



KYIV CITY STATE
ADMANISTRATION



City of
Vienna CITY OF VIENNA



Austrian
Embassy
Kyiv AUSTRIAN
EMBASSY IN KYIV



UKRAINIAN-
AUSTRIAN
ASSOCIATION



CHARITY
VIENNESE

Ball

Fairmont
GRAND HOTEL KYIV

April 24, 2024



Charity Viennese Ball – 2024

THE CHARITY VIENNESE BALL IS A RECOGNIZED INTERNATIONAL CULTURAL EVENT BASED ON COMMON EUROPEAN TRADITIONS AND VALUES!

Charity Viennese Ball – 2024






Mission and goal of the event

-  Today, the whole world is watching Ukraine and admires its fortitude and invincibility. **The source of the greatest strength of Ukrainians** is their ability to unite for a noble goal.
-  Politicians, diplomats, athletes, cultural figures, international partners, private philanthropists, influential personalities, and opinion leaders are working together to find opportunities **to support rehabilitation programs for children affected by war.**





Civic responsibility and charity

-  Small efforts of many people turn into great things.
-  Charity Viennese Balls worldwide aim **to raise funds to solve the global challenges of the modern world.**
-  This creates an atmosphere of social responsibility, mutual understanding, and mutual support. It also provides an opportunity to pay tribute to our defenders, thanks to whom such events in Kyiv are possible.




Cultural diplomacy and identity


-  **Cultural dialog** is more relevant than ever – it expands borders and unites countries. Today, each of us is doing everything so that the world supports Ukraine; we fight for every interaction when the country needs help so much.
-  The restoration of ballroom traditions allows the demonstration of the richness of Ukraine's cultural heritage to the international community. It expresses people's love and devotion to their country, emphasizing a sense of pride in its achievements and values.





The project's mentors



 "The One in a Million" club unites Ukrainian women – business owners in various fields: finance, banking, economics, politics, diplomacy, education, retail, architecture and design, publishing, beauty industry, medicine, law, and restaurant business.

 About the initiative to revive the Charity Viennese Ball in Kyiv: **"Our goal is to build a dialog with international partners and the European community through the system of cultural values and traditions. We believe that this Charity Viennese Ball will not only add inspiration to the lives of Ukrainians but will also significantly contribute to helping those who need it the most."**



The project's mentors are Lidiia Filatova and Svitlana Tretiakova, the founders of "The One in a Million" women's business club

Creating long-term prospects


-  After the event, support for charitable and cultural initiatives will be continued, creating projects to help children and strengthen ties with the European community.
-  Such a strategy will allow not only the raising of funds for charitable purposes but also the creation of a long-term cultural imprint that will promote unity and support in a difficult situation.




Charity Viennese Ball – 2024



The atmosphere of the evening

 The **Charity Viennese Ball** is an exquisite atmosphere, a vibrant dance and music program, a gala concert of opera and choreographic artists.

 The program of the **Charity Viennese Ball** includes an opening ceremony, a debutant performance, a ball program with workshops, dinner, charity auction, and art events.

 The evening program will feature incomparable masterpieces of world musical classics performed by **Kyiv Mozart Orchestra**.

