



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

BUSINESSES IN SUPPORT OF YOUNG TALENTS

Stoyan Kambarev Foundation's charitable, environmental and social project in partnership with Sofia Municipality

Part of the Sofia Decoration's Campaign for the Holidays

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

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 the young talents of the Foundation.

All trees (about 150-200 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 small wooden sign (A4 dimensions), which will be placed next to or around their Christmas tree, with the name and logo of the company.

PLACE

The Christmas trees will be arranged in a circle in front of the National Palace of Culture, around the main 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 fir trees will be put around the National Palace of Culture during the following period: **01.12.2019 - 15.01.2020**.

The annual Christmas concert will be held on **01.12.2019**



SOCIAL ELEMENT

On the day of the event, we will place gifts for **ten pre-selected socially disadvantaged families** with more than two children, in which at least one practices an art form.

The gifts will be donated by the companies, which have purchased a Christmas tree, in the form of products of the respective company. The gifts will also include sweets, chocolate products, soft drinks, and toys.

The families will also receive vouchers for purchases from food chains, shopping malls, bookstores, etc. from our partners.

CONCERT

Musical talents from the Stoyan Kambarev Foundation will be the culmination during the annual concert of Sofia Municipality and will close the concert with a spectacular Christmas show after the Christmas tree has been lit by the Mayor of Sofia. Before the concert begins, gifts will be distributed to the supported families, and the host of the show will speak about the idea of the project. After that we will take a group photo of the families, children, and talents of the Stoyan Kambarev Foundation together with the Mayor of Sofia and the representatives of the companies involved in the project.

PARTICIPANTS IN THE CONCERT

Music talents of the Stoyan Kambarev Foundation

1. Sara Chakarova and her group YES TRDAY
2. Maria Slavova - soprano
3. Vessela Yaneva - mezzo-soprano
4. Mr. VoG - pop singer
5. Gospel Chorale

ECOLOGICA ELEMENT

Afforestation

The goal of the campaign is to create a new coniferous **Forest of Talent**. After moving the fir trees from the alley in front of the National Palace of Culture, we will plant them in a specific site anywhere in Sofia. The site will be marked with a board with the name of the project and signs with the names of every company that donated a tree. Imagine how wonderful it would be to create a new coniferous Forest of Talents with 500 trees after ten years, thanks to all of us!

The event will be further organized and covered by the media, separately from the Christmas concert. Guests of the event will meet with the Mayor of Sofia and representatives of the companies, which bought a Christmas tree. Accordionist Georgi Velichkov, one of our musical discoveries, will perform during the event.

CHARITY

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

- Five one-year scholarships for young talents in 2020;
- Foundation's Artists will receive support;
- Participation in masterclasses and workshops;
- Short films and other projects of the Foundation;
- Support for ten large socially disadvantaged families, in which at least one of the children practices art.

AMBASSADORS

Some of the most beloved Bulgarian celebrities:

Dessy Tenekedjieva, Maria Ilieva, Miro, Lubo Kirov and Niki Kunchev

MEDIA PARTNERS

Media partners of the campaign will be our traditional and long-term partners: BNT, CODE FASHION TV, TV Bulgare, BG MUSIC CHANNEL, Darik Radio, DIR.bg, Impressio.bg, Epicenter.bg, Blitz.bg, SHASH.bg, 24 chasa , EVA magazine, ARTizinin magazine, GRAZIA magazine.

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 by purchasing a Christmas tree, you will get a lot of benefits and communication's possibilities:

Contact us and we will let you know about them!

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

Contacts:

Stefani Raycheva
Project Manager
foundationkambarev@gmail.com
+359889 241 6666

MORE 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. The Stoyan Kambarev Art Foundation celebrates its 10 year anniversary with a new challenge to young filmmakers and for the first time ever establishes the **355 FILM AWARD**.

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 2 years, under the patronage of HRH Prince Kyril of Bulgaria.

A short film about Art Foundation Stoyan Kambarev

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

Second Charity Ball in London- Highlights

<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

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 Bulgaria, VIVACOM, ENEKOD, Wilkinson Sword ...

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

