



Second Annual Tirana Photo Festival
Sponsorship Opportunities for Premium Brands

Tirana Photo Festival

8-15 October 2019



National History Museum

Overview

Leading Entities Partner for a Great Cause

Tirana Photo Festival is an annual photo event organized by DMO Albania (Destination Management Organization) and Visit Tirana (biggest tourism portal of Tirana). Albania has a large number of people who are passionate about photography, and Tirana Photo Festival was the event they missed for a long time. The aim of the Festival is to place focus on the art of photography, to educate the young photographers with this art, and to promote Albania as a tourist destination. We want to engage young people to love and promote their country. Here are our proofs:



In total 10 photo contests organized in social media, in partnership with the our biggest tourist and marketing platform [Visit-Tirana](#) and its branded social channels. We are the only platform organizing all the year non stop photo contests, in every season (4 contests/year). In total we have gathered more than 20,000 entries, collected from past photo contests entries by amateur and professional photographers.

Below are the previous [photo contests](#) in social media channels of Visit Tirana.

[#TiranaSpring2019-PhotoContest](#)

[#TiranaWinter2019-PhotoContest](#)

[#TiranaAutumn2018- Photo Contest](#)

[#TiranaSummer2018-Photo Contest](#)

[#TiranaSpring2018-Photo Contest](#)

[#TiranaWinter2018-Photo Contest](#)

[#TiranaAutumn2017-Photo Contest](#)

[#TiranaSummer2017-Photo Contest](#)

[#TiranaSpring2017-Photo Contest](#)

[#TiranaAutumn2016-Photo Contest](#)



VISIT-TIRANA.COM

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Since 2016

- ❖ 10 photo contests
- ❖ 20 000 photos submitted
- ❖ 2000 photographers
- ❖ 30 winners (first prize)
- ❖ 100 winners (top 10 selected in each photo contests)

Main sponsors for 2019

Ministry of Culture and Fujifilm Albania



DMO Albania applied for the project to Ministry of Culture in January 2019. The Ministry supported Tirana Photo Festival 2019 with 300 000 ALL. This support will cover some of the prizes for winners of photo competitions



Fujifilm Albania is our general sponsor. With its generosity, Fujifilm Albania offered as followed:

A camera worth 1000 euro for 1st prize of photo Contest

3 Instax cameras for other prizes of Tirana PhotoFestival 2019

Prizes announced for TFF2019



Çmimi I : Aparat Fujifilm (1000 Euro)
Çmimi II : 40,000 Lek
Çmimi III : 20,000 Lek



ÇMIMET

Çmime të tjera:
1. Fotoja më e votuar: Fujifilm Instax
2. Fotografi më i ri: Fujifilm Instax



Aplikoni tek www.tiranaphotofestival.com
@tiranaphotofestival #tiranaphotofestival2019

Afati i dërgimit: 1 shtator 2019

Premium edition: Tirana Photo Festival in 2018

2018 was the launching year and the theme was: **“Promoting Tirana Through Photography”**. The event was such a huge success, considering the number of participation.

It lasted 9 days, from 1–9 November 2018 and consisted in:

- exhibiting 100 best photos of Tirana chosen by a Jury.
- a workshop and photo tour with 20 young photographers
- talks about photography with hundreds of students from different schools in Tirana
- the Mayor of Tirana Erion Veliaj visited the exhibition in the last day, while the opening day was addressed by the vice mayor Adi Seferi.



Main sponsors for 2018 were:

- Tirana Municipality 1 000 000 ALL
- National Historical Museum. (place for the event– 9 days)
- Phoenix printing (printed all the photos for exhibitions (100), all banners, and gave free printing photos for all visitors.
- Era catering supported the cocktail/ coffee





Three winners
in 3 categories:
City: (300€)
Nature: (200€)
People: (100€)



Festival participation

- 300 participants in the opening event
- 1000 students from high schools visited the exhibition and engaged in talks
- 200 people/day visited the exhibition (1800 total)
- 100 photographers winners
- A community of 7000 people engaged with photo entries



Youth education

- Workshop with young photographers (20 people trained)
- Photo Tour
- Visits from schools
- The age of people engaged from 18-35 years



