



ПРИ ПОДДЕРЖКЕ
ПРАВИТЕЛЬСТВА
МОСКВЫ

0+

24-25/08 2019

ФЕСТИВАЛЬ

ЧЕХИИ

САД БАУМАНА

ВХОД СВОБОДНЫЙ



A-GROUP
COMMUNICATIONS
ОРГАНИЗАЦИЯ ФЕСТИВАЛЕЙ



Посольство Чешской Республики
в Российской Федерации



ЧЕШСКИЙ ЦЕНТР
ČESKÉ CENTRUM

ФЕСТИВАЛЬ
ЧЕХИИ

ВХОД СВОБОДНЫЙ

ORGANIZER



WITH THE SUPPORT OF



Посольство Чешской Республики
в Москве



ПРИ ПОДДЕРЖКЕ
ПРАВИТЕЛЬСТВА
МОСКВЫ

WITH THE PARTICIPATION OF



ЧЕШСКИЙ ЦЕНТР

ČESKÉ CENTRUM

CzechRepublic
Land of Stories

ABOUT FIRST FESTIVAL

FIRST CZECH FESTIVAL IN MOSCOW

22-23 of September 2018
Design-factory Flacon

The first Czech Festival in Moscow, dedicated to the 100th anniversary of the Czechoslovak Republic was organized by A-Group Communications and supported by the embassy of Czech Republic in Moscow and Czech Center with participation of Czech Tourism.

With the support of:



Посольство Чешской Республики
в Москве



ЧЕШСКИЙ ЦЕНТР
ČESKÉ CENTRUM

With the participation of:

Czech Republic
Land of Stories





32.000+

VISITORS

RESULTS



70.000.000 contacts
PR-COVERAGE

Czech Festival has become one of the brightest cultural events in Moscow in 2018, it received a wide response among a huge audience.

The festival presented the culture, history and traditions of the Czech Republic, the achievements of national brands, creative teams and musicians from the Czech Republic, lectures, photo exhibition, Czech language lessons, Czech cuisine and contests with valuable prizes!

3.000.000 euro
PR-VALUE



200+

Mass media posted information about the festival

600+

Materials and articles were posted by mass media and be other informational resources

9000+

Posts in social media were published in mass media accounts, accounts of festival participants, publics and personal accounts of festivals visitors during the festival



The First Festival of Czech Republic in Moscow

<https://2018.czech-festival.ru/gallery>



**THE SECOND
FESTIVAL OF THE
CZECH REPUBLIC
2019**



FESTIVAL GOALS

1

Attract the attention of a wide audience and mass media to the cultural, economic and tourist potential of the Czech Republic

2

Fortification of relations between the Czech Republic and Russia, expanding cooperation in the field of trade and tourism

3

Demonstration of achievements and strengthening the position of the national brands of the Czech Republic on the Russian market

4

Carry out an advertising campaign to promote Czech brands during the PR campaign and during the festival



