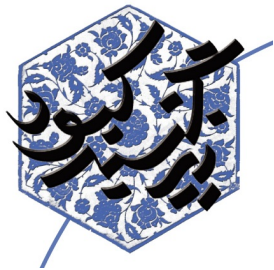




tirgan

A Brief History of Tirgan

(the Largest Iranian Diaspora Festival)



Under the Azure Dome

Nowruz 2006

\$100,000

25,000 Visitors

60 Volunteers



Yeki Bood Yeki Nabood - Tirgan

Tirgan 2008

\$600,000

60,000 Visitors

200 Volunteers



Tirgan

Tirgan 2011

\$755,000

100,000+ Visitors

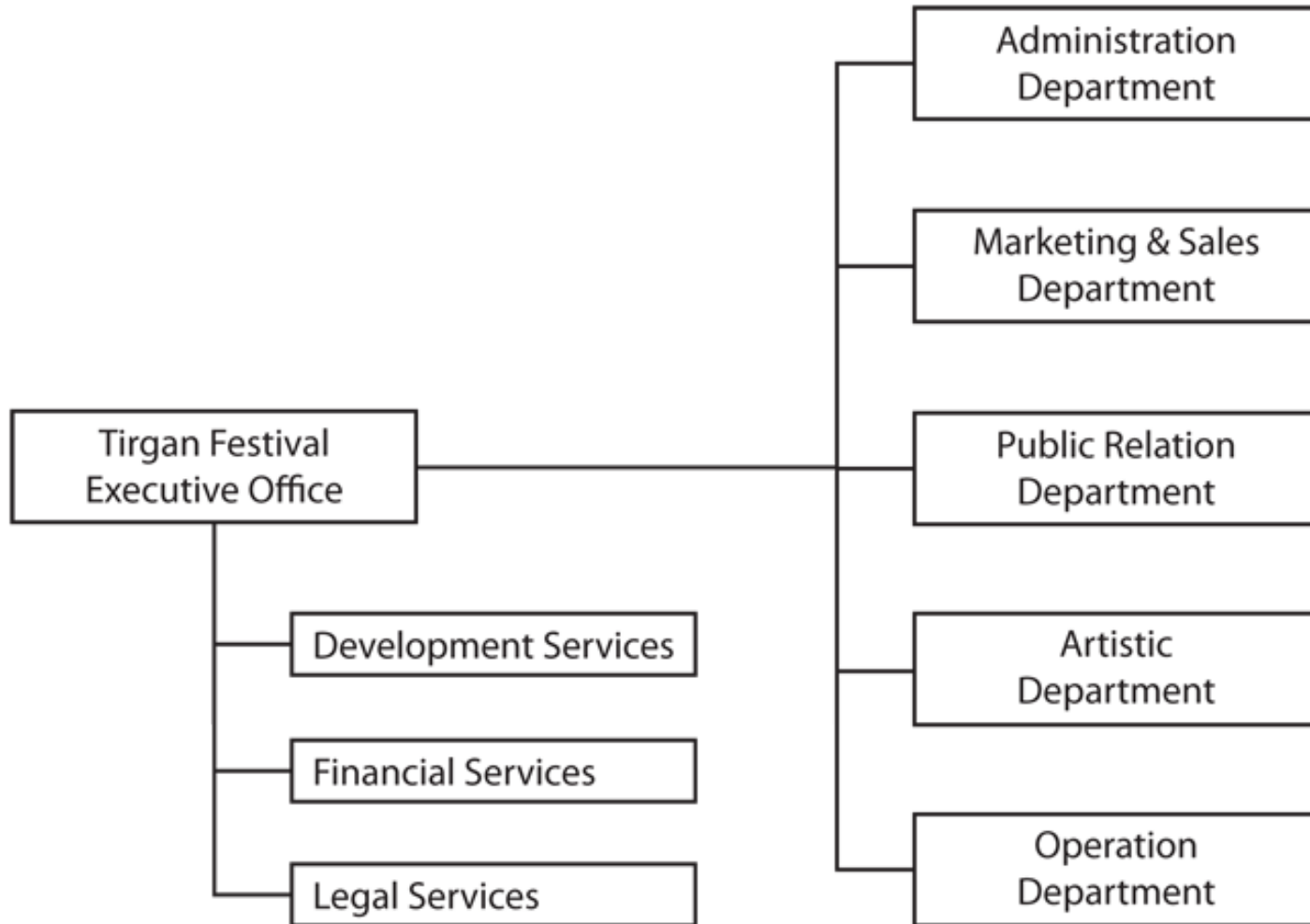
300 Volunteers



Objectives

- To promote cross-cultural dialogue and understanding through art and culture
- To contribute to the diverse, cultural mosaic of Canadian society by celebrating Iranian art, music, dance, theatre, cinema and literature
- To build a stronger community through team work on celebration of art and culture
- To raise awareness of cultural identity among Iranian-Canadians; with special focus on youth
- To entertain, engage, and educate audiences from across Toronto, GTA and Canada
- To become a Global Festival that can attract people from all around the world

