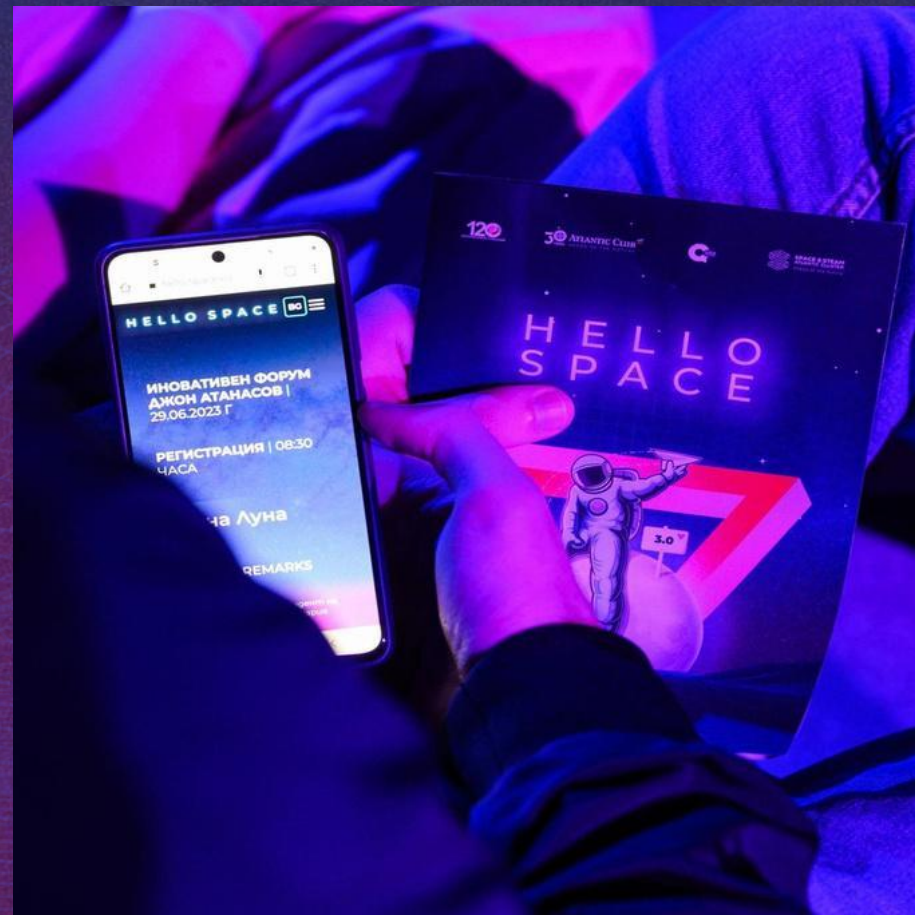


PARTNERSHIP PROPOSAL

HELLO SPACE | Bulgaria Calling! 6.0

June 26, 2026 | Sofia Tech Park



ABOUT THE INITIATORS:



The Atlantic Club of Bulgaria was founded in 1990 as the first and only non-governmental organization established within the Warsaw Pact, with the mission to contribute to its dissolution and to promote NATO and EU enlargement eastward. Since its inception, the Club has worked tirelessly to strengthen the **unity, security, and defense** capacity of the West, positioning Bulgaria as an integral part of the Euro-Atlantic community. Guided by the motto “Ahead of the Future,” the Atlantic Club has initiated transformative projects such as:

- Developing the EU standard for USB GSM chargers.
- Playing a leading role in the EU’s free Wi-Fi initiative #WiFi4EU.
- Supporting Bulgaria’s participation in space-related research and legislation.

Today, the Atlantic Club remains committed to addressing key global challenges, focusing on **security, education, countering disinformation, and fostering Bulgaria’s prosperity** within the Euro-Atlantic sphere.



