



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 Art Foundation's
charitable environmental & 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 FOREST**

**The campaign was first launched in 2019 and had a great
success. The board of the directors decided to make it an Annual
Christmas Charity event to support young talents in need**

Short film about the campaign 2019

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

Gallery, plates etc.

<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 the 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 put around the National Palace of Culture during the following period: **01.12.2020 - 15.01.2021**.

The annual Christmas concert will be held on **01.12.2020**

SOCIAL ELEMENT

On the day of the event **ten talents from pre-selected disadvantaged families with more than two children** will receive a tremendous amount of gifts, donated by the companies, which have purchased a Christmas tree, such as sweets, chocolate products, soft drinks, toys, vouchers for purchases from food chains, shopping malls, bookstores, etc. from our partners.

CONCERT

Musical talents from the Stoyan Kambarev Art Foundation and some of newly discovered artists from the current campaign 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.

ECOLOGICAL ELEMENT

Afforestation

The goal of the campaign is to create a new coniferous **Forest of Talent**. After moving the trees from the National Palace of Culture, we will plant them in a specific site in Sofia such as The South Park. Imagine how wonderful it would be to create a new Forest of Talents with more than 500 trees in ten years!

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

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
- Seven one-year scholarships for young talents in 2020-2021;
- 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.

MEDIA PARTNERS

Media partners of the campaign will be our traditional and long-term partners: Bulgarian National TV, CODE FASHION TV, TV Bulgare, BG MUSIC CHANNEL, DARIK Radio, DIR.bg, Impressio.bg, Epicenter.bg, Blitz.bg, SHASH.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!

For more information, please contact our project manager:

Stefany Raycheva
Stef.skfoundation@gmail.com
+3598892416666

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



ЕЛХИ НА ТАЛАНТА

ФОНДАЦИЯ **СТОЯН КАМБАРЕВ**



адв. АННА ПОПОВА

НЕЛИ БЕШИРОВА

ГЕРГАНА ТАШКОВА

адв. ГАЛИНА ПЕТРОВА



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.

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

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

Second Charity Ball in London <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, 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, RISK Engineering, ENEKOD, Wilkinson Sword, Technopolis ..

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





НЕЛИ БЕШИРОВА

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



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И ПОВЕЧЕ СПОДЕЛЕНИ МОМЕНТИ

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