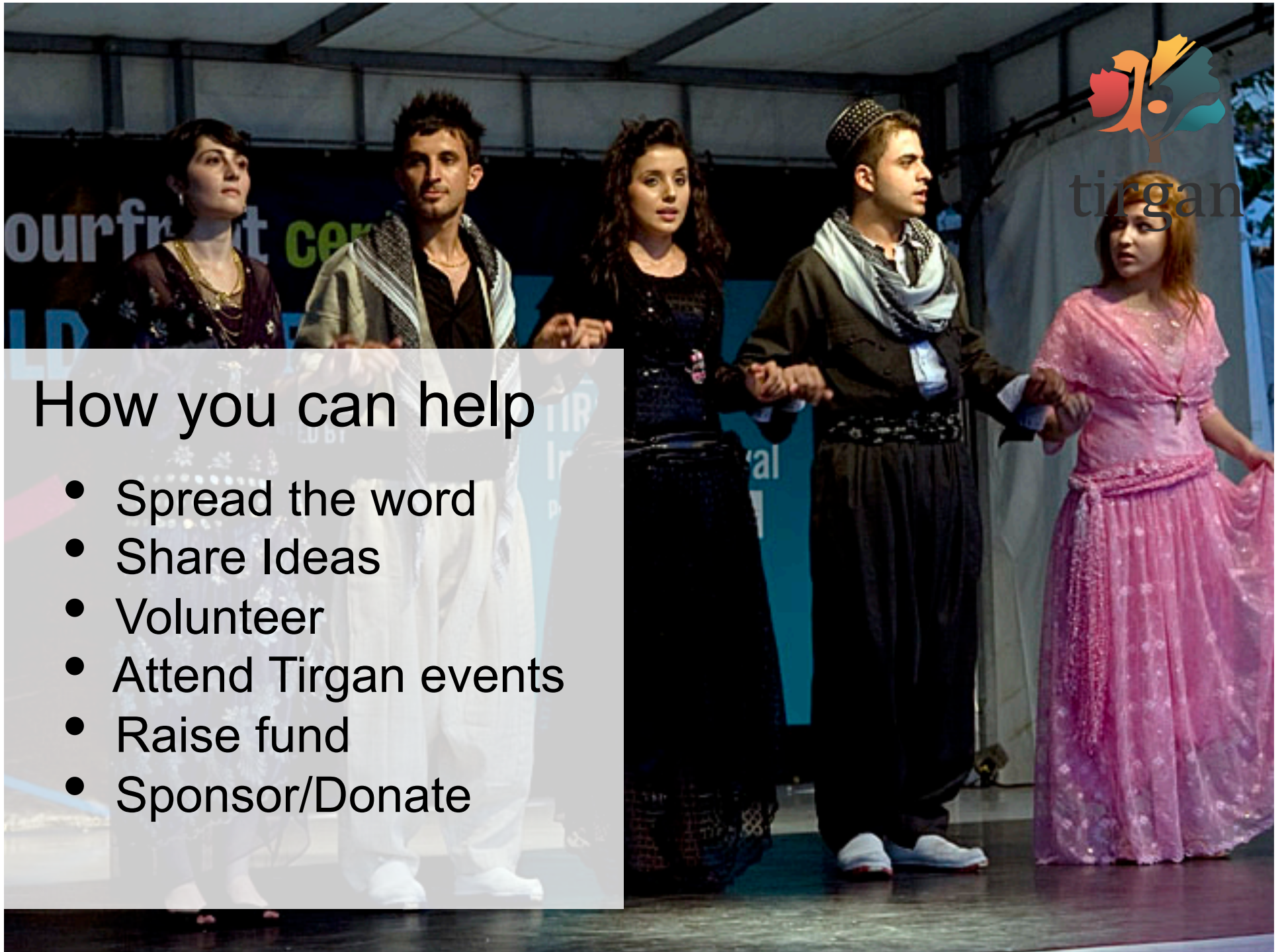
Organization





How you can help

- Spread the word
- Share Ideas
- Volunteer
- Attend Tirgan events
- Raise fund
- Sponsor/Donate





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Visions of Eternity

Tirgan 2011

July 21 - 24

Toronto - Canada









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Local Artists



Promoting / Engaging Local Artists
(Collaborations)

Call for submission, website:

<http://tirgan.ca/programs/application>

Outdoor installation

Contests: Building Heritage



Short Story Contest

Sponsored by:

Publication



Website:

<http://tirgan.ca/programs/short-story-contest>

Contests: Building Heritage



Short Film Contest

Sponsored by:

Screening



Website:

