official symbols of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk” (for the period of contractual relations);
- Participation in the press conference on the opening of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Awarding an Honorary diploma by the Board of Directors of the Festival;
- The right to establish special prizes (the amount of the prize is not to be lower than 3 000 \$) for laureates and diploma holders of the XXIX International Pop Song Performers Contest “Vitebsk-2020” with announcement of awarding special prizes at the press conference and at the closing ceremony of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Accreditation of 4 representatives with the right to attend events at the Summer Amphitheater during the days of stay at the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Accommodation in the hotel (3* category, 1 suite, 1 single room, 1 double room, for 4 days) during the days of stay at the Festival (for non-resident partners of the Festival);
- Meals for 4 days (according to the norms established for non-resident participants of the Festival);

- Providing 4 seats in the Summer Amphitheater at the events during the days of stay (no more than 4 days).

2. *Outdoor advertising*

- Placement of the media content with the Customer's logo, provided according to the technical specification, on the LED display at the end face of the stage of the Summer Amphitheater;
- Demonstration of a logo on LED screens (left and right stage portal) during concerts;
- A ticker indicating 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);
- Placement of a vertical banner with the Customer's logo (1,10x3,15 m, (left stage portal to the left of the LED screen);
- Placement of an advertising banner in the auditorium of the Summer Amphitheater (Sector 1, 1,70x4,40 m, double-sided);

Special conditions: if there are several proposals for this category, the priority of location of advertising logos at the end face of the stage will be determined by opening the envelopes in the presence of the representatives of the advertisers.

3. *Integrated Marketing Communications*

- Sampling (free distribution of presentation products at one of the concerts by agreement with the Board of Directors of the Festival, except the opening concert of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”);
- The right to produce lanyards for the participants of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Announcement of the text with the mention of an organization and its head's name at the Summer Amphitheater (before and after all the festival events).

4. *Advertising in the online space*

- Static mention on the official website of the International Festival of Arts “Slavianski Bazaar in Vitebsk” with the reference to the advertiser's website;
- Publications with hyperlinks in the official communities of the festival on social networks Instagram, Facebook, VKontakte, OK.ru.

5. *Advertising in mass media*

- Non-static video display of an advertising logo (the end face of the stage) in the broadcasts of the main events at the Summer Amphitheater by TV companies of Belarus, Russia;
- Final credits (without indicating the requisites, except for the name) in the broadcasts of the events at the Summer Amphitheater;
- A ticker (up to 10 words) in the broadcasts of the main events at the Summer Amphitheater by TV companies of Belarus (when making an additional contract with special conditions with Belteleradiocompany).

6. *Printing products*

- Placing the Customer's logo in an advertising and information booklet of the Festival;
- Placing a logo on the press wall in the International Press Center (press conferences, the programme "Star Hour", presentations and other);
- Placement of advertising and information products at the Festival venues (the International Press Center, Press Conference Hall, hotels, artists' rooms, the art bar);
- Placing a logo on the tickets for the Festival events sold by an e-ticket sales operator;
- Placing a logo on the concert programmes of the Opening and Closing of the Festival.

**OFFICIAL PARTNER
of XXIX International Festival of Arts
“Slavianski Bazaar in Vitebsk”**

Category 1: the contribution of 35 000 \$ and more
(cash, goods or services)

1. *Official events*

- The right to use official symbols of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk” (for the period of contractual relations);
- Participation in the press conference on the opening of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Awarding an Honorary diploma by the Board of Directors of the Festival;
- The right to establish special prizes (the amount of the prize is not to be lower than 3 000 \$) for laureates and diploma holders of the XXIX International Pop Song Performers Contest “Vitebsk-2020” with announcement of awarding special prizes at the press conference and at the closing ceremony of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Accreditation of 3 representatives with the right to attend events at the Summer Amphitheater during the days of stay at the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Accommodation in the hotel (3* category, 1 suite, 2 single rooms, for 3 days) during the Festival (for non-resident partners of the Festival);
- Meals for 3 days (according to the norms established for non-resident participants of the Festival);
- Providing 3 seats in the Summer Amphitheater at the events during the days of stay (no more than 3 days).