In 2021, following the successful launch of the initiative **HELLO, SPACE | Bulgaria Calling!**, the Atlantic Club established the **Space & STEAM Cluster**, whose mission is to inspire young Bulgarians to pursue careers in **science, technology, and space exploration**. Its primary goal: to identify and prepare the **next Bulgarian astronaut**.

Dr. Solomon Passy, Founding President of the Atlantic Club of Bulgaria, is a former Minister of Foreign Affairs (2001–2005) and a visionary leader whose influence spans diplomacy, science, and education. His remarkable achievements include:

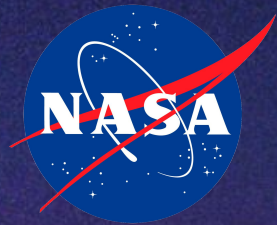
- Initiating Bulgaria’s accession to NATO and the EU.
- Leading Bulgaria’s Presidency of the UN Security Council.
- Co-founding the Bulgarian Antarctic Institute, which earned him the honor of Mount Passy being named after him.
- Pioneering the Hello-Space.eu Space & STEAM Youth Festival, positioning Bulgaria among the select EU nations to host a live video chat with the International Space Station.



OUR NETWORK

Over the years, the Atlantic Club has built a **strong network of partners and supporters**, ensuring the success of its initiatives.

Some of our key partners include:



With the support of Sofia Municipality



SHORT HISTORY OF “HELLO, SPACE”

July 2021

Bulgaria receives the unique opportunity for a **direct connection with the International Space Station**. The first edition of HELLO SPACE | Bulgaria Calling! is created, during which children ask **18 questions** to astronauts Thomas Pesquet and Mark Vande Hei, selected from nearly 200 applications. The educational event is watched live by more than **20,000 people** in Bulgaria and tens of thousands of viewers worldwide, including on NASA TV.

June 2023

The festival is gaining popularity among Bulgarian youth, reaching its third edition with not one, but **two stages** featuring even more exciting lectures and presentations, and a live connection with **Dr. Swati Mohan** – Lead Guidance and Controls Operations for **NASA’s Mars 2020 mission**.

June 2024

The fourth edition of the festival is bigger than ever, with over 50 exhibition stands, numerous lectures, and more than **2,000 visitors** on site. The highlight – for the first time, an astronaut stepped onto the stage of HELLO SPACE | Bulgaria Calling!. **Michael López-Alegría**, former **NASA astronaut** and current **astronaut with Axiom Space**, captivated the children with stories from his latest mission and answered the 10 questions that won the preliminary competition.

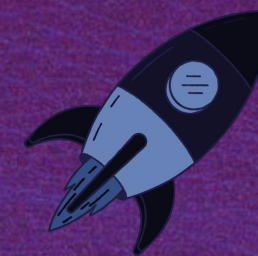
September 2022

Following the success of the first edition, the Atlantic Club of Bulgaria and the newly established Space & STEAM Cluster continue the initiative with the mission to **inspire young people** to pursue careers in space and STEAM fields. The second edition of the festival gives children the opportunity to hear the story of **NASA’s first mother astronaut – Dr. Anna Fisher**.

June 2025

The latest edition of the festival took place in June 2025, featuring numerous new activities and additions such as a **“Health Corner,” VR games, new workshops, speakers, and exhibition stands**. And for the first time in the festival’s history, not one but **two astronauts** participated:

1. **Sunita Williams** – one of **NASA’s most remarkable astronauts**, who shared the story of her latest mission to the International Space Station.
2. **Eytan Stibbe** – Israeli astronaut and participant in **Axiom Space’s historic Ax-1 mission** to the International Space Station, who spoke about his experience in space and answered questions from 10 curious children.



PROMINENT SPEAKERS AND ACTIVITIES



Space Robotics with
LEGO® Education



Gutenberg's
Printing Press



Interactive stands



A video conversation with astronauts
Thomas Pesquet and Mark Vande Hei from
aboard the International Space Station;



A conversation with NASA's first mother
astronaut, Dr. Anna Fisher



A conversation with Dr. Swati Mohan, the
head of guidance and control operations for
NASA's Mars 2020 mission



Chess tournament



First aid and CPR
demonstrations



VR experience



A live conversation with Michael Lopez-Alegria,
A veteran of four space flights with NASA and
current astronaut at Axiom Space.