Testimonials



Erion Veliaj 🚴 🌳 ⚽ 🇷🇸 🌐
@erionveliaj

Following

I simply love the @VisitTirana team - they are an independent group often promoting our city way better than some of us are tasked to do by City Hall! 🙌🙌🙌

Thanks for an awesome photo expo - great to see so much love pouring for Tirana via thousands of pics! 🥰📸📱



Online reach

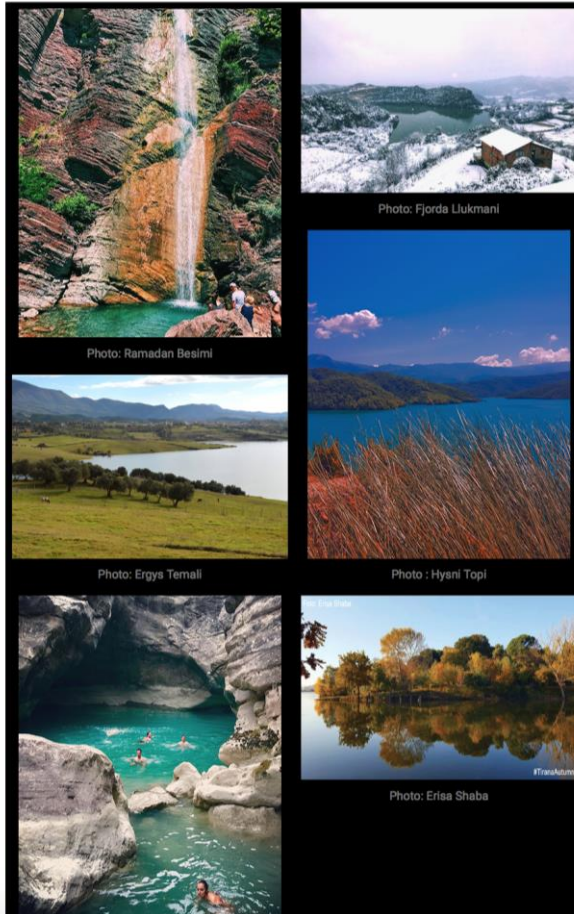
- The event in Facebook 60K reach
- Everything about event was shared at Visit Tirana with 15K reach; twitter with 6.5K reach; Instagram 10.5k reach
- The event was featured in man TV stations: Top Channel (wake-up); TVSH (Miremengjes Shqiperi; bisede me Balinen) Klan plus (interview); Intv; Konica; Business Magazine; Telegrafi newspaper etc
- Festival links:
 - www.tiranaphotofestival.com
 - https://www.facebook.com/events/2357511274476887/?active_tab=discussion
 - <https://www.youtube.com/watch?v=rLcNAb9Rp6I> (1 minute video)
 - https://www.youtube.com/watch?v=OqeZIV7F_cQ&feature=youtu.be (full video, testimonials)



