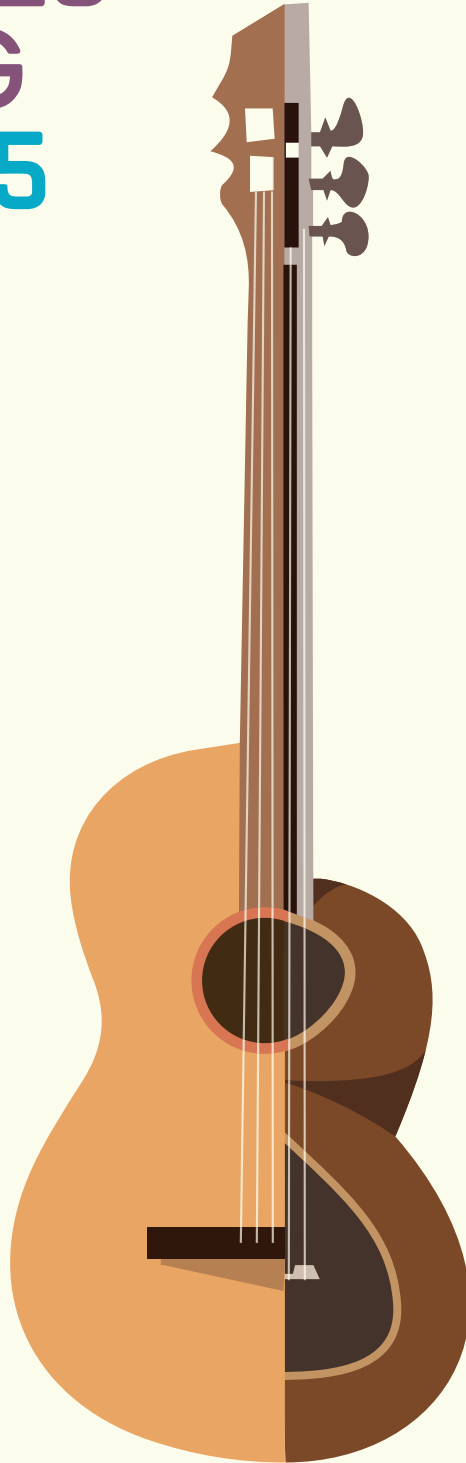


TIRGAN

TORONTO
CANADA

20-23
AUG
2015

MUSIC • DANCE • FILM • THEATRE • KIDS •
HISTORY & LITERATURE • VISUAL ARTS • WORKSHOPS •
FOOD • BAZAAR • TRADITIONAL TEAHOUSE



heart of toronto's waterfront

© Harbourfront centre



for more information visit
www.tirgan.ca

Tirgan is the world's largest celebration of Iranian arts and culture,
taking place at the Harbourfront Centre, Toronto, Canada



Operatic Narration of Arash the Archer | Photo by Payam Ghaffari

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TIRGAN
MAGAZINE



WELCOME LETTER

Dear Valued Partner,

August 2015 marks the return of Tirgan, a four day multidisciplinary arts and culture festival cohosted by the Harbourfront Centre, that will be the event of the summer. Join us as tens of thousands of visitors march into Toronto's lakefront to celebrate and embrace diversity in our multicultural community.

Since our last program in 2013, Tirgan has continued to grow and appeal to a cross-cultural, cross-disciplinary audience; drawing visitors, performers, and scholars from across Canada, United States, and Europe. The 2015 festival has built on this foundation and we are thrilled to announce our upcoming theme of "*Homeland*".

Despite the growth we have experienced over the years, our vision to promote cross-cultural dialogue and understanding through arts and culture remains unchanged. Our core purpose is rooted

in everything we do and in the hearts and minds of our 300+ volunteers. I encourage you to join us to celebrate and embrace diversity in our community. Enclosed you will find all the information you need to get involved with Tirgan 2015.

Thank you in advance for supporting our cause and the community at large.

We look forward to working with you and seeing you at Tirgan 2015!

Regards,

Nima Ahmadi
Director, Marketing and Sponsorship
Tirgan Festival 2015
sponsorship@tirgan.ca



ABOUT THE FESTIVAL

VISION:

TO PROMOTE CROSS-CULTURAL
DIALOGUE AND UNDERSTANDING
THROUGH ARTS AND CULTURE

Legend of Tirgan

There are many legends on the origin of Tirgan. One is associated with the legend of the arrow (Tir), a reference to "Arash the Archer", who was the best Iranian archer of ancient times. To settle a land dispute, it was stipulated that Arash should ascend Mount Damavand and discharge an arrow, the landing location of which would determine the boundary between two kingdoms, Iran and Turan. Arash ascended the mountain and discharged an arrow, the flight of which started from the dawn of the day and continued until noon. The arrow finally landed on the banks of the Oxus (Jeyhun) River, and the boundaries of Iran expanded beyond all expectations, resulting in the inclusion of multiple cultures into the nation. This is the essence of Tirgan festival: a celebration of diversity.