<http://tirgan.ca/programs/short-film-competition>

Award for Canadian Contestant



tirgan

heart of toronto's waterfront

Harbourfront centre

July 21 ~ 24,
2011
Toronto - Canada

+ 100,000 Visitors Expected



heart of toronto's waterfront

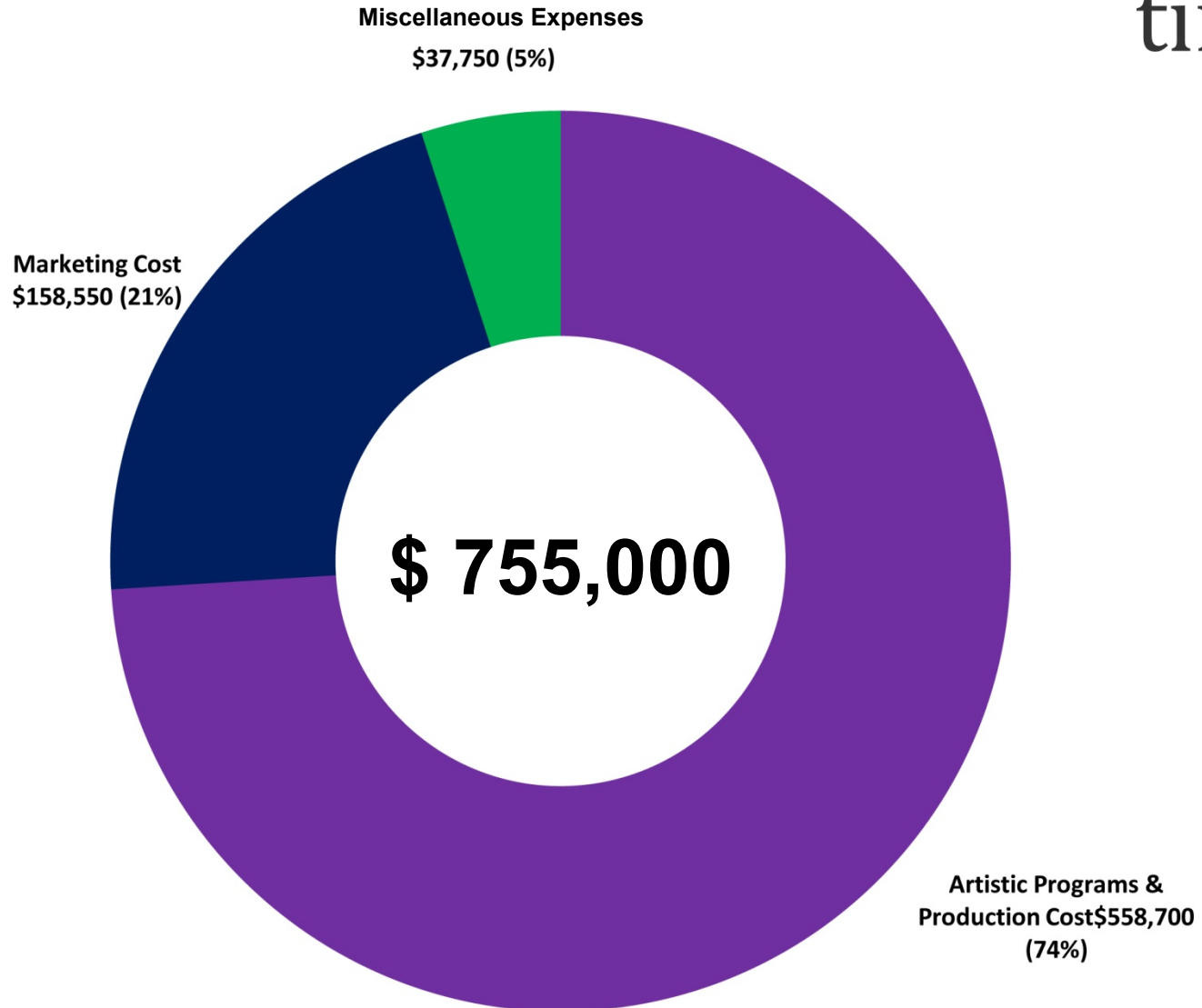
