

**JULY
25-28**

TORONTO, CANADA

**TIR
GAN**

PRESENTED BY

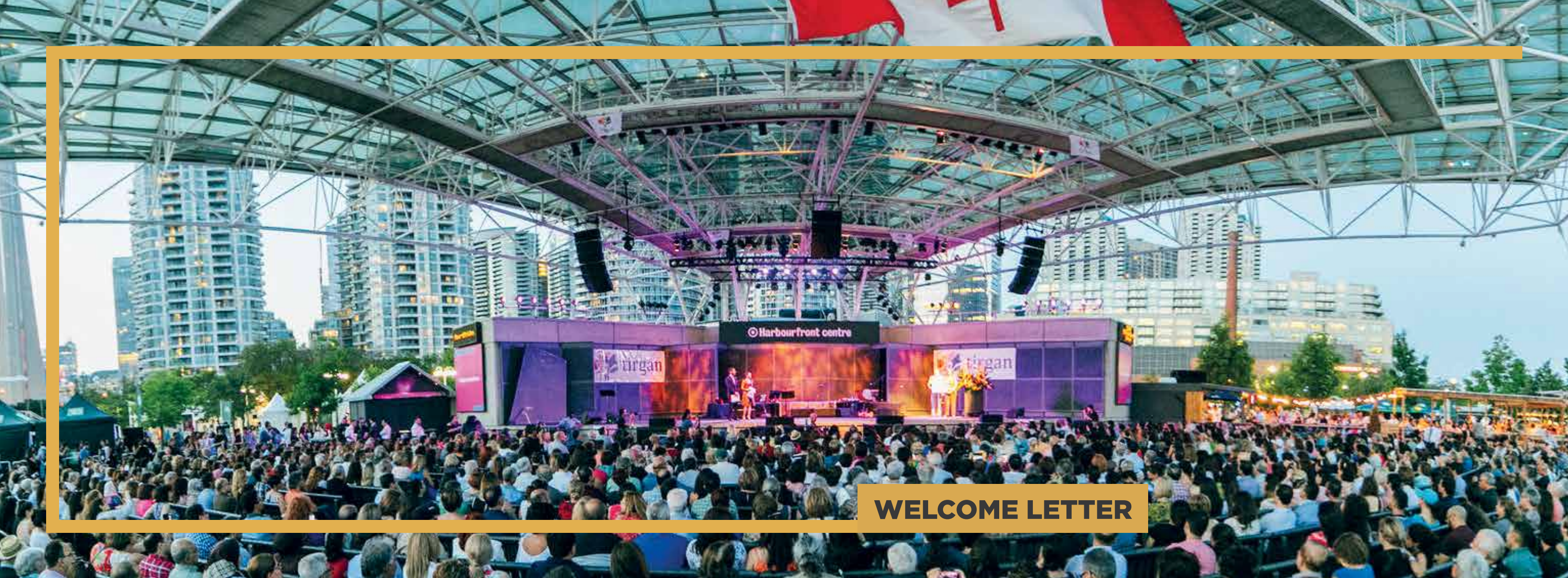


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SPONSORSHIP PACKAGE



tirgan.ca



WELCOME LETTER

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DEAR FRIENDS,

On behalf of the Tirgan executive team, I am excited to announce the arrival of its much anticipated 6th biannual Tirgan Festival 2019 from July 25 to 28, 2019 in Toronto, Canada.

Through music, dance, theatre, cinema, literature, visual arts, workshops and conferences, food and crafts, Tirgan Festival 2019 highlights the richness of the contemporary and traditional art and culture of Iran. This year's theme is "UNITY"; honouring peaceful coexistence in diversity.

Tirgan Festival 2019 is brought to you by a commendable group of volunteers at some of Toronto's most iconic performance venues including Harbourfront Centre, The Distillery District, St. Lawrence Centre for the Arts, and Michener Institute.

We are particularly excited this year as we will be presenting the 6th edition of The Tirgan Festival 2019 and we would like to open our doors

to an even larger audience to share and enjoy another exhilarating experience that takes place over the span of four days.

