

 **One Person** –electronic body in urban environment

created by **Venelin Shurelov**

part of the Outside Program by Sofia Municipality for financial support of temporary art installations in urban environment

Mauzoleum, Knyaz Alexander Battenberg Square, Sofia

**1 November 2020 – 31 December 2021**

**One Person’s Sponsorship Proposals**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **General Sponsor** | **Main Sponsor** | **Partner** |
| **Coverage** | The General sponsor contributes with financial support no less than **15 000 BGN** (fifteen thousand leva) | The Main Sponsor contributes with financial support no less than **5 000 BGN** (five thousand leva) | The Partner contributes with financial support no less than **1000 BGN** (one thousand leva) |
| **Visibility** – The project has outstanding potential for broad marketing and advertisement coverage, as well as exclusive audience reach. Key factors for development: \* The location is emblematic with its historical significance which leads to engaged social urban environment and high community interest;\* The installation has the potential for turning into a city symbol, indisputable urban representation, an emblem of the city and its cultural policy; \* The essence, approach and realization of the project with its modern, technological and innovative performance;\* Sofia Municipality support this initiative and its image with a grand financial investment.  |
| Your logo engraved on the location on the object. |  |  |  |
| AR - mobile application. By means of QR code or direct recognition with marking of the silhouette of the installation, an application for AR (augmented reality) with visual reference to the Sponsor is activated. |  |  |  |
| Hot Spot - with the name of Your company's network (a special offer for one of the General Sponsors) |  |  |  |
| Your logo presented on all printed materials: poster, invitation, stickers, cards |  |  |  |
| Your logo presented on press releases. |  |  |  |
| Your logo positioned on the official website – main page.  |  |  |  |
| Your logo positioned on the official website – partners’ page |  |  |  |
| Your logo positioned on a special page of the catalogue of the Project (up until 2 cm) |  |  |  |
| Logo and an advertising page in the catalogue of the Project  |  |  |  |
| Logo showcased in the documentary movies about the Project  |  |  |  |
| Logo at the end of the promotional videos published in the YouTube channel of the Project |  |  |  |
| Logo on a vinyl banner showcased on public discussions, press conferences, debates, project presentations |  |  |  |
| Facebook post with special thanks for the support on the Facebook page of the Project and the Foundation |  |  |  |
| Mention in publications on all pages, profiles and channels of the Project in the social networks |  |  |  |
| Reference during the opening |  |  |  |
| Branded merchandise |  |  |  |
| Specially organized presentation of the Project by the Author for Your employees |  |  |  |
| Copy of the press clipping  |  |  |  |
| **We are open to discuss additional creative solutions for intelligent advertising of your company within the frames of One Person project.** |  |  |  |





Yours Faithfully,

**Venelin Shurelov**

+359898260543

subprodukt@gmail.com