Harbourfront centre

Festival Audience:

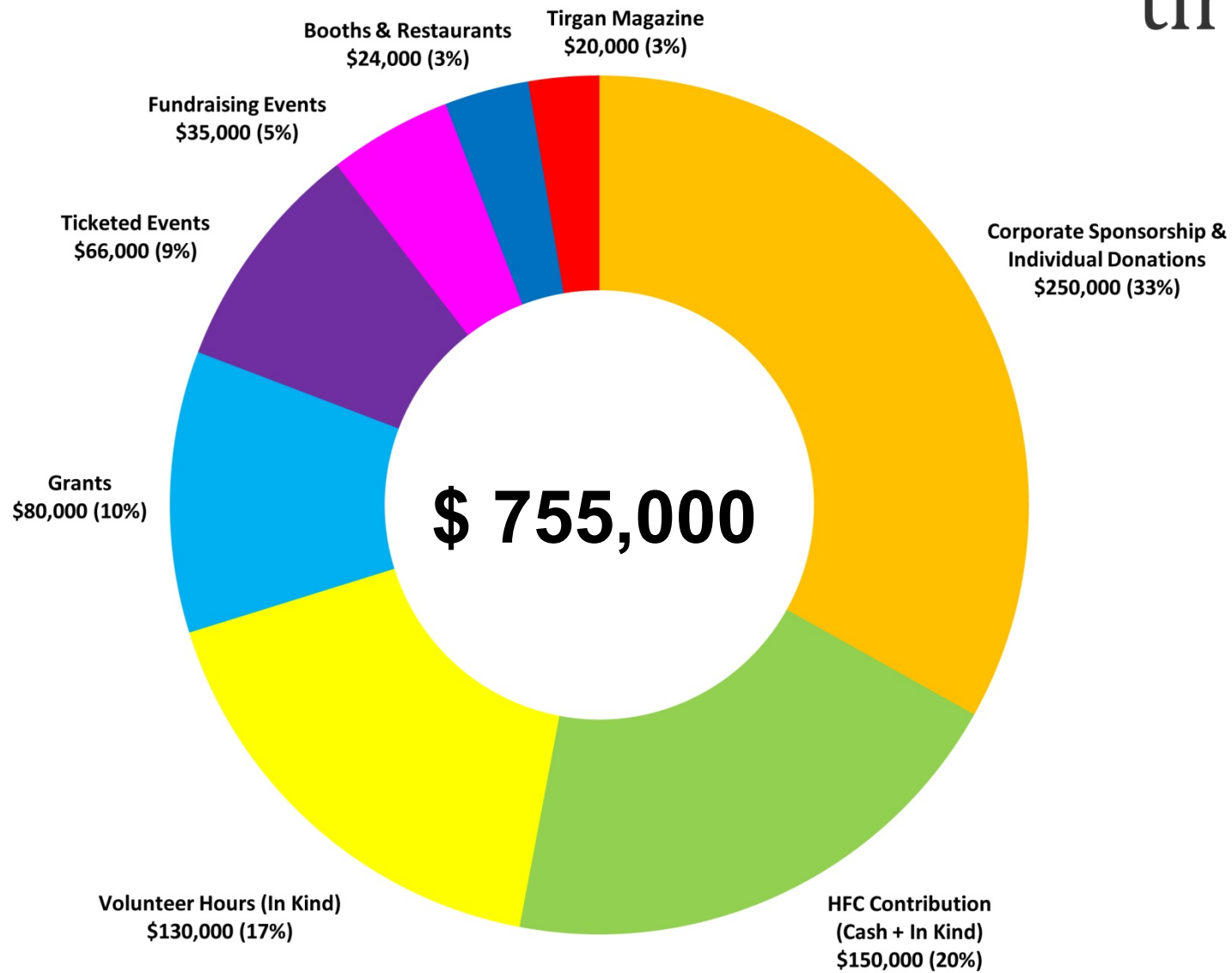
Iranian and non-Iranian (Families, Seniors, and Youth) from Toronto and the GTA. However, many visitors are expected to join the festival from across North America, Europe, and Middle East.

