



TALENT'S TREES

FOUNDATION **STOYAN KAMBAREV**

DONATE A CHRISTMAS TREE

DECORATE SOFIA + SUPPORT A TALENT

GIVE LIFE TO A NEW CONIFEROUS FOREST

www.kambarev.org

TALENT'S TREES 2022 **BUSINESSES IN SUPPORT OF YOUNG TALENTS**

Stoyan Kambarev Art Foundation's Charitable Environmental & Social campaign in partnership with Sofia Municipality

Part of the Sofia and Burgas Decorations
Campaign for the Holidays

**DONATE A CHRISTMAS TREE. DECORATE SOFIA. SUPPORT A TALENT
GIVE LIFE TO A NEW FOREST**

**After the impressive success of the last 3 editions of the
campaign, the board of directors are pleased to announce that it
has become a tradition and a national event. We hope that each
year our noble cause will continue grow with more cities coming
on board.**

Short film about the campaign 2019

<https://www.youtube.com/watch?v=zIMl-ko5VV0>

Photos from the campaign, The Christmas Trees of Talent,
visions and signs with Christmas wishes

<http://kambarev.com/bg/gallery/events/61>

THE IDEA

The project's idea is that companies or individuals can purchase and decorate in the form of a donation to the Foundation a Christmas tree, the funds from which will be used to support young talents from disadvantaged families with more than two children and the young talents of the Foundation.

All trees (about 200 cm. high) will be placed in identical large dark brown knitted pots. The pots will be decorated by the participating companies or by young artists, who are part of the Stoyan Kambarev Art Foundation.

Elegant corporate elements, like recognizable colors of the respective brand, will be incorporated in the decorations. Each company can also write a short festive wish on a sign (A4 dimensions), which will be placed on the Christmas tree, with the name and logo of the company.

PLACE

The Christmas trees will be arranged around the National Palace of Culture, near the Christmas tree of Sofia Municipality, traditionally lit by the Mayor of Sofia on December 1, before the annual Christmas concert, attended by many locals and official guests of the city.

TIME

The trees will be displayed around the National Palace of Culture during the following period: **01.12.2021 - 30.01.2022.**

The annual Christmas concert will be held on **01.12.2021**
(Of course, with permission for public events)

SOCIAL ELEMENT

Each of the selected children will receive a one-year creative scholarship that will cover the family's needs to continue the gifted child to develop in the art of his choice.

After the concert, and at a special event, the gifts and the vouchers will be distributed to the gifted children.

The gifts will be donated by the companies that bought the Christmas tree in the form of products of the respective company. These include candies, chocolate products, soft drinks, toys, clothes and more.

Families will also receive vouchers for purchases from food chains, shopping malls, bookstores, and from the campaign partners.

Gifts and products can be donated by anyone who wants to bring delight to these talented children and their families.

Over the last two years, each of the families received gifts and vouchers (outside the scholarship) worth around BGN 3000.

You can contact us on the official Facebook page of the Foundation
<https://www.facebook.com/foundation.stoyan.kambarev/>
or email foundationkambarev@gmail.com

ECOLOGICAL ELEMENT

Afforestation

Over the first year, 35 Talent Trees were planted in the South Park in Sofia and thus marked the beginning of the Talent Forest. Our numbers grew last two years as more talents joined us via our second campaign. The goal is to prolong the life of the **Forest of Talent**.

Imagine how wonderful it would be to create a new Forest of Talents with more than 500 trees in ten years!

Guests at the event will include Mayor of Sofia, government officials, representatives of the companies that bought Christmas trees, as well as many media houses.

The Afforestation event will be covered by the media, separately from the Christmas concert.

(Of course, with permission for public events)

CHARITY

The funds raised by the **Talent's Trees** campaign will be used for:

- Support for young talents from disadvantaged families with more than two children in Sofia and Burgas
- Ten one-year scholarships for young talents in 2021-2022;
- Foundation's Artists will receive financial support;
- Participation in masterclasses and workshops;
- Producing short films and other projects of the Foundation;

AMBASSADORS

Some of the most beloved Bulgarian celebrities:

Dessy Tenekedjieva, Maria Ilieva, Miro, Lubo Kirov, Victoria and Niki Kunchev. This year, new stars will join the ambassadors.

MEDIA PARTNERS

Media partners of the campaign will be our traditional and long-term partners: Bulgarian National TV, CODE FASHION TV, TV1, TV Bulgare, BG MUSIC CHANNEL, DARIK Radio, DIR.bg, Impressio.bg, Epicenter.bg, Blitz.bg, 24 chasa, EVA magazine, GRAZIA magazine, Woman.bg. Dnevnik.bg

We are always looking forward to making a new partner along the way!

FOR YOUR CONSIDERATION

We have the pleasure of inviting you to become part of our Charity project!