2. *Outdoor advertising*

- Placement of the media content with the Customer’s logo, provided according to the technical specification, on the LED display at the end face of the stage of the Summer Amphitheater;
- Demonstration of a logo on LED screens (left and right stage portal) during concerts;
- A ticker indicating 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);
- Placement of an advertising banner in the auditorium of the Summer Amphitheater (Sector 7, 1,95x4,0 m);
- Placement of a vertical banner with the Customer’s logo (1,10x3,15 m, (left stage portal to the left of the LED screens).

Special conditions: if there are several proposals for this category, the priority of location of advertising logos at the end face of the stage will be determined by opening the envelopes in the presence of the representatives of the advertisers.

3. Integrated Marketing Communications

- Sampling (free distribution of presentation products at one of the concerts by agreement with the Board of Directors of the Festival, except the opening concert of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”).

4. Advertising in the online space

- Static mention on the official website of the International Festival of Arts “Slavianski Bazaar in Vitebsk” with the reference to the advertiser’s website;
- Publications with hyperlinks in the official communities of the festival on social networks Instagram, Facebook, VKontakte, OK.ru.

5. Advertising in mass media

- Non-static video display of an advertising logo (the end face of the stage) in the broadcasts of the main events at the Summer Amphitheater by TV companies of Belarus, Russia;
- Final credits (without indicating the requisites, except for the name) in the broadcasts of the events at the Summer Amphitheater;
- A ticker (up to 10 words) in the broadcasts of the main events at the Summer Amphitheater by TV companies of Belarus (when making an additional contract with special conditions with Beltelecompagny).

6. Printing products

- Placing the Customer’s logo in an advertising and information booklet of the Festival;
- Placing a logo on the press wall in the International Press Center (press conferences, the programme “Star Hour”, presentations and other);
- Placement of advertising and information products at the Festival venues (the International Press Center, Press Conference Hall, hotels, artists’ rooms, the art bar);
- Placing a logo on the concert programmes of the Opening and Closing of the Festival.

**OFFICIAL PARTNER
of XXIX International Festival of Arts
“Slavianski Bazaar in Vitebsk”**

Category 2: the contribution of 25 000 \$ and more
(cash, goods or services)

1. *Official events*

- The right to use official symbols of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk” (for the period of contractual relations);
- Participation in the press conference on the opening of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Awarding an Honorary diploma by the Board of Directors of the Festival;
- The right to establish special prizes (the amount of the prize is not to be lower than 3 000 \$) for laureates and diploma holders of the XXIX International Pop Song Performers Contest “Vitebsk-2020” with announcement of awarding special prizes at the press conference and at the closing ceremony of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Accreditation of 2 representatives with the right to attend events at the Summer Amphitheater during the days of stay at the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Accommodation in the hotel (1 suite, 1 single room, for 2 days) during the Festival (for non-resident partners of the Festival);
- Meals for 2 days (according to the norms established for non-resident participants of the Festival);
- Providing 2 seats in the Summer Amphitheater at the events during the days of stay (no more than 2 days).

2. *Outdoor advertising*

- Placement of the media content with the Customer’s logo, provided according to the technical specification, on the LED display at the end face of the stage of the Summer Amphitheater;
- Demonstration of a logo on LED screens (left and right stage portal) during concerts;
- A ticker indicating 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);
- Placement of an advertising banner in the auditorium of the Summer Amphitheater (Sector 5, 1,8×3,8 m; Sector 9, 1,4x2,9 m).

Special conditions: if there are several proposals for this category, the priority of location of advertising logos at the end face of the stage will be determined by opening the envelopes in the presence of the representatives of the advertisers.

3. Integrated Marketing Communications

- Sampling (free distribution of presentation products at one of the concerts by agreement with the Board of Directors of the Festival, except the opening concert of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”).

4. Advertising in the online space

- Static mention on the official website of the International Festival of Arts “Slavianski Bazaar in Vitebsk” with the reference to the advertiser’s website;
- Publications with hyperlinks in the official communities of the festival on social networks Instagram, Facebook, VKontakte, OK.ru.