I am delighted to announce several opportunities for sponsorship outlined in the attached pages. Add your voice to ours and get involved in highlighting the impact of a cultural festival of such high caliber on strengthening cross-cultural dialogue and celebrating diversity in one of the most multicultural cities in the world. Join us as we unite again for another labour of love project under the banner of Tirgan!

Our team is ready to make history with you. Let's get the ball rolling.

HOUSHANG SHANS

Director of Funding & Sponsorship
Tirgan Festival 2019



TIRGAN FESTIVAL

**JULY
25-28**

TORONTO, CANADA

📍 **Harbourfront centre**

St. LAWRENCE CENTRE FOR THE ARTS



VISION

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

LEGEND OF TIRGAN

There are many legends on the origins of Tirgan. One is associated with the legend of the arrow (Tir), a reference to 'Arash of the swift arrow,' 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 whose landing location would determine the boundary between the two kingdoms, Iran and Turan. Arash climbed the mountain, and discharged an arrow, the flight of which continued from the dawn of day until noon. The arrow finally fell on the banks of the Jeyhun (the Oxus), and the boundaries of Iran expanded beyond all expectations, resulting in the inclusion of multiple cultures into the nation. This development led to the birth of Tirgan Festival 2019, a celebration of diversity.

WHAT'S NEW?

- ☞ Tirgan is a registered Canadian charity since May 2017
- ☞ 2nd biannual Tirgan Conference: Iranian Intellectuals: Lineages and Legacies
- ☞ Collaboration with St. Lawrence Performing Art Centre for unique ticketed performances
- ☞ All-new festival programming and cultural displays from world-renowned artists with a brand new theme revolving around "Unity"
- ☞ A global outreach program like never before to expand its reach and impact

WORLD'S LARGEST IRANIAN FESTIVAL



DATES & TIME

THURSDAY, July 25, 2019, 6.30 pm-11 pm

FRIDAY, July 26, 2019, 6.30 pm-2 am

SATURDAY, July 27, 2019, 10 am-2 am

SUNDAY, July 28, 2019, 10 am-8 pm



VENUES

HARBOURFRONT CENTRE

235 Queens Quay W, Toronto, ON M5J 2G8

DISTILLERY DISTRICT

55 Mill St, Toronto, ON M5A 3C4

ST LAWRENCE CENTRE FOR THE ARTS

27 Front St E, Toronto, ON M5E 1B4

THE MICHENER INSTITUTE

222 St Patrick St, Toronto, ON M5T 1V4

6 th Tirgan Festival 2019	160,000 + Visitors Expected	230 + Local & Foreign Artists
155 + Events	8 + Restaurants	60 % Local Artists
135 + Free Events	28 + Art & Craft Vendors	40 % Foreign Artists
20 + Ticketed Events	400 + Volunteers	

FACT SHEET

GENDER



60% Female
40% Male

HOUSEHOLDS WITH KIDS



No KIDs (60%)
With KIDs (40%)

AGE RANGE



35 - 44 (38%)
25 - 34 (36%)
45 - 64 (15%)
13 - 24 (9%)
65+ (2%)

HOUSEHOLD SIZE



Couple (35%)
Group of 4+ (27%)
Single (22%)
Group of 3 (16%)

TYPE OF VISITORS



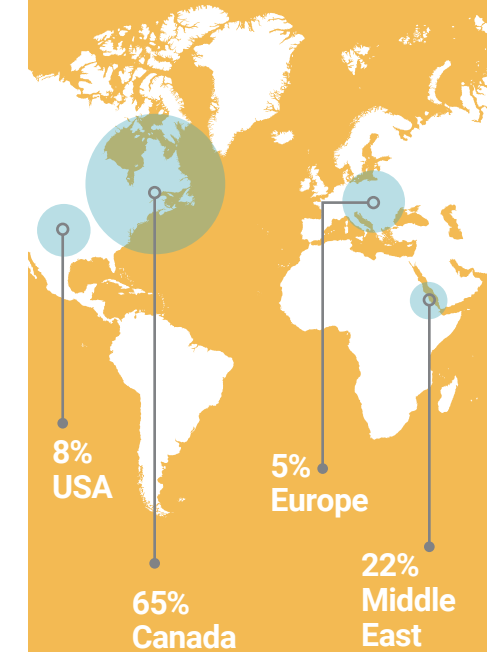
Local (within 40km) (60%)
US + International (19%)
Ontario (Non Local) (15%)
Canada (Non Local) (6%)

