



# **МЕНИДЖЪР** 25 НА ГОДИНАТА

ОТЛИЧАВА ЛИДЕРИТЕ ДНЕС  
ВДЪХНОВЯВА ЛИДЕРИТЕ УТРЕ

## MISSION OF THE COMPETITION

"Manager of the year" presents and rewards the great personalities and companies in business – the people and teams that create quality products, provide jobs, pay taxes, introduce new technologies and apply the highest standards.

The mission of the competition is to tell success stories, because we believe this is the way to chart the path of success and show the right direction for economic development.

And for business and the economy to grow, there is a need for a community with a strong management culture.



## SUSTAINABILITY OF THE COMPETITION

The 2025 "Manager of the year" is organized for the eighteenth time and will be held in three stages between April and November.

Each year the competition is held under the patronage of the presidential institution.

## SCOPE OF THE COMPETITION

Categories:

- Main category for the title "Manager of the year"
- Business in the first 20 million
- Best new business
- Team of the year
- Business transformation



## PARTICIPATION AND EVALUATION

Participation is completely free of charge for companies.

The assessment of the candidates is carried out according to a specially designed methodology by Deloitte Bulgaria.



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## COMMUNICATION

The competition runs in 3 stages from April to November.

Throughout the whole period a communication campaign is running in Manager magazine, manager.bg and media partners:



More than 100 online publications are published per campaign.



## ELEMENTS OF THE COMMUNICATION CAMPAIGN

- Banner campaign for the start of the competition - first stage of application - on [manager.bg](http://manager.bg), [obekti.bg](http://obekti.bg), [modernity.bg](http://modernity.bg), [bnt.bg](http://bnt.bg), [dir.bg](http://dir.bg), [bnr.bg](http://bnr.bg);
- Auto-advertising page in "Manager" magazine in each issue for the period April - November;
- Press releases to the event's media partners about all the stages and significant moments in the competition;
- Subway advertising campaign;
- Interviews with representatives of Manager and last year's finalists on [manager.bg](http://manager.bg);



## ELEMENTS OF THE COMMUNICATION CAMPAIGN

- 2 articles in Manager magazine – to announce the participants and finalists;
- TV appearances of the winners in BNT, bTV;
- Banner campaign for the film "Manager of the year 2025" – in manager.bg, obekti.bg, modernity.bg;
- Coverage of the Award ceremony in Manager magazine and on manager.bg, obekti.bg, modernity.bg;
- Broadcast of the film "Manager of the Year" on bTV;
- Broadcast of the the video presentations of the finalists on YouTube, Manager's facebook page, LinkedIn and manager.bg;





## CEREMONY

The winners are awarded at a glamorous ceremony at the Sofia Opera and Ballet. Traditionally, over 900 people are guests at the ceremony.

Among them are top-level executives in Bulgaria, prominent participants from previous editions of the competition, leaders from the covers of Manager, ambassadors and representatives of public institutions.



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## THE FILM

In 2024, the film for the competition and ceremony was viewed by over 242,000 viewers with an overall rating of 4.1%.



The campaign for the competition starts in April and runs until November. Our partners have advertising coverage throughout after confirmation.

| Manager of the year 2025   |                             |              |                     |         |
|--|-----------------------------|--------------|---------------------|---------|
| Award ceremony at the National Opera in November and film broadcast on bTV in November   |                             |              |                     |         |
| Elements   | General sponsor             | Main sponsor | Sponsor of category | Sponsor |
|  | Prices in BGN excluding VAT |              |                     |         |
|  | 55 000                      | 38 000       | 20 000              | 15 000  |
| Participation in the preliminary communication of the competition  |                             |              |                     |         |
| Advertising pages of the competition in 8 issues of "Manager" magazine /from April to November 2025/                                   | ●                           | ●            | ●                   |         |
| Presence of the sponsor in publications about the competition in the media of Manager  | ●                           | ●            | ●                   | ●       |
| Presence of the sponsor in the press releases that "MMG" sends to all media in the different stages of the competition                 | ●                           | ●            | ●                   | ●       |
| Logo positioning in a self-promotional banner campaign for a TV movie in the media of "MMG" - manager.bg, obekti.bg, noviteroditeli.bg | ●                           | ●            | ●                   |         |
| Logo positioning in an image campaign for the first stage of the competition   | ●                           | ●            | ●                   |         |
| Logo positioning in letterheads and letters to nominated managers  | ●                           | ●            |                     | ●       |
| Logo positioning in the invitations for the closing ceremony   | ●                           | ●            | ●                   | ●       |
| Logo positioning on the press wall during the press conference announcing the finalists  | ●                           | ●            | ●                   |         |
| Logo on the contest website at manager.bg/events   | ●                           | ●            | ●                   | ●       |