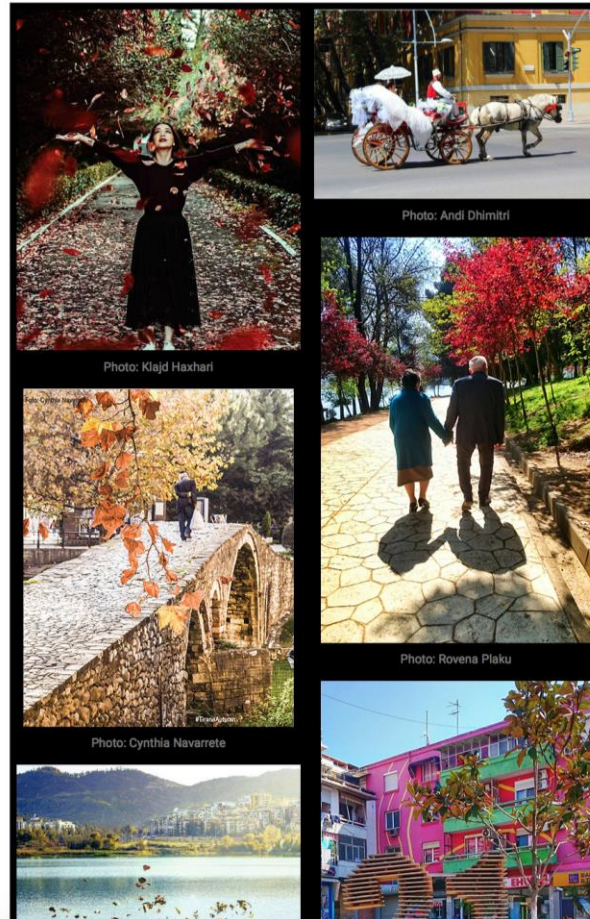
Exhibition

Example photo entries

TIRANA NATURE



TIRANA PEOPLE



TIRANA CITY



Last 3 photo contests had 1.7K entries each

Photo Album

Tirana 2018



The Album Tirana 2018

- Printed in 1000 copies
- Featuring 100 best photos of Tirana in three categories: City, Nature, People
- Possibility for featuring the sponsors in the first page of Album

Ideas for Festival sponsorship

- Main Sponsor for Tirana Photo Festival 2019. This year theme: **Promoting cultural and natural heritage of Albania through photography**
- The Event is going to be held in first week of 8-15 October 2019
- The main sponsor contribution is up to 10 000 euro.
- It can consists in contributing in these items:

1. The biggest installation banner of Festival, where the name of the donor is placed on top



2 Printing all photos of exhibition (100 photos) with a solid material to be placed on the wall



3 Supporting workshops/ forums/ talks (paying trainers and costs of organizing workshops and main event)



Ps. Other ideas are welcomed

Sponsorship Opportunities Available



In addition to brand association with this historic event and great cause, Sponsors receive incredible brand exposure. For example,

1. 7 day brand presence on the Festival banners
2. Brand on Visit Tirana properties
3. Brand logo on articles published by Visit Tirana and other partner media
4. Brand logo on the Photo Album Tirana 2019

We want to work with our sponsors to develop the right package for them. We're open to ideas. For example, if sponsors have relevant products (e.g. cameras, phones), we could include a booth at the event to feature the product or host a more interactive experience.

BUDGET GOAL: 100,000 EUROS

Funds raised contribute to this year's success as well as for 2019 Photo Festival. Examples:

- A projection or screening in the Skanderbeg square of photos and videos of Festival and sponsor's logo
- A unique 3D scenography in front of Museum with sponsor's name printed
- Producing the video of the event where sponsors will be featured. It will be shared in YouTube and social media all the year until the next Festival
- Opportunities to be featured in the media, (paying media for special reports and spots)
- Featuring different events in the Skanderbeg Square with the logos of sponsors behind..

Our Story

Background



We are a group of experts in Tourism, Marketing and Journalism, with more than 20 years experience. Destination Management Organisation (DMO) Albania, developed and manages the Visit Tirana brand and properties. DMO also is working to promote Gjirokastra as destination, through a project financed by Risi Albania. Future projects aiming to promote other destinations of Albania

www.visit-tirana.com is a unique platform targeting English-speaking tourists and expats residing in Tirana, Albania. It is a central hub for all things Tirana featuring blog posts from locals on Attractions, Events, Eat & Drink, Arts & Culture, and City Tours. It also hosts a comprehensive database to search on, which is incredibly valuable because many local business don't have a website, google business entry, or marketing in English. Visit Tirana is THE resource boosting tourism. The brand is the most sophisticated and mature marketing ecosystem available in the capital.

- Visit Tirana was awarded "Personality of the Year 2015" by Tirana mayor, Mr. Veliaj for the promotion of the city
- Visit Tirana is nominated for Tourism Campaign of the Year 2018 by Emerging Europe Awards
- Visit Tirana partners with Municipality and several national institutions to promote the city



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<http://www.visit-tirana.com>
+80K unique visits in 2018



@VisitTirana
+16K followers



@VisitTirana
+6K followers



@Visit_Tirana
+11.1 K followers



Visit Tirana
1K views



Contact Us. Space is Limited

Sponsors Selected by May 2019



Tirana Photo Festival: <http://tiranaphotofestival.com>
Visit-Tirana: <http://www.visit-tirana.com>
DMO Albania: <http://dmoalbania.al>
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Eva Kushova
DMO Albania Director

Alma Gerxhani
DMO Albania Board Member