Target Audience: Upscale, Art lovers, Performers, Scholars, Students, Entrepreneurs and Professionals.

Festival Cost



Festival Revenue



Corporate Sponsorship

Presenting Sponsors: \$50,000

Platinum	\$25,000	SOLD OUT
Diamond	\$10,000	
Gold	\$5,000	
Silver	\$3,000	
Bronze	\$1,000	



tirgan



Photo by: Mehdi Zah

Donations

What your donation means to us ?

\$5 Donation	Volunteer Transportation Fee
\$10 Donation	Volunteer Refreshment
\$20 Donation	Volunteer T-Shirt
\$50 Donation	Daily Artist Food Fee
\$100 Donation	250 More Flyer
\$200 Donation	1 Night Artist Accommodation
\$500 Donation	Artist Honorarium
\$1000 Donation	Artist Travelling Fee from Europe
\$2000 Donation	Artist Travelling Fee from Iran
\$5000 Donation	New Artistic Production

[Donate](#)





Tirgan Magazine

Front Inside Cover	\$5,000
Back Inside Cover	\$5,000
Full Page	\$2,500
½ Page	\$1,700
¼ Page	\$1,000

10,000 Full Colour Copies

Reserve your AD TODAY

Note: Platinum, Diamond and Gold Sponsors would automatically receive FREE Ads in Tirgan Magazine 2011