| Manager of the year 2025<br>Award ceremony at the National Opera in November and film broadcast on bTV in November                 |                             |              |                     |         |
|--|-----------------------------|--------------|---------------------|---------|
| Elements   | General sponsor             | Main sponsor | Sponsor of category | Sponsor |
|  | Prices in BGN excluding VAT |              |                     |         |
|  | 55 000                      | 38 000       | 20 000              | 15 000  |
| Participation in the ceremony evening  |                             |              |                     |         |
| Opportunity to present a prize to one of the finalists of the "Manager of the Year" at the ceremony, accompanied by a short speech | ●                           | ●            |                     |         |
| Possibility to distribute promotional materials during the closing ceremony  | ●                           | ●            | ●                   | ●       |
| Opportunity to distribute gifts to guests during the closing ceremony  | ●                           | ●            |                     |         |
| Branding in the cocktail lounge during the ceremony  | ●                           |              |                     |         |
| Positioning of an advertising/consultation corner in the cocktail hall during the closing ceremony                                 | ●                           | ●            |                     |         |
| Logo positioning of the ceremony programme   | ●                           | ●            | ●                   | ●       |
| Opportunity to incorporate the logo in the external branding of Sofia Opera and Ballet on the day of the event                     | ●                           |              |                     |         |
| Presenting an award in category " "  |                             |              | ●                   |         |
| Logo on the press wall of the venue  | ●                           | ●            | ●                   | ●       |
| Guest invitations for the partner  | 10                          | 6            | 4                   | 4       |

| Manager of the year 2025  |                             |              |                     |         |
|---|-----------------------------|--------------|---------------------|---------|
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| Elements  | General sponsor             | Main sponsor | Sponsor of category | Sponsor |
|   | Prices in BGN excluding VAT |              |                     |         |
|   | 55 000                      | 38 000       | 20 000              | 15 000  |
| Participation in the film "Manager of the year" on bTV  |                             |              |                     |         |
| Including footage of the awarding of the award during the ceremony  | ●                           |              |                     |         |
| Inclusion of footage from part of the partner's speech during the ceremony - coordinated with the organiser according to the script (up to 30 sec.) | ●                           |              |                     |         |
| Displaying in the production the name and title of the sponsor's representative involved in the production, as well as the sponsor's company name   | ●                           |              |                     |         |
| Including footage from the awarding during the ceremony in the category " "   |                             |              | ●                   |         |
| On-air display of the sponsoring company's logo on a printed press wall during the ceremony for up to 2 sec.  | ●                           | ●            | ●                   | ●       |
| Sponsor spot at the beginning and end of the film   | 3,5 sec.                    | 2 sec.       | n/a                 | n/a     |

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|---|-----------------------------|--------------|---------------------|---------|
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| Elements  | General sponsor             | Main sponsor | Sponsor of category | Sponsor |
|   | Prices in BGN excluding VAT |              |                     |         |
|   | 55 000                      | 38 000       | 20 000              | 15 000  |
| Possibility to deliver individual gifts   |                             |              |                     |         |
| Opportunity to send individual gifts to all candidates of the competition who have passed on to the second stage - between July and August 2024. Sending to be coordinated with the competition organiser | ●                           |              |                     |         |
| Coverage of the competition   |                             |              |                     |         |
| Appearance of the sponsor in all press releases and publications  | ●                           | ●            | ●                   | ●       |
| Publication of advertising or PR pages in issues of Manager magazine of your choice   | 6 pages                     | 4 pages      | 2 pages             | 1 pages |
| Advertising at <a href="http://www.manager.bg">www.manager.bg</a>   |                             |              |                     |         |
| PR publications / news on the website   | 7                           | 4            | 2                   | 2       |