HOUSEHOLD INCOME



Less than \$60K (47%)
\$60K to under 100K (35%)
\$100K or more (18%)

FOLLOWER CONCENTRATION



TOP 3 NORTH AMERICAN CITIES

TORONTO & GTA
MONTREAL
LOS ANGELES



ACCESSIBILITY



BY TTC



BY CAR



PARKING



UNITY



Unity is often mistaken for homogeneity or uniformity. It can easily be confused with unanimity. In fact, unity only becomes meaningful when it arises from a foundation of diversity and consensus amongst opposing views. The common interests of those with conflicting positions. The resonance of self interest, be it individual or group, with the common good of a broader spectrum with shared interests.

Unity is therefore a precious harmony of dissonant interests that is difficult to reach and easy to breach and when reached, presents the most efficient of civilized functionality. The state of being united or joined as a whole assumes the inherent dissonance of the individual parts that compose the whole.

Human civilizations thrive on diversity and the only way to avoid uniformity and homogeneity, is to strive for unity in diversity. Many a great civilizations in history began from a homogenous core and only achieved the status of Civilization when they reached the state of unity in diversity as they grew into a civilization. Some however, germinated as an amalgamation of diverse peoples who either sought or found unity. The Persian Empire fits the latter example of ancient civilizations. The perseverance of the Persian culture to this day, is due to a

great extent to the inherent diversity engrained deep within the identity known today as Iranian History, culture and diversity itself, become identifiers of people who are diverse in ethnicity, creed and geography. In the case of Iran, unity takes on a different form that is much closer to the true spirit of unity that is only precious and practical when reached on a foundation of diversity.

Unity is therefore neither the presumption of conformity nor is it an invitation to forced tolerance. At best, unity acknowledges difference, variety and diversity as inevitable realities that must not be resisted or eliminated, but encouraged to the point where the common interest takes precedence over self interest.

In the best examples of modern civilization, what unites a people is not race, religion, or nationality but the peaceful coexistence of all of these differentiating factors towards a common goal.

Tirgan biannual of 2019 celebrates Unity and the precious state of unity in diversity as the essential ingredient for peace and prosperity among people.

Babak Payami
Senior Artistic Advisor
Tirgan Festival 2019

PROGRAMS

OUR
PASSION IS ART
AND CULTURE



The theme of Tirgan 2019 Festival is "Unity" and all the festival programs will be inspired by this theme. We have designed programs that include variety of art forms and styles from diverse eras and geographic regions of Iran. Our programming incorporates a blend of artistic performances, lectures, workshops, exhibitions, conferences, kids' activities, market and crafts, and a tea house intended to engage, educate, and entertain the audience.



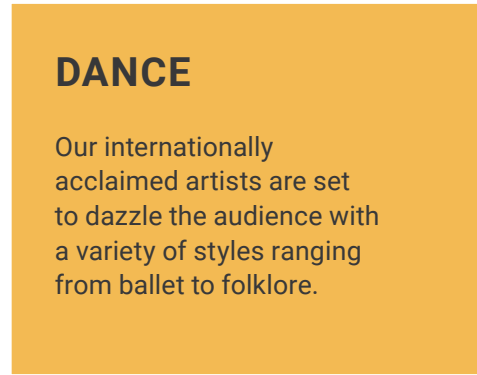
MUSIC

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



THEATRE

Over the past decade, theatre has thrived in Iran. The audience will get a flavor of popular theatre ranging from traditional to contemporary musical dramas.



DANCE

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



CINEMA

Prepare to learn and discuss cinematography with world-class Iranian film makers and industry experts.



HISTORY & LITERATURE

Poetry and literature are very prominent aspects of the Iranian culture. Highly acclaimed authors will present excerpts of their works and engage in dialogue.



VISUAL ARTS

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



KIDS ACTIVITIES

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



WORKSHOPS

The audience will find the opportunity to participate in a variety of workshops.

CONTEST

Tirgan 2019 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.