5. Advertising in mass media

- Non-static video display of an advertising logo (the end face of the stage) in the broadcasts of the main events at the Summer Amphitheater by TV companies of Belarus, Russia;
- Final credits (without indicating the requisites, except for the name) in the broadcasts of the events at the Summer Amphitheater;
- A ticker (up to 10 words) in the broadcasts of the main events at the Summer Amphitheater by TV companies of Belarus (when making an additional contract with special conditions with Beltelecomcompany).

6. Printing products

- Placing the Customer’s logo in an advertising and information booklet of the Festival;
- Placing a logo on the press wall in the International Press Center (press conferences, the programme “Star Hour”, presentations and other);
- Placement of advertising and information products at the Festival venues (the International Press Center, Press Conference Hall, hotels, artists’ rooms, the art bar);
- Placing a logo on the concert programmes of the Opening and Closing of the Festival.

PARTNER
of XXIX International Festival of Arts
“Slavianski Bazaar in Vitebsk”

Category 1: the contribution of 20 000 \$ and more
(cash, goods or services)

1. *Official events*

- The right to use official symbols of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk” (for the period of contractual relations);
- Participation in the press conference on the opening of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Awarding an Honorary diploma by the Board of Directors of the Festival;
- The right to establish special prizes (the amount of the prize is not to be lower than 3 000 \$) for laureates and diploma holders of the XXIX International Pop Song Performers Contest “Vitebsk-2020” with announcement of awarding special prizes at the press conference and at the closing ceremony of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Accreditation of 2 representatives with the right to attend events at the Summer Amphitheater during the days of stay at the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Accommodation in the hotel (1 semi-suite, 1 single room, for 2 days) during the Festival (for non-resident partners of the Festival);
- Meals for 2 days (according to the norms established for non-resident participants of the Festival);
- Providing 2 seats in the Summer Amphitheater at the events during the days of stay (no more than 2 days).

2. *Outdoor advertising*

- Placement of the media content with the Customer’s logo, provided according to the technical specification, on the LED display at the end face of the stage of the Summer Amphitheater;
- Demonstration of a logo on LED screens (left and right stage portal) during concerts;
- A ticker indicating the Partner on the LED arch over the stage of the Summer Amphitheater (up to 10 words, placement – at least 2 times during a concert);
- Placement of an advertising banner in the auditorium of the Summer Amphitheater (Sector 5, 1,8×3,8 m).

Special conditions: if there are several proposals for this category, the priority of location of advertising logos at the end face of the stage will be determined by opening the envelopes in the presence of the representatives of the advertisers.

3. Integrated Marketing Communications

- Sampling (free distribution of presentation products at one of the concerts by agreement with the Board of Directors of the Festival, except the opening concert of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”).

4. Advertising in the online space

- Static mention on the official website of the International Festival of Arts “Slavianski Bazaar in Vitebsk” with the reference to the advertiser’s website;
- Publications with hyperlinks in the official communities of the festival on social networks Instagram, Facebook, VKontakte, OK.ru.

5. Advertising in mass media

- Non-static video display of an advertising logo (the end face of the stage) in the broadcasts of the main events at the Summer Amphitheater by TV companies of Belarus, Russia;
- Final credits (without indicating the requisites, except for the name) in the broadcasts of the events at the Summer Amphitheater;
- A ticker (up to 10 words) in the broadcasts of the main events at the Summer Amphitheater by TV companies of Belarus (when making an additional contract with special conditions with Beltelecom).

6. Printing products

- Placing the Customer’s logo in an advertising and information booklet of the Festival;
- Placing a logo on the press wall in the International Press Center (press conferences, the programme “Star Hour”, presentations and other);
- Placement of advertising and information products at the Festival venues (the International Press Center, Press Conference Hall, hotels, artists’ rooms, the art bar);
- Placing a logo on the concert programmes of the Opening and Closing of the Festival.