Tirgan 2015 Will

- Contribute to the diverse cultural mosaic of Canadian society by celebrating arts and culture.
- Build a stronger community through teamwork and open dialogue.
- Entertain, engage, and educate a diverse public.
- Provide an opportunity to visit for all by offering over 90% of events free of charge.



Dates & Times:

Thursday August 20, 2015
6:00PM to 11:00PM

Friday August 21, 2015
6:00PM to 1:00AM

Saturday August 22, 2015
11:00AM to 1:00AM

Sunday August 23, 2015
11:00AM to 7:00PM



Accessibility

The Harbourfront Centre is accessible by the TTC or car. It is also within walking distance from Union Station. All venues are wheelchair accessible.



Venue

Toronto's Harbourfront Centre is an innovative, non-profit cultural organization that creates events and activities of excellence that enliven, educate, and entertain a diverse public. The Harbourfront centre provides a leading edge in creative expression.



Our Guests

With over 150,000 visitors expected, Tirgan 2015 is going to be the biggest festival of its kind yet! Tirgan attracts a highly diverse and affluent demographic.



an Audience | Photo by Babak Rezaei

TIRGAN 2013 | Photo by Maryam Afshar

DEMOGRAPHICS

GENDER



56% Female / 44% Male

AGE RANGE

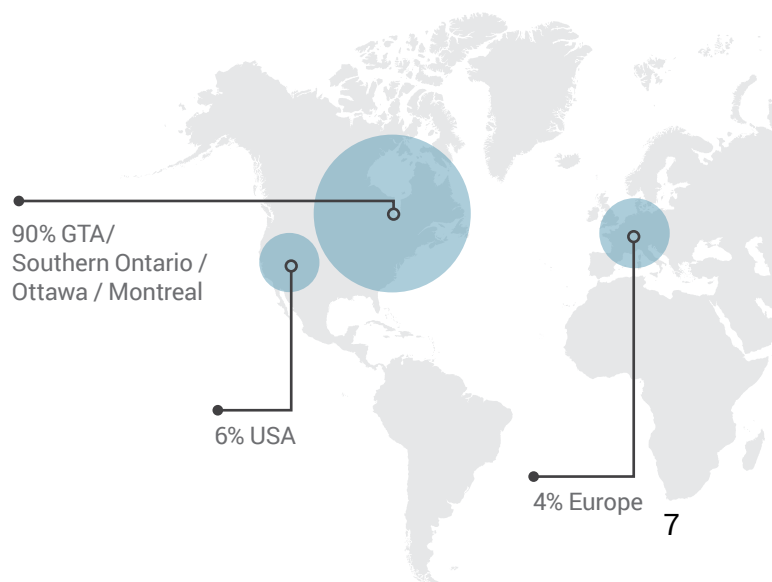


5-80 .
Over 80% fall within the
25-40 age range

HOUSEHOLD INCOME

Majority \$100,000+

GEOGRAPHICAL LOCATION





HOMELAND



PROGRAMS

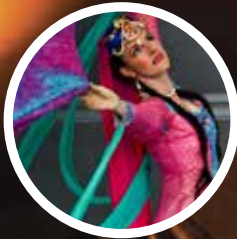
OUR PASSION IS ART & CULTURE

The theme of Tirgan 2015 is 'Homeland' and all festival programs will be inspired by this central theme. We have designed a program that includes a variety of art forms and styles from diverse eras and geographic regions. Our programming incorporates a blend of performances, workshops, panel discussions and lectures all intended to engage, educate and entertain our guests.



MUSIC

Showcasing performances ranging in various styles of Iranian music including traditional and folkloric to jazz and electronic.



DANCE

Our internationally acclaimed artists are prepared to dazzle the audience with a variety of styles ranging from ballet to folklore.



FILM

Prepare to learn and discuss cinematography with world-class Iranian directors.



THEATRE

Over the past decade, theatre has been thriving in Iran. The audience will get a flavor of famous theatrical styles ranging from traditional to contemporary musical dramas.



KIDS

The youth will enjoy a variety of activities such as face painting, drawing, music, dance and storytelling.





HISTORY & LITERATURE

Poetry and literature are very prominent aspects of the Iranian culture. Highly acclaimed writers will read excerpts from their novels and engage in dialogue.



VISUAL ARTS

Join us as we display the work of leading Iranian artists.



WORKSHOPS

The audience will find the opportunity to practice in a variety of artistic and literary workshop



FOOD

Featuring a wide range of cuisine that consists of regional food and drinks served by Toronto's most successful Iranian restaurants.



BAZAAR

Have the opportunity to shop for Iranian delicacies and gifts. There will be a variety of shops displaying and selling arts & crafts, jewelry, hand-made carpets, literature, sweets, dried fruits & nuts, spices and traditional musical instruments.



CONTEST

Tirgan 2015 will once again be holding its short story and photography contests. These contests provide an excellent opportunity for aspiring writers, and photographers to have their work recognized and assessed by renowned professionals. A selection of the entries will be showcased at the festival



TIRGAN MAGAZINE

This highly sought after publication is exclusive to the festival and has become an icon that is collected by many.