IRANIAN BAZAAR

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



TASTE OF IRAN

Featuring a wide range of Iranian cuisine that consists of regional food and drinks served by some of Toronto's best food providers.



TRADITIONAL IRANIAN TEA HOUSE

Step into our exotic Persian traditional Teahouse and get carried away to places far away.



CONFERENCES

Enjoy the opportunity to attend world class panel discussion and presentation in variety of subjects.

HARBOURFRONT CENTRE

Harbourfront Centre, on Toronto's waterfront, is an innovative not-for-profit cultural organization that creates events and activities of excellence that enliven, educate and entertain a diverse public.

Harbourfront Centre is a key cultural organization on the waterfront of Toronto, Ontario, Canada, situated at 235 Queens Quay West. Established as a crown corporation in 1972 by the federal government to create a waterfront park, it became a non-profit organization in 1991. Funding comes from corporate sponsors, government grants, individual donors and entrepreneurial activities. Harbourfront Centre has a seating capacity of 2,000.

ADDRESS

235 Queens Quay W, Toronto, ON M5J 2G8
www.harbourfrontcentre.com

© Harbourfront centre



ST LAWRENCE CENTRE FOR THE ARTS

The **St. Lawrence Centre for the Arts** is a performing arts theatre complex located in downtown Toronto, Ontario, Canada. Situated on Front Street one block east of Yonge Street, it was Toronto's official centennial project, commemorating the 1967 Canadian Centennial.

ADDRESS

27 Front St E, Toronto, ON M5E 1B4
www.stlc.com

St. LAWRENCE CENTRE FOR THE ARTS



DISTILLERY DISTRICT

The **Distillery District** is a commercial and residential district in Toronto, Ontario, Canada. Located east of downtown, it contains numerous cafés, restaurants, and shops housed within heritage buildings of the former Gooderham and Worts Distillery. The 13 acres (5.3 ha) district comprises more than forty heritage buildings and ten streets, and is the largest collection of Victorian-era industrial architecture in North America.

The district was designated a National Historic Site of Canada in 1988.

ADDRESS

55 Mill St, Toronto, ON M5A 3C4
thedistillerydistrict.com



THE MICHENER INSTITUTE

The **Michener Institute of Education at UHN**, or simply **Michener**, is a specialist post-secondary institution in Toronto, Ontario, Canada. Based in Downtown Toronto and governed by the University Health Network (UHN), Canada's largest funded health care organization, Michener initially started as the Toronto Institute of Medical Technology in 1958 with a pilot program in Medical Laboratory Technology at the Toronto General Hospital. After years of expansion through more programs offered, the institute was relocated to its present campus in 1972 and was renamed in 1990 as The Michener Institute after Roland Michener, former Governor General of Canada.

ADDRESS

222 St Patrick St, Toronto,
michener.ca



WHY SPONSOR TIRGAN

TAP INTO A LUCRATIVE, ATTENTIVE, AND HIGHLY DIVERSE CONSUMER BASE

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

REACH YOUR TARGET AUDIENCE VIA MULTIPLE CHANNELS

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

TIRGAN FESTIVAL 2019 SPONSORSHIP PACKAGE



SILVER
\$3,500

GOLD
\$6,000

DIAMOND
\$10,000

PLATINUM
\$40,000

PRESENTING
\$75,000

EXCLUSIVITY

	SILVER	GOLD	DIAMOND	PLATINUM	PRESENTING
Business exclusivity in your industry within all sponsorship level				●	Festival Name
Business logo placement first in the row of all print advertising campaign				●	●
Exclusive 1 min video showcasing your corporate support				●	●
Mention in 20 second advertisement on a web based radio (Radio Javan & Seday-e-Iran)				●	●
Harbourfront Centre marketing campaign ⁴					●
Prominent logo featured on Tirgan Magazine Cover					●

WEB & SOCIAL MEDIA

	SILVER	GOLD	DIAMOND	PLATINUM	PRESENTING
Prominent logo featured on tirgan.ca sponsorship page with a dedicated link to your website	●	●	●	●	●
Prominent logo featured on all tirgan.ca web page footers		●	●	●	Header
Prominent logo featured in Tirgan Festival e-newsletter (12,000 subscribers) - 4 Editions	Name	●	●	●	Header
Campaign poster with prominent logo featured will be posted on Facebook and Instagram story	Name	●	●	●	Header