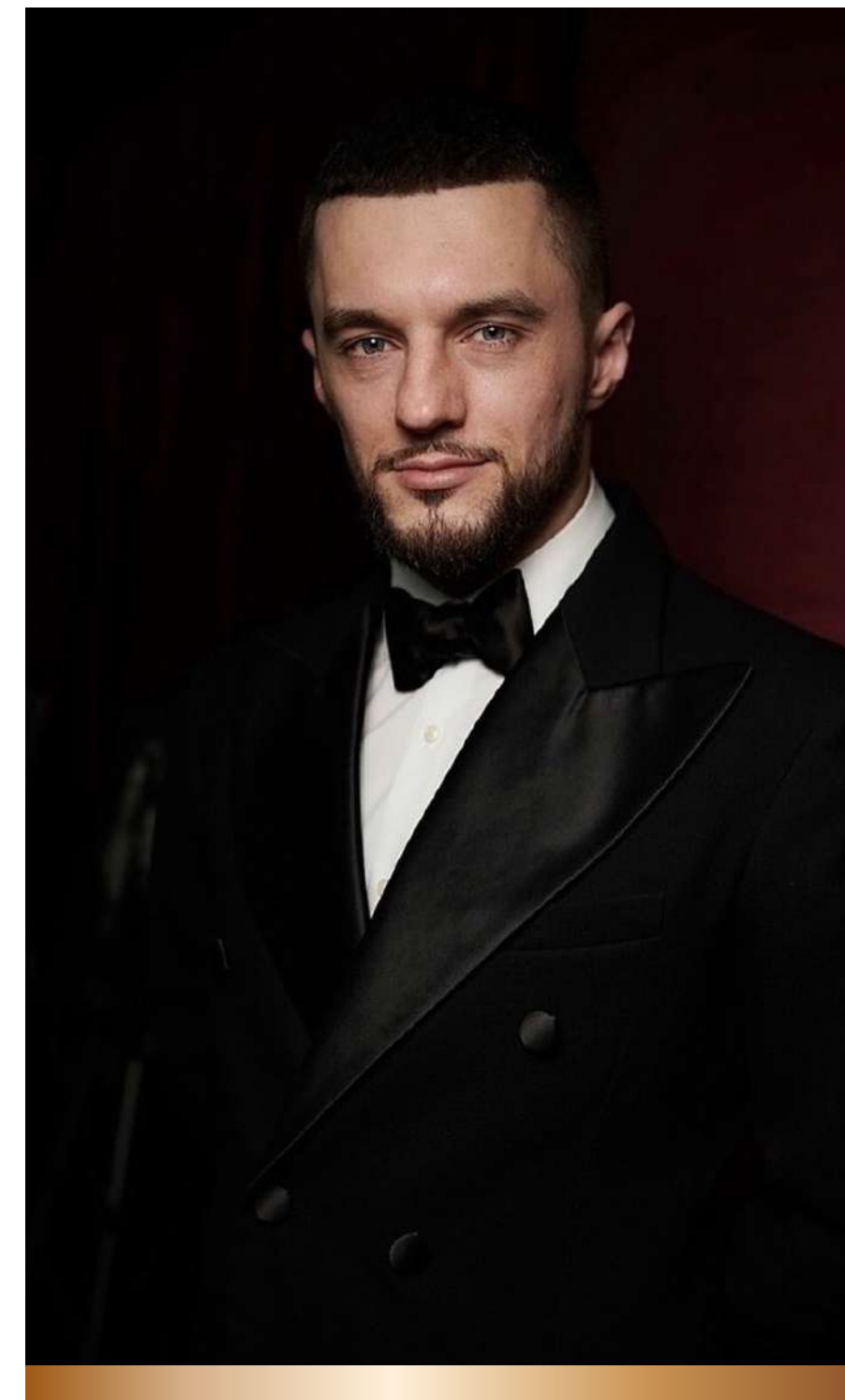




The atmosphere of the evening



Vocal perfection from **Susanna Chakhoian**, star of the world opera stage, soloist of the National Opera of Ukraine, laureate of international vocal competitions in Austria, Germany, Hungary, Spain.




The ball dancing master is **Maks Leonov**, a famous choreographer, Dancing with the Stars winner.




Charity Viennese Ball – 2024






Event promotion

 Social media, online and print publications, television and radio, and outdoor and specialty advertising. Audience outreach is more than **1 million people**. More than **200 mentions in mass media**.

 As part of the preparations for the Charity Viennese Ball, several cultural and artistic events will be held and covered in the mass media: press breakfast (event announcement), charity event, introduction to debutants, cultural and educational brunch, etc.