VENUE

heart of toronto's waterfront

📍 Harbourfront centre

MULTI-PURPOSE VENUE	LOCATION	CAPACITY
WESTJET STAGE	Outdoor by water	5,000
REDPATH STAGE	Outdoor by water	5,000
BRIGANTINE ROOM	York Quay Centre Main floor, North end	350 (theatre-style) 250 (cabaret-style)
MARILYN BREWER COMMUNITY CENTRE	York Quay Centre Main floor, North end	200 standing
LAKESIDE TERRACE	York Quay Centre Main floor, South end	250 (theatre-style) 150 (cabaret-style)
MISS LOU'S ROOM	York Quay Centre 2nd floor, South end	100 (theatre-style) 150 (standing)
ENWAVE THEATRE	Between Queen's Quay Terminal and York Quay Centre, adjacent to the Power Plant	350 (theatre-style) 422 (full round)
FLECK DANCE THEATRE (FORMER PREMIER DANCE THEATRE)	3rd floor, Queen's Quay Terminal 207 Queen's Quay West	446 (theatre-style only)
STUDIO THEATRE	York Quay Centre Main floor, North end	196 (theatre-style only)

Harbourfront Centre's facilities are contained in three buildings located on a 10-acre site.

SPONSORSHIP

**JOIN US ALONGSIDE TENS OF THOUSANDS OF VISITORS
FROM AUGUST 20 - 23, 2015 IN THE HEART OF TORONTO TO
CELEBRATE AND EMBRACE DIVERSITY, ARTS AND CULTURE.**



WHY TIRGAN?

TAP INTO A
LUCRATIVE,
ATTENTIVE AND
HIGHLY DIVERSE
CONSUMER BASE

REACH YOUR
TARGET AUDIENCE
VIA MULTIPLE
CHANNELS

BE AN ACTIVE
PARTICIPANT
IN TORONTO'S
RICH CULTURAL
AND ETHNIC
LANDSCAPE

CRAFT YOUR
PARTNERSHIP,
WITH THE HELP
OF TIRGAN'S
SPECIALIZED
SPONSORSHIP
CONSULTANTS



SPONSORSHIP PACKAGE

We would love to carry on the conversation to discover the right opportunity for you. Established in 2006, this year's festival is expected to be bigger than ever and our team of consultants would be happy to craft the right package for you. Please contact us at sponsorship@tirgan.ca

PRESENTING
\$75,000

Present the 2015 Tirgan Festival to over 150,000 guests with customized brand building and activation opportunities developed by our team of marketing consultants suited to meet your organizational needs.

• Contact us at sponsorship@tirgan.ca

PLATINUM
\$30,000

Delivers a multi-channel campaign with mass media exposure.

- Print: Over 1.6MM impressions plus a double spread page advertisement in the Tirgan Magazine.
- Digital: Reach over 50,000 monthly unique visitors
- Social Media: Engage with over 6,500 active followers.
- Outdoor: 5.4MM impressions.
- Radio: Over 370,000 listeners monthly.
- Event: Activate your brand in a dedicated 20 x 10 booth.
- Naming Rights: Opportunity to present one of Tirgan's exclusive programs (i.e. Short Story Contest).

DIAMOND
\$10,000

Delivers both brand building and brand activation opportunities on site.

- Print: Over 1.6MM impressions plus a full page advertisement in the Tirgan Magazine.
- Digital: Reach over 50,000 monthly unique visitors
- Social Media: Engage with over 6,500 active followers.
- Outdoor: 5.4MM impressions
- Event: Activate your brand in a dedicated 10 x 10 booth.

GOLD
\$6,000

Ideal for gaining brand exposure and product sampling.

- Print: Over 1.6MM impressions plus a 1/2 page advertisement in the Tirgan Magazine.
- Digital: Reach over 50,000 monthly unique visitors
- Outdoor: 5.4MM impressions
- Event: Sampling opportunity at the festival.

SILVER
\$2,000

Tailored to drive exposure for your organization.

- Print: Over 1.6MM impressions
- Digital: Reach over 50,000 monthly unique visitors
- Outdoor: 5.4MM impressions



TIRGAN MAGAZINE

ABOUT US:

This highly sought-after publication, containing thought-provoking pieces about contemporary and traditional facets of Iranian culture, is exclusive to Tirgan and over the years has become an iconic part of the festival. Many have begun to collect and archive this limited publication. Our aim is to:

- Highlight the events taking place at the 2015 Tirgan festival.
- Celebrate diversity with a focus on Iranian arts and culture.

OUR RATES:

Full page colour	\$2,500
Half page colour	\$1,700
Quarter page colour	\$1,300

OUR READERS:

56% Female / 44% Male
Average Age 38
Average house hold income \$100,000+
Average magazine is read 4.4 times

DISTRIBUTION:

- Over 5,000 copies are handed out free of charge at the festival
- Online version will be posted on Tirgan website



Tirgan Festival is organized by a not-for-profit, non-partisan and non-religious organization, registered in Ontario, Canada.

www.tirgan.ca
sponsorship@tirgan.ca