24-25 of August 2019



**Moscow garden complex
Bauman Garden**



60 000+ visitors



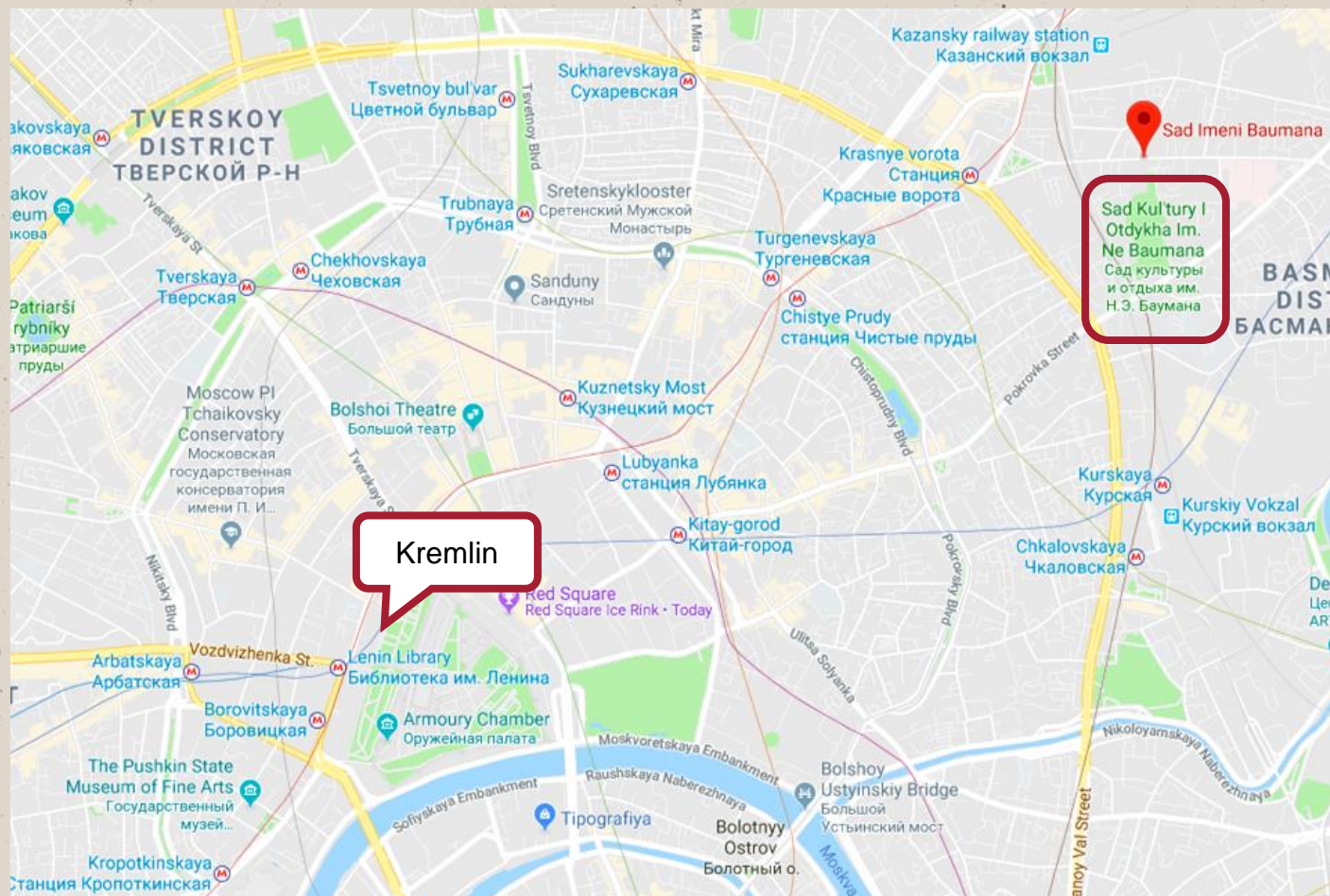
100 milion+ PR-coverage



<https://czech-festival.ru/>

LOCATION

Moscow garden complex Bauman Garden





Bauman Garden



- Extended cultural program
- Over 20 thematic zones
- Business zone
- Famous persons from the Czech Republic
- Authentic goods
- Popular Czech artists

Business zone

B2B zone: experts of leading Czech companies from different fields would present designs, equipment and goods to representatives of the Government of the Russian Federation and Russian business. (presentations, workshops, etc.)

Thematic zones

Exhibition of Czech beer, Travel zone, Czech resorts, Culinary Master Class area, Czech Language Area, Czech Education, Medieval Czech Republic, Exhibition of Czech dog Breeds, Czech Goods Fair, Czech Cuisine, Czech Folk Traditions, etc.

Quest

Thematic quest which can be solved by finding and solving puzzles hidden in various zones of the Festival.
Winners of the quest will get valuable prizes.

Main stage

Czech artists performances, folk, classical and modern Czech compositions

Fashion show

Presentation of national and modern Czech clothes and shoes

1

MEDIA

- Top informational partners
- Reports and announcements in more than 200 media, TV, radio, etc.
- Leading media at the festival

2

INTERNET

- Official website <https://czech-festival.ru/>
- The campaign for large-scale promotion in the network

3

PROMOTION

- Contests and prize draws
- Cross-marketing with festival partners

4

SOCIAL NETWORKS

- Promotion of the festival accounts on Facebook, VK.com, Instagram
- Support from famous bloggers
- Announcements in TOP communities

+ ADVERTISEMENT IN METRO, OUTDOOR, DIGITAL AND TV-ADVERTISEMENT

WHAT IS THE PROFIT FROM BECOMING A PARTNER?