A conversation with NASA's astronaut -
Sunnita Williams



Conversation with Eytan Stibbe, Israeli
astronaut; participant in Axiom Space's historic
Ax-1 mission to the International Space Station

EVENT IMPACT & REACH

HELLO SPACE | Bulgaria Calling! reaches thousands of people, including children, youth, parents, and teachers, as well as a significant number of companies, industry experts, STEAM educators, media, and government officials.

Over the past years, the festival has:



8000+ direct participants



23M+ global reach through traditional and online media, including live broadcasting on NASA TV.



Impressive media coverage with news in all major Bulgarian media outlets, such as BNT, BTV, NOVA TV, 24 Chasa, BTA, and more.



60+ speakers – astronauts, scientists, industry experts, and academics.



100+ interactive stands of companies such as IBM, Axiom Space, Robotica, Dronamics and more.

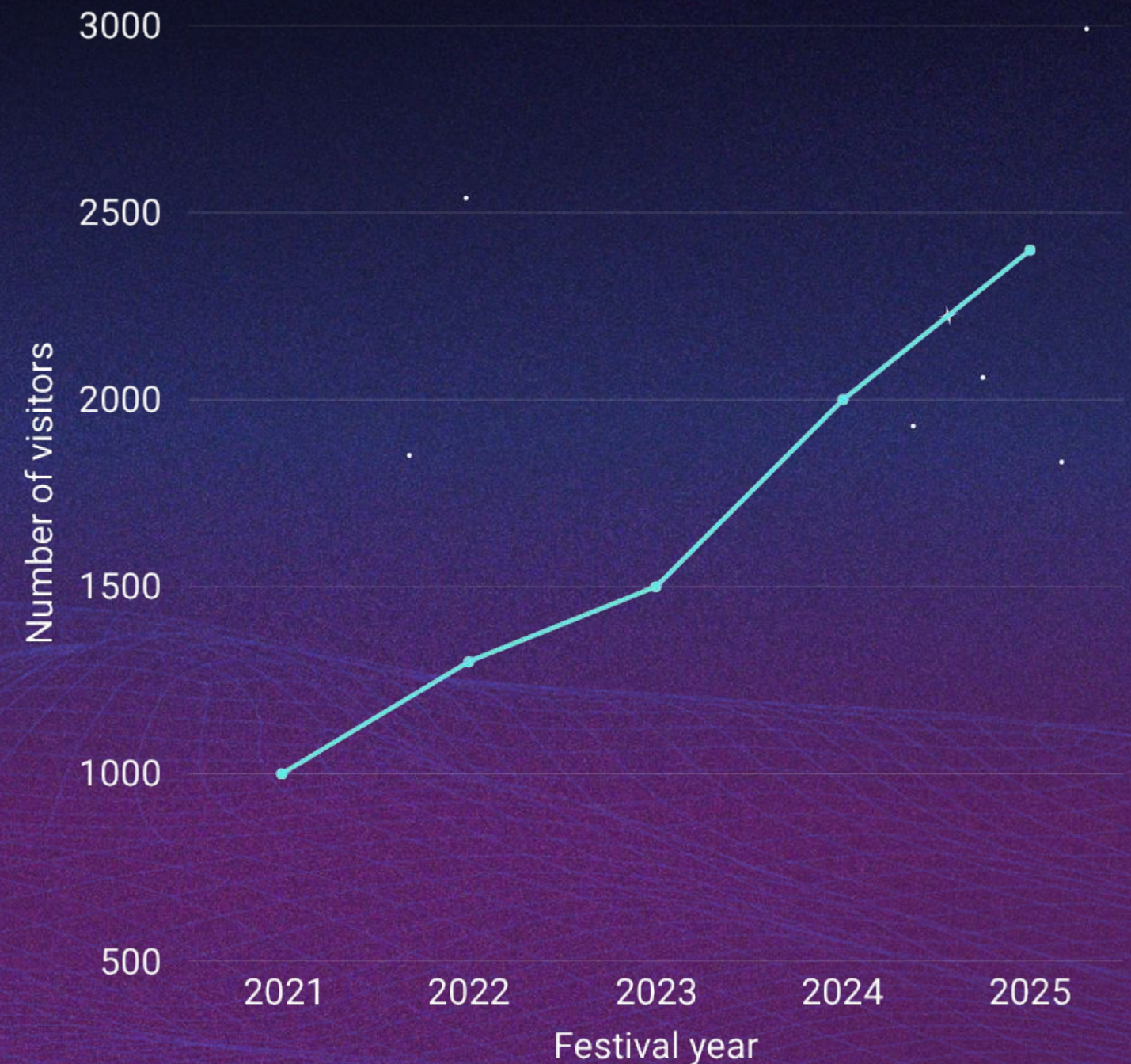


50+ sponsors and partners, including Samsung, Yettel, Kaufland, Aurubis.

Visitors

The festival attracts Bulgaria's future talents – ambitious, intelligent, and curious students, primarily aged 6 to 18 years old from all over the country, offering our partners a unique opportunity to inspire and engage with the next generation of bright, motivated, and imaginative individuals who are ready to become the next innovators and leaders.

Visitors of HELLO, SPACE | Bulgaria Calling



PARTNERSHIP BENEFITS

As partners of "HELLO SPACE | Bulgaria Calling!" companies that align with the festival's cause will have the unique opportunity to be part of a **leading event in the field of science, technology, and innovation**. Through participation or support of this initiative, they can achieve several **key objectives**:



Corporate Social Responsibility (CSR)

- Participation in the festival offers companies the opportunity to demonstrate their commitment to the development of younger generations and to support education, entrepreneurship, and STEAM sciences.



Employee Engagement

- Companies can invite their employees to attend the festival with their families and children. We will provide posters and promotional materials to help communicate the event among the company's employees.
