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A COMPANY OF  VM FINANCE GROUP

HORIZONS 2025

JUNE 4TH 2025
NATIONAL MUSEUM
OF HISTORY

HORIZONS 2025

Annual visionary gala, organized by Manager magazine,
under the patronage of the President of the Republic of Bulgaria.

The gala evening is under the theme: 'Culture and Developed Society' –
How supporting and investing in culture affects development business
and society as a whole.

Date: June 4th 2025

Start time: 18:30

Location: "Sunny Hall" of
the National History Museum

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Participants:

Rumen Radev - President of the Republic of Bulgaria

Matthias Desmet - special guest speaker

Alexandra Mirtcheva - publisher of Manager magazine

Moderator - TBA

Guests: top level business leaders



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Order of the event

- 1. Cocktail** (30 min.).
- 2. Welcome and opening** (5 min.): The publisher of Manager magazine opens the event with a short welcome speech, introduces the panelists - President and guest speaker
- 3. President's welcome** (10 min.): The President welcomes the guests and introduces
- 4. Speech by the special guest speaker** (20 min.): Visionary speech by the special guest on the theme of the evening
- 5. Q&A Panel** (30 min.): The President and the special guest respond to questions from the audience related to the theme of the evening.
- 6. Dinner** (120 min.): A four-course meal with a selection of beverages.
A live musical performance.

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Guest speaker and topic

Official guest speaker

Matthias Desmet is Professor of Clinical Psychology at Ghent University (Belgium), practicing psychotherapist and author of the international bestseller "The Psychology of Totalitarianism", translated into more than 20 languages.

The theme of the visionary speech

TBA



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Musical performances
by young Bulgarian talents



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Gala Dinner

Welcome drink

Four-course meal

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Dress code: black tie

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Sponsorship Packages - Horizons Gala Dinner	General Sponsor	Main Sponsor	Co-Sponsor
Positioning in the event's communication campaign:			
Logo on the event's website - manager.bg/events	●	●	●
Logo on the invitations for guests	●	●	●
Mentioning in articles, announcing the gala evening, the theme and the official speakers	●	●	●
Logo on an advertising page in The Manager Magazine, only if confirmation has been received before printing the issue	●	●	●
Event invitations (1+1)	3	2	1

Positioning on the event:			
Logo on a presswall	●	●	●
Logo on the event's screens and agenda	●	●	●
Logo on the event's scene design	●		
Advertsing video, displayed during the welcome drink	1 min.	30 sec	15 sec
Product positioning in the informal part	●	●	
Opportunity for the hostesses to give individual gifts to the guests	●	●	
Positioning individual gifts for the guests, placed personally on the dinner table	●		

Positioning in the post-event communication:			
Mentioning in follow up articles on manager.bg	●	●	●
Photo gallery of the event, published on manager.bg/events, manager.bg and facebook	●	●	●
Mentioning in follow up posts on Manager Media Group's facebook pages	●	●	●
Publishing a coverage video of the event on manager.bg, Youtube and the facebook page of manager.bg	●	●	●
Pre-roll video (up to 30") in the coverage video	●		

Additional advertising options:			
Number of pages (PR material or advert) published in Manager magazine by the end of 2025	2	1	X
Price:	40 000	27 000	17 000

The prices are without VAT.

Horizons 2025 is an initiative of Manager Media Group, publisher of Manager magazine. ● www.manager.bg ● www.obekti.bg ● www.noviteroditeli.bg ● www.zinzin.bg ● www.modernity.bg

Contact us to ask questions and request your participation: adv@manager.bg