PRINT

	SILVER	GOLD	DIAMOND	PLATINUM	PRESENTING
Advertisement in tirgan magazine 2019		1/2 Page	Full Page	Premium Page	Premium Double Page
Recognition in Tirgan Festival program pamphlet (5,000 copies) ¹	Name	●	●	●	●
16 featured mentions in Tirgan Festival print ads across the 5 leading Iranian publications in Ontario	Name	●	●	●	●
Prominent logo featured in Tirgan Festival ticketed program pamphlet (3,000 copies)	Name	●	●	●	●
Prominent logo featured in Tirgan Festival Opening Performance pamphlet	Name	●	●	●	●
Prominent logo featured on Tirgan Festival postcards distributed prior to the festival (10,000 copies)	Name	●	●	●	●
Exposure during festival outreach program covering over 40 community events	Name	●	●	●	●

DURING EVENT

	SILVER	GOLD	DIAMOND	PLATINUM	PRESENTING
Dedicated space on festival premises for event/sampling ²			10x10	10x10 Premium Spot	10x20 Main Stage
Logo placement on Harbourfront Electronic Signage			●	●	●
Opportunity to distribute marketing collateral during festival ³			●	●	●
Verbal recognition during Opening Performance and all the ticketed events		●	●	●	●
Logo placement on all event signage ³	Name	●	●	●	●
Tirgan Festival appreciation plaque with designated sponsorship level	●	●	●	●	●
Corporate Sponsors lounge access	●	●	●	●	●

COMPLEMENTARY TICKETS

	SILVER	GOLD	DIAMOND	PLATINUM	PRESENTING
Complimentary premium tickets for selected ticketed performances	2	4	6	10	20
Opening Cocktail Party and Opening Performance premium ticket	2	2	4	6	10
Premium Tirgan Soiree ticket		2	2	4	6
Admission to Tirgan Annual Fundraising Gala		2	2	4	4

¹ Creative must be provided two months prior to the festival launch for approval

² As per Tirgan approval of the booth concept and space availability

³ As per Tirgan approval and only in designated and assigned area

⁴ There is a separate list of benefits given by Harbourfront Centre



TIRGAN MAGAZINE



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 a staple of the festival and a collectible item. Our aims are as follows:

- Highlight the events taking place at the Tirgan Festival 2019
- Celebrate diversity with a focus on Iranian arts and culture.

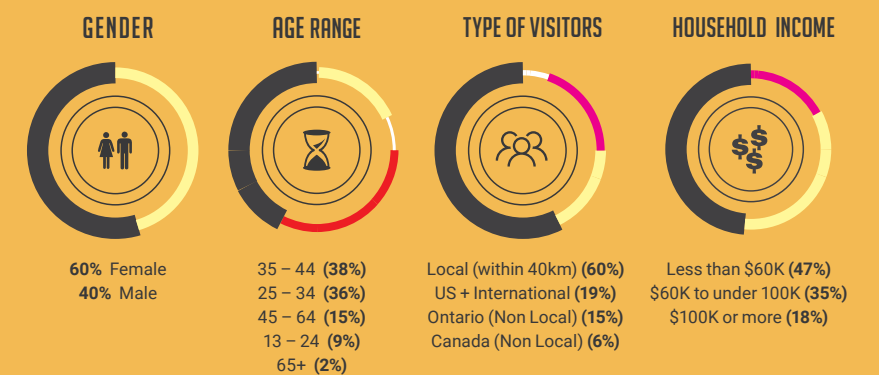
ADVERTISING RATES

\$ 10,000	Back of Cover
\$ 7,000	Inside Back Cover
\$ 3,500	Full Page (Prime Location)
\$ 2,500	Full Page (Regular)
\$ 1,750	Half Page

SPECIFICATION

Closing Size	(w) 9" X (H) 10.5"
Ad Dimension	(w) 9" X (H) 10.5"
	(w) 9.5" X (H) 11.5"
	(With Bleed)