- Companies can organize a Family Team Building and participate as a group in various activities or specific workshops, which we will select together based on their employees' interests.



Brand Promotion and Positioning as an Employer

- Companies will have the opportunity to showcase themselves to a wide audience of young talents, innovators, and professionals. The festival serves as a platform through which companies can strengthen their reputation and position themselves as preferred employers in the future fields of science and technology.



Interactive Presence

- Opportunity to build a company booth, demonstrate products and services, and create engaging content for visitors.



Individually Tailored Partnerships

- Depending on business goals and priorities, different participation formats can be offered – from media presence and sponsorship of specific activities to specially developed programs for employees.

NEXT STEPS

HELLO SPACE! | Bulgaria Calling offers a unique opportunity for forward-thinking companies to participate in a truly innovative initiative and join our mission to inspire, educate, and empower the next generation of scientists, innovators, and astronauts.

If your company shares our vision and wishes to get involved, we can discuss various partnership options tailored to your goals and priorities.

How can you get involved?

- ✓ Contact us to discuss the best way to integrate your participation.
- ✓ Choose a partnership format that aligns with your company's interests and strategic priorities.
- ✓ Become part of the festival by showcasing your company, involving your team, or supporting a specific initiative.

We would be happy to arrange a brief meeting to introduce you to the opportunities and discuss ideas for collaboration.

For more information and opportunities for customized partnerships, contact us at: angel.antonova@atlantic-club.org or **+359 883 303 043**.

In the meantime:

Visit our **website** at: www.hello-space.eu

Check out our **Instagram** page: [@hellospace.fest](https://www.instagram.com/hellospace.fest)

Check out our **Facebook** page: [HELLO SPACE Festival](https://www.facebook.com/HELLOSPACEFestival)



HELLO



SPACE

JUNE 26, 2026
SOFIA TECH PARK