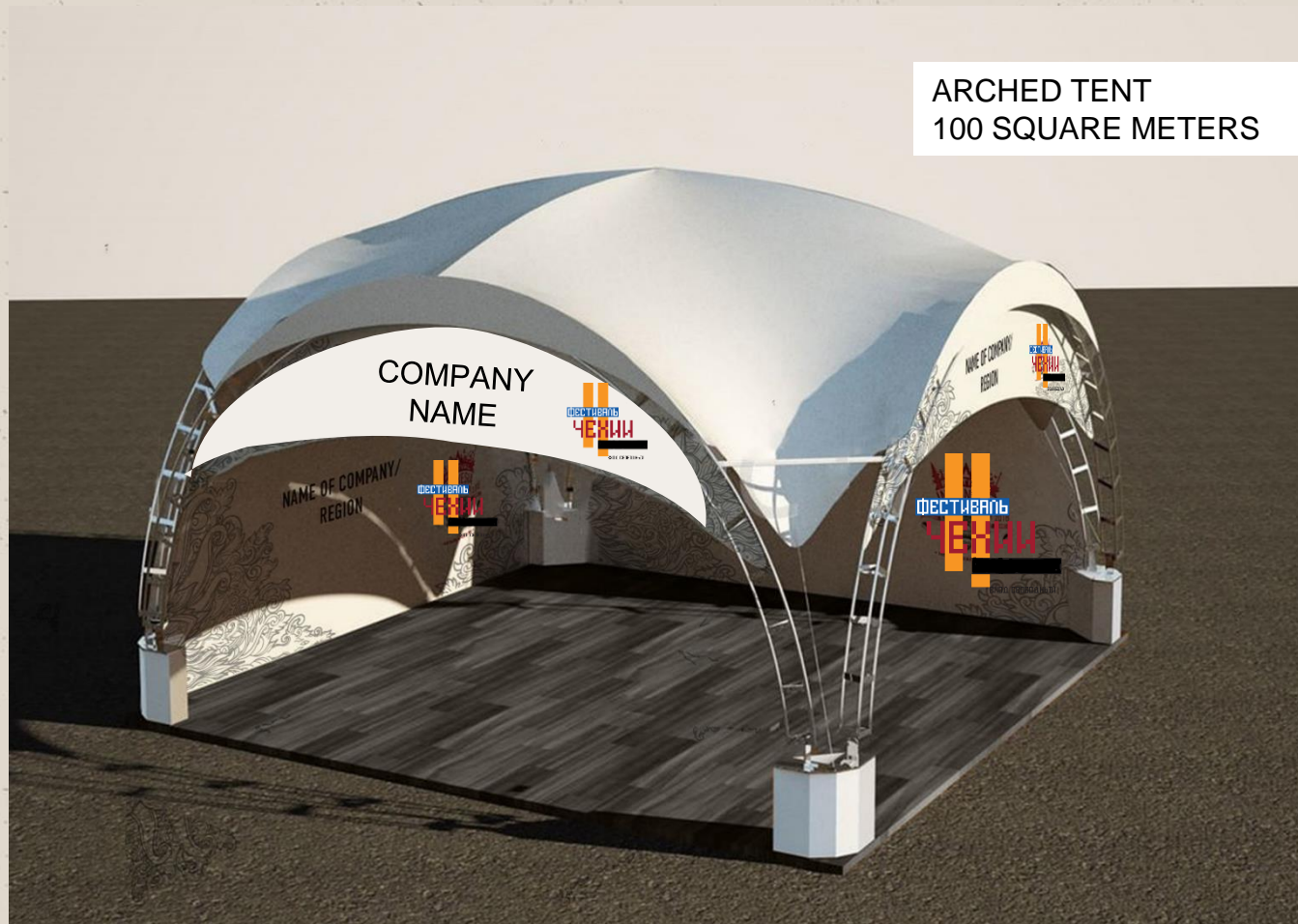


OPTIONS FOR PARTNERS



STAND 10x10 m

ARCHED TENT
100 SQUARE METERS

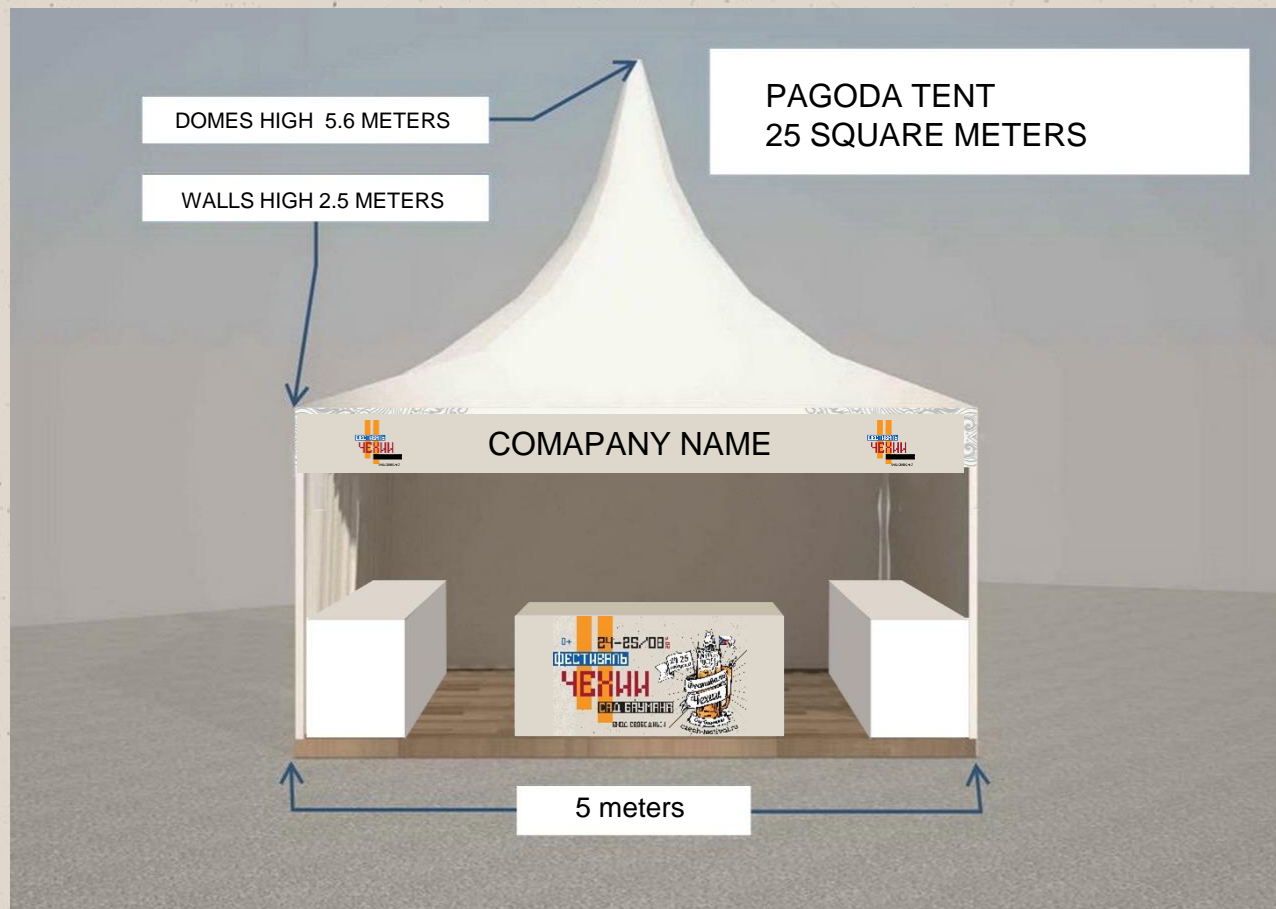


STAND 6x6 m

ARCHED TENT
36 SQUARE METERS



STAND 5x5 m



OPTIONS FOR PARTNERS

On-event

- ☒ Square of building and possibility to hold promotion campaign
- ☒ Branded flags of the Partner in the park
- ☒ Branded flags of the Partner in the park
- ☒ Announcements about the Partner from the host on the main stage
- ☒ Business-sessions, presentations in the Business zone



GENERAL PARTNER

PR

- ☒ Mention in official press and post releases with the status of a partner
- ☒ Banner on the website of the Festival <https://czech-festival.ru/>
- ☒ News about the Partner in social networks of the Festival
- ☒ Welcoming speech during the official opening ceremony of the Festival
- ☒ Mention the Partners zone with pictures in the final report on website and social networks after the Festival



GENERAL PARTNER

BRANDING

- ☒ Logo on the main stage portal
- ☒ Logo on the program brochures with festival map (60 000 pcs.) and on other printings
- ☒ Logo on website <https://czech-festival.ru/> and on social media of the Festival
- ☒ Logo on the press-wall and on posters of the Festival
- ☒ Branding in the Business zone



**We truly appreciate Your trust and looking forward for
our fruitful and long-term cooperation!**



<https://czech-festival.ru/>