Sponsorship component and fundraising system



-  An effective system for attracting partners, sponsors, philanthropists, and interested persons has been developed.
-  Charity fundraising also includes ticket sales, lotteries and auctions, advertising integrations, and donor contributions.
-  **The main thing is that everyone who joins feels their involvement in creating a charity.**

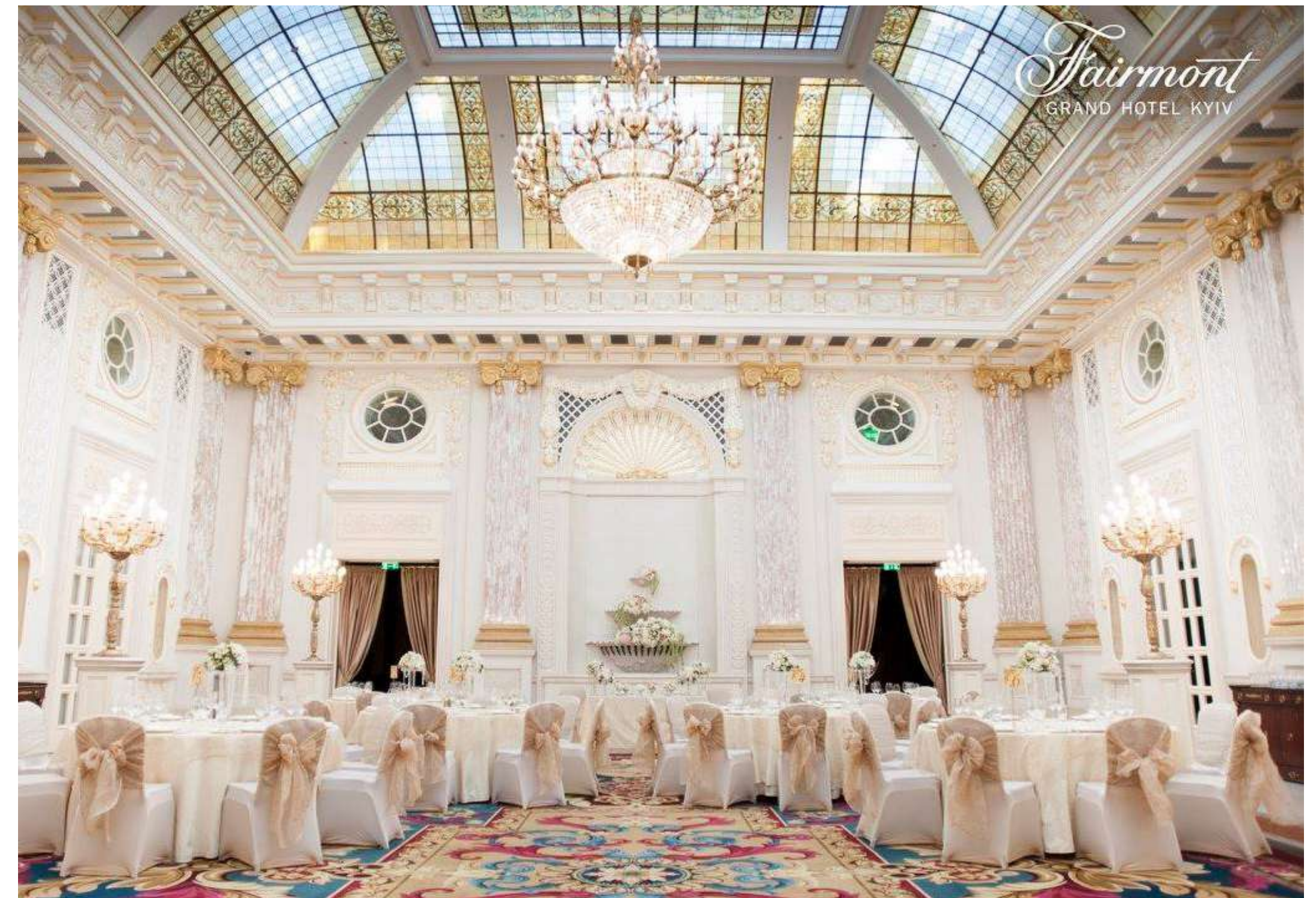


Charity Viennese Ball – 2024



Safety

-  The Charity Viennese Ball will take place at the **Fairmont Grand Hotel Kyiv** (1 Naberezhno-Khreshchatytska Street).
-  The hotel is equipped with a reliable shelter where guests can proceed during an air alarm, and the hotel staff and security service are operating in an enhanced mode.



Charity Viennese Ball – 2024



Contacts



+38 067 465 99 96 - Lidiia Filatova
+38 050 446 05 05 - Svitlana Tretiakova



vienneseballua@gmail.com
<https://theone.in.ua/>

