

**Kazakh Ablai Khan University of International Relations and World Languages
The Faculty of Management and International Communication**

Medieval



Fair

PRESENTED BY:

A. SHANKILOVA, A. YALOVAYA. GROUP 304

A. ABDUSHUKUROVA, T. AZIMKHAN GROUP 306



Mission/purpose of the event:

The vision of the event is to celebrate and preserve the cultural diversity of the country through the promotion of national ethnic products and jewellery. The mission is to create an immersive experience for attendees, showcasing the beauty and significance of these products while supporting and empowering local artisans.

Duration/timing: 2-4 August from 10 AM to 12 AM

Price and Transportation: Entrance 2500 tg per person plus transportation 10000 tg per person round trip.

Event budget & Sponsors

Cost Coverage Plan:

To cover costs and achieve profitability we will use:

- Sponsorship: Secure sponsors to offset expenses. Offer various sponsorship packages with branding opportunities.
- Registration Fees: Setting reasonable registration fees for attendees. Considering early bird discounts to encourage early registrations.
- Merchandise Sales: Offer event-related merchandise to boost revenue.
- Partnerships: Collaborating with local businesses for mutual promotion or revenue-sharing opportunities. In our project we are going to cooperate with local restaurants and hotels.

Our sponsors

happy travel



magnum



Hotel Del Mare



Financial Report Summary:

The event's financial success depends on effective cost management and diversified income streams. With careful planning, strategic partnerships, and attendee engagement, we anticipate covering expenses and achieving a positive financial outcome. We are trying to provide unique event with a value for locals and participants themselves.

Expenses c. by SPONSORSHIP	EXPENSES	INCOME
Venue Rental: [cost covered by AKIMAT]	Marketing and Promotion: [350 000]	Registration Fees: [~ 250 000]
Catering: [cooperation with local small business (restaurants)]	Decorations and Signage: [300 000]	Sponsorship: [1 000 000]
Transportation and accommodation Expenses for participants: [cooperation with local hotel]	Staff/Event Coordinator Fees: [640 000] (8 staff 60k per person + 2 coordinators * 80k => $8*60k+80k*2=640\ 000$)	Ticket Sales: [~500 000]
Visual Equipment: [cooperation with vintage store for inventory]	Miscellaneous (Contingency): [250 000]	Merchandise Sales: [500 000]
	Total: 1 540 000	Total: 2 250 000

Sponsorship Proposal Letter



Dear Shynar,

I'll hope this letter finds you well. I am writing to invite Happy Travel to be a proud sponsor of our upcoming event, Medieval Fair, which is scheduled to take place on August at the "City of Nomads", Almaty city.

On August 1, 2023, our company will host medieval-themed fair, the purpose of which is cultural education. This event, titled Medieval Fair, will attract more than 50 artists, as well as companies from different countries will be invited to participate.

As a sponsor of our Medieval Fair, Happy Travel will be immersed in a unique and memorable experience. Your logo will grace banners, posters, and promotional materials, becoming an integral part of the enchantment. Engage in exclusive networking, receive acknowledgment during key moments, and enjoy media coverage that captures the essence of your involvement. Our customized sponsorship packages ensure your support aligns seamlessly with your marketing objectives.

By partnering with us, Happy Travel contributes not only to brand visibility but also to the shared enchantment and success of the Medieval Fair. We look forward to weaving your story into this magical event.

Sincerely,

A handwritten signature in black ink, appearing to be 'Lanyard' or similar, written in a cursive style.

Steppe Narrators
team

Medieval fair



Dear Sir/Madam,

We are delighted to extend an invitation to you for the upcoming "Medieval Fair" event in Almaty. Join us for a journey back in time, where knights, artisans, and jesters come together to create a day filled with medieval charm and excitement.

Date: 2-4 august 2023

Time: Medieval Fair

Location: City of Nomads Konaev city Kz

Immerse yourself in the enchanting atmosphere of a bygone era, featuring thrilling jousting tournaments, authentic crafts, and lively entertainment. Don your medieval attire and experience the magic of this unique event.

Your presence will add to the festivities, making this day truly memorable. We look forward to sharing the medieval experience with you.

Sincerely,

Steppe Narrators team
www.steppenarrators.kz

MEDIEVAL FAIR

DON'T MISS IT!

A global blast from the past! 10 countries, medieval vibes, and a feast of traditions, crafts, food, and fun. Knights, jousting, artisans, costumes—get ready for a time-traveling cultural extravaganza!

2-4 August, 2023
From 10 AM to 12 AM

📍 City of Nomads, 90 kilometers north of Almaty, Kunaev City, Kazakhstan

🌐 www.medievalfair.kz

Advertising product

HOW TO PROMOTE EVENTS?!