If you make a donation of minimum 3000 levs (€ 1500) by purchasing a Christmas tree, you will get the following advertising benefits:

- **Your Christmas Tree** will be decorated with elements of your brand of your choice;
- **All costs of the campaign** are covered by the Foundation- logistics, Christmas trees, toys, lighting decorations, pots and racks, technical securing of the trees, security guards;
- **The logo and Company Name** will be part of the decoration of your tree;
- **Your corporate gifts** will be given to the families, which the campaign supports;
- **TV Advertising** - Reports about the event on all of our media partners: BNT, NOVA TV, CODE FASHION TV, TV Bulgare and BG MUSIC CHANNEL, as well as other televisions such as bTV, Bulgaria On Air (*we do not guarantee the display of corporate elements and logos on BNT, BTV, NOVA, but they often are seen in the TV reports*);
- **ONLINE Advertising in our official channels in**
YouTube: <https://www.youtube.com/user/FoundationKambarev>
Facebook: <https://www.facebook.com/foundation.stoyan.kambarev/>
- **ONLINE Advertising** - Special extended video report, showing the trees, including logos and corporate decorations and short interviews with companies and individuals;
- **ONLINE Advertising** - Coverage of the event with pictures from our online media partners;
- **Your company name** will be present in the official PR submitted to our media partners and all other media promoting the event and its coverage;
- **We guarantee** the presence of your company name in the materials regarding the event in some of our media partners;
- Your **online advertising banner** will be present on the website of the foundation in the section "Partners" “ <http://kambarev.com/bg/partners;>

- You will be **officially invited** to be part of the afforestation of Christmas trees in the spring of 2023. This event will also be covered by media, separately from our Christmas charity event.
- **Honorary Prize**

Thank you for your attention! We are looking forward to your cooperation and support in our charity work!

Kind regards,

Dessy Tenekedjieva
Founder and Chairman of the Board
Stoyan Kambarev Art Foundation
www.kambarev.org

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ABOUT US

The Foundation is named after Stoyan Kambarev (1953 - 1998), who was recognized as one of the most iconic theatre directors of the 1990s. **Our mission** is to encourage and support young artists in the arts, music and film industries by annually awarding a prize that has established itself as the most anticipated and prestigious award of its type in Bulgaria. We provide financial, professional and moral support to allow them to accomplish their work by producing and promoting their specific projects.

Three years ago, The Stoyan Kambarev Art Foundation establishes **THE 355 FILM AWARD** - the new challenge to young filmmakers

We are also glad that we can support our talents beyond the borders of the country with the help of a glamorous Charity Ball, which has been held in London for the last 3 years, under the patronage of HRH Prince Kyril of Bulgaria.

*A short film about Kambarev Foundation
Second Charity Ball in London- Highlights*

<https://www.youtube.com/watch?v=LJ-JC6qilso&t=82s>

<https://www.youtube.com/watch?v=wzm3icCulsc>

The Foundation enjoys the friendly support of prominent personalities <http://kambarev.com/en/about/others> in the political, social, and cultural life such

as: **Rossen Plevneliev** - President of the Republic of Bulgaria /2012-2017/

Petar Stoyanov - President of the Republic of Bulgaria /1997-2002/

HM King Simeon II - Prime Minister of the Republic of Bulgaria /2001- 2005/

HM Queen Margarita of Bulgaria, **HRH Prince Kyril of Bulgaria**,

HRH Princess Miriam de Ungria, **HRH Prince Boris**, **HRH Prince Tassilo**

Margarita Popova - Vice president of the Republic of Bulgaria /2012-2017/

Yordanka Fandakova - Mayor of Sofia

Levon Hampartzoumian - Chairman of UniCredit Bulbank

Grigor Dimitrov, **Hristo Stoichkov** and **Dimitar Berbatov** - Bulgarian sports icons and the French movie legend **Gerard Depardieu**

Founders of the Foundations: Elin Rahnev, Kolyo Karamfilov, Samuel Fintsi, Vessela Kazakova, Georgi Lozanov, Mina Mileva, Svetlin Neinski, Ivan Tonev. The President of the Foundation is the movie star and producer Dessy Tenekedjieva.

Major Partners: Ministry of Culture, Sofia Municipality, UniCredit Bulbank, Bon Marin, AURUBIS, VIVACOM, RISK Engineering, Wilkinson Sword...

You can see more of our partners here: <http://kambarev.com/bg/partners>





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С ЛЮБОВ И МИЛОСЪРДИЕ,
ЗА ДА ИМА КАКВО ДА ДАДЕШ!
ОБИЧАЙТЕ И БЪДЕТЕ ОБИЧАНИ!
БЛАГОСЛОВЕНИ ПРАЗНИЦИ!**



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