PARTNER
of XXIX International Festival of Arts
“Slavianski Bazaar in Vitebsk”

Category 2: the contribution of 18 000 \$ and more
 (cash, goods or services)

1. Official events

- The right to use official symbols of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk” (for the period of contractual relations);
- Participation in the press conference on the opening of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Awarding an Honorary diploma by the Board of Directors of the Festival;
- The right to establish special prizes (the amount of the prize is not to be lower than 3 000 \$) for laureates and diploma holders of the XXIX International Pop Song Performers Contest “Vitebsk-2020” with announcement of awarding special prizes at the press conference and at the closing ceremony of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Accreditation of 2 representatives with the right to attend events at the Summer Amphitheater during the days of stay at the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Providing 2 seats in the Summer Amphitheater at the events during the days of stay (no more than 2 days).

2. Outdoor advertising

- Placement of an advertising banner in the auditorium of the Summer Amphitheater (Sector 5, 1,8×3,8 m).

3. Advertising in the online space

- Static mention on the official website of the International Festival of Arts “Slavianski Bazaar in Vitebsk” with the reference to the advertiser’s website;
- Publications with hyperlinks in the official communities of the festival on social networks Instagram, Facebook, VKontakte, OK.ru.

4. Advertising in mass media

- Final credits (without indicating the requisites, except for the name) in the broadcasts of the events at the Summer Amphitheater.

5. Printing products

- Placing the Customer’s logo in an advertising and information booklet of the Festival;

- Placing a logo on the press wall in the International Press Center (press conferences, the programme “Star Hour”, presentations and other);
- Placement of advertising and information products at the Festival venues (the International Press Center, Press Conference Hall, hotels, artists’ rooms, the art bar);
- Placing a logo on the concert programmes of the Opening and Closing of the Festival.

PARTNER
of XXIX International Festival of Arts
“Slavianski Bazaar in Vitebsk”

Category 3: the contribution of 12 000 \$ and more
(cash, goods or services)

1. *Official events*

- Participation in the press conference on the opening of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Awarding an Honorary diploma by the Board of Directors of the Festival;
- Accreditation of 2 representatives with the right to attend events at the Summer Amphitheater during the days of stay at the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”.

2. *Outdoor advertising*

- Placement of an advertising banner (without indicating the requisites) in the auditorium of the Summer Amphitheater (Sector 4, 1,40x2,50 m).

3. *Advertising in mass media*

- Final credits (without indicating the requisites, except for the name) in the broadcasts of the events at the Summer Amphitheater.

4. *Printing products*

- Placing the Customer’s logo in an advertising and information booklet of the Festival;
- Placing a logo on the concert programmes of the Opening and Closing of the Festival.

PARTNER
of XXIX International Festival of Arts
“Slavianski Bazaar in Vitebsk”

Category 4: the contribution of 8 000 \$ and more
(cash, goods or services)

1. *Official events*

- Participation in the press conference on the opening of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”;
- Awarding an Honorary diploma by the Board of Directors of the Festival;
- Accreditation of 2 representatives with the right to attend events at the Summer Amphitheater during the days of stay at the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”.

2. *Outdoor advertising*

- Placement of an advertising banner (without indicating the requisites) in the auditorium of the Summer Amphitheater (Sector 10, 1,80x3,8 m).

3. *Printing products*

- Placing a logo on the concert programmes of the Opening and Closing of the Festival.

PARTNER OF THE PROJECT/INFORMATION PARTNER

(“Theatre Meetings”, “Puppet Quarter”, Street Art Festival “On the Seven Winds”, XXIX International Pop Song Performers Contest “Vitebsk-2020”, XVIII International Children Music Contest “Vitebsk-2020”, exhibition programme and others)

Up to 5 000 \$ (cash, goods or services)

1. Official events

- Awarding an Honorary diploma by the Board of Directors of the Festival;
- Accreditation of 2 representatives with the right to attend events of the XXIX International Festival of Arts “Slavianski Bazaar in Vitebsk”.

2. Integrated Marketing Communications

- Advertising installation / the Customer’s banner on the venue of the project;

3. Printing products

- Placing the Customer's logo on the project poster;

NOTE:

The proposed package of advertising services is basic. By agreement of the parties, changes and additions are possible in the list and number of the proposed advertising and other services.