- Create a brochure for email distribution and promotion in the city.
- Launch the hashtag #medievalfair, #kazakhstan #handmadecraft on social networks
- Cooperate with the service Sxodim.kz and Ticketon.kz and post information and ticket prices.
- Keep a medieval blog and upload it to a YouTube channel like Behind the sense.

CREATE A TRAILER FOR A COUPLE OF MINUTES WITH IMPORTANT INFORMATION

<https://youtu.be/oF6ldfZqPmk?feature=shared>



PRESS RELEASE

Medieval Fair 2024 - August 2-4

**STEP BACK IN TIME: MEDIEVAL FAIR
PROMISES A WEEKEND OF TIMELESS FUN!**

August 2-4, 2024
Kazakhstan, Almaty
Steppe Narrators team



**"We are thrilled to invite the community to
join us for a weekend of medieval magic,"**

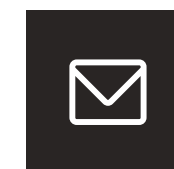
— Roza Abdykhamitovna,
the sponsor of the event.

Get ready to embark on a journey through the ages as the Nomad Fortress Medieval Fair starts for its annual celebration on August 2-4, 2023. Transporting visitors to a bygone era, this enchanting event promises a weekend filled with jousting tournaments, artisan crafts, live performances, and more.

From the moment you step through the gates, you'll find yourself immersed in the rich tapestry of medieval life. Nomads in their armor will showcase their prowess in thrilling jousting competitions, while skilled artisans will craft intricate wares using age-old techniques. The fairgrounds will be bustling with activity as attendees explore market stalls offering handcrafted treasures, delectable medieval-inspired treats, and unique trinkets.

Entertainment abounds with lively performances featuring jesters, minstrels, and dancers, ensuring there's never a dull moment. Families can enjoy interactive activities, including archery, falconry demonstrations, and engaging storytelling sessions that captivate audiences of all ages.

CONTACT US:



EMAIL
medievalfairs@narrators.com



WEBSITE
www.steppenarrators.kz

EVALUATION FORM

Name: Medieval Fair

Contact information: social media
@nomadenter.n, medievalfair2024
@gmail.com

<https://show.forms.app/aruzhanabdushukurova/feedback-form>

-
Name of the event: Medieval Fair 2024
this link to see our real form

Post-Evaluation Form (Medieval fair)



1. What did you think about the content of the event overall? rate 1-10

it could be better (1-3)

content was not well developed (4-6)

everything was great about the content (7-10)

2. Do you think that Medieval fair was an useful event?

Sponsorship Proposal Thank You Letter

Dear Sponsors: KTA, UNWTO, Halyk Bank, Magnum store, Hotel Del Mare.

I hope this message finds you well. We wanted to take a moment to express our sincere appreciation for your generous sponsorship of “Medieval Fair”. Your support was instrumental in making the event a resounding success.

Thanks to your contribution, we were able to create an impactful and immersive medieval fair that captivated the imagination of both locals and visitors. Your support played a vital role in achieving our goal of showcasing our rich cultural heritage while attracting tourists to experience the unique charm of our region.

We highly value the partnership we have with you, and we look forward to continuing this collaboration in the future, working hand-in-hand to further promote our cultural events and attract even more visitors to our community.

Warm regards,

Medieval Fair team

Thank you for making “Medieval Fair” a success

Dear Nomad Foster team, Hotel Del Mare,

We hope this message finds you well. Our team wanted to extend our heartfelt thanks for your outstanding contributions to “Medieval Fair”.

The success of the event wouldn't have been possible without the seamless coordination and dedication of individuals like you. From the venue setup to the catering, every aspect was executed with precision and professionalism.

Your hard work and attention to detail did not go unnoticed, and we are truly grateful for your partnership. Thank you for being an essential part of “Medieval Fair”.

Warm regards,

Medieval Fair team

A. Abdushukurova, A. Shankilova, A. Yalovaya, T. Azimkhan



Thank You for Your Active Participation

Dear participants,

We hope this message finds you reflecting on the positive experiences of “Medieval Fair”. We want to express our gratitude for your active participation.

Your enthusiasm and engagement added vibrancy to the event, and we hope you found it as enriching as we did. Your presence contributed significantly to the success of “Medieval Fair”. Thank you for being a valued participant, and we look forward to the possibility of welcoming you to future events.

Best regards,

Medieval Fair team

A. Abdushukurova, A. Shankilova, A. Yalovaya, T. Azimkhan





Thank you

FOR LISTENING!