READERS



DISTRIBUTION

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

NOTE: location, category, and design to be reviewed by funding committee prior to any agreement



JULY 26
TIRGAN
SOIREE

tirgan.ca

SPONSORSHIP PACKAGE

SPONSORSHIP OPPORTUNITIES	GOLD \$5,000	DIAMOND \$10,000	PRESENTING \$30,000
Business exclusivity in your industry within all sponsorship levels			⊙
Exclusive 1 min video showcasing your corporate support			⊙
Prominent logo featured on Tirgan Soiree Ticket			⊙
Prominent logo featured on dedicated Tirgan Soiree web page with a dedicated link to your website	•	•	⊙
Prominent logo featured in Tirgan Festival 2019 e-newsletter (12,000 subscribers) - 1 Edition	•	•	⊙
Prominent logo featured on Tirgan Soiree Advertisement in Tirgan Magazine 2019	•	•	⊙
Prominent logo featured in Tirgan Soiree Advertisement in Festival Opening Performance pamphlet	•	•	⊙
Verbal recognition during Emcee Announcement	•	•	⊙
Logo placement on all Soiree event back drop signage ²	•	•	Roll Up banner on the stage
Advertisement in Tirgan Magazine 2019 ¹	1/2 Page	Full Page	Premium Page
Tirgan Soiree ticket	4	6	10
Admission to Tirgan Annual Fundraising Gala	2	2	4

¹ Creative must be provided two months prior to the festival launch for approval

² As per Tirgan approval and only in designated and assigned area





JULY 27

**IRANIAN
INTELLECTUALS:
LINEAGES AND
LEGACIES**

tirgan.ca

SPONSORSHIP PACKAGE

SPONSORSHIP OPPORTUNITIES	GOLD \$5,000	DIAMOND \$10,000	PRESENTING \$30,000
Business exclusivity in your industry within all sponsorship levels			○
Exclusive 1 min video showcasing your corporate support			○
Prominent logo featured on Tirgan Conference Ticket			○
Prominent logo featured on dedicated Tirgan Conference web page with a dedicated link to your website	•	•	○
Prominent logo featured in Tirgan Festival 2019 e-newsletter (12,000 subscribers) - 1 Edition	•	•	○
Prominent logo featured on Tirgan Conference Advertisement in Tirgan Magazine 2019	•	•	○
Prominent logo featured in Tirgan Conference Advertisement in Festival Opening Performance pamphlet	•	•	○
Verbal recognition at the beginning of each panel discussion	•	•	○
Logo placement on all conference event backdrop signage ²	•	•	○
Advertisement in Tirgan Magazine 2019 ¹	1/2 Page	Full Page	Premium Page
Admission to Tirgan Annual Fundraising Gala	2	2	4

¹ Creative must be provided two months prior to the festival launch for approval

² As per Tirgan approval and only in designated and assigned area



GOVERNMENT SUPPORT



Conseil des arts
du Canada

Canada Council
for the Arts



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
an Ontario government agency
un organisme du gouvernement de l'Ontario



ONTARIO CULTURAL ATTRactions FUND
LE FONDS POUR LES MANIFESTATIONS
CULTURELLES DE L'ONTARIO

VENUE PARTNERS



ONTARIO
CREATES



FUNDED BY
THE CITY OF
TORONTO

Harbourfront centre

St. LAWRENCE CENTRE FOR THE ARTS



PRESENTING SPONSOR



DIAMOND SPONSORS



CAMERON
ABBASI
BROKER



GOLD SPONSORS



DR. NEDA
KADIVAR
MINA FAMILY
DENTISTRY



Dr. Masood
Tirgari



PAMELA
BADER
Principle Broker



WALLZCORP
Development Managers



Professional Corporation
Chartered Professional Accountants



GRAPHIC COMMUNICATION PARTNER



MAJOR DONORS

(\$15,000)

Kati Asgari

(\$10,000)

Houshang Shans
Steve Tabrizi
Hosein Amooshahi

(UP TO \$5,000)

Reza Esmaeili
RBC Royal Bank
Shahriar Mirzaei
Tooran & Babak Mortazavi

MEDIA SUPPORTERS