Taste of Iran

7 Food Vendor Kiosks
\$2,400 Each

Register Today

Photo by: Mehdi Zahed



Iranian Bazaar

15 Marketplace Kiosks
\$800 Each

Register Today

Photo by: Mehdi Zahed





Ticketed Events

90% of Festival Events are **FREE**
10% are ticketed

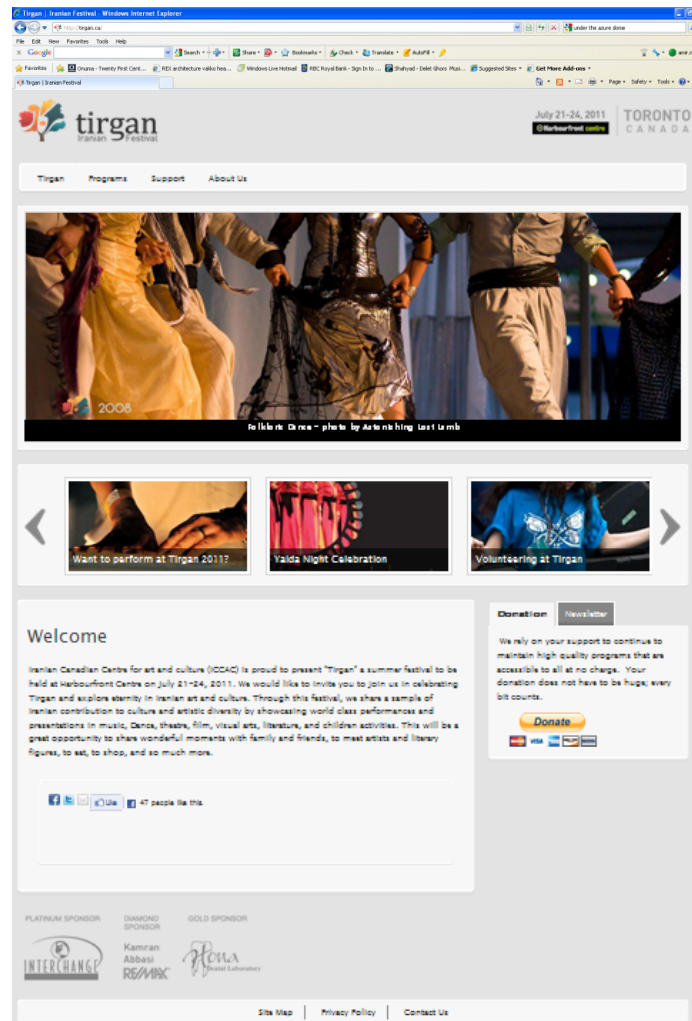
Ticket price range: \$25 to \$45

**Ticket Sales Start from
May 2011**



Our New Website

www.tirgan.ca



The screenshot shows the Tirgan website interface. At the top, there is a navigation bar with the Tirgan logo, the date 'July 21-24, 2011', and 'TORONTO CANADA'. Below this is a menu with 'Tirgan', 'Programs', 'Support', and 'About Us'. The main content area features a large photo of dancers in traditional attire, captioned '2006' and 'Behkhat Chera - photo by Arto Nishking (art lemb)'. Below the photo is a carousel of three event thumbnails: 'Want to perform at Tirgan 2011?', 'Valda Night Celebration', and 'Volunteering at Tirgan'. A 'Welcome' section follows, containing a paragraph about the festival and a 'Donate' button with a 'News letter' link. The footer includes logos for Platinum Sponsor (Interchange), Diamond Sponsor (Kamran Abbasi REMIX), and Gold Sponsor (Hena Personal Laboratory), along with links for 'Site Map', 'Privacy Policy', and 'Contact Us'.

Our New Logo





Get

involved
volunteer

Volunteers Engagement



Photo by: Mehdi Zahed

Tirgan Administration



300 volunteers

Human Resources:

- Short-Term Opportunities for Volunteers (July 21 - 24, 2011)
- Long-Term Opportunities for Volunteers (Today – July 24, 2011)

Apply! www.tirgan.ca

Tirgan Administration

www.tirgan.ca



The screenshot shows the Tirgan website administration interface. At the top left is the Tirgan logo. To its right is a search bar with a 'Go' button. Below the logo is a navigation menu with tabs for 'Festival', 'Programs', 'Support', and 'About'. The 'About' tab is circled in red. A dropdown menu is open under 'About', listing 'Organizers', 'Volunteers', 'Affiliates', 'Job Opportunities' (circled in red), and 'Contact Us'. A red arrow points to the 'Job Opportunities' link in the dropdown. Below the navigation is a 'Home' link. The main content area features a large heading 'Job Opportunities' with a red arrow pointing to it. Below this heading is a paragraph of text: 'Tirgan is built upon the support of over 300 young volunteers whom in a joint effort have been contributing to the diverse and cultural mosaic of the Canadian society, by promoting a cross-cultural dialogue and understanding between the Iranian community and the community at large.' Below the paragraph is another paragraph: 'Get involved with Tirgan and make a difference. Tirgan is seeking volunteers to fill the following positions:'. Below this is a table with four columns: 'Voluntary Job Title', 'Posting Date', 'Closing Date', and 'Job posting-PDF'. The table lists four job openings: 'Translation Assistant', 'Sales Personnel', 'Graphic Designer', and 'PhotographyVideo Specialist'. A red bracket is on the left side of the table. On the right side of the page, there is a 'Donation' section with a 'Newsletter' button and a paragraph of text: 'We rely on your support to continue to maintain high quality programs that are accessible to all at no charge. Your donation does not have to be huge; every bit counts.' Below this is a 'Paypal' link.

Voluntary Job Title	Posting Date	Closing Date	Job posting-PDF
Translation Assistant	November 9, 2010	November 30, 2010	
Sales Personnel	November 9, 2010	November 30, 2010	
Graphic Designer	November 9, 2010	November 30, 2010	
PhotographyVideo Specialist	November 9, 2010	November 30, 2010	

Tirgan Contact:
info@tirgan.ca

Tirgan Web Site:
www.tirgan.ca



Photo by: Mehd Zahed