

NOVEMBER

SPONSOR

SHIP

PACKAGE

TURNOUT

CHANDRA



Welcome letter

About

Demographics

Artistic Theme

Programs

Venue

Sponsorship Levels

WELCOME LETTER

Dear friends,

We are excited this year to present the fourth edition of our Nowruz Festival, on the occasion of the Persian New Year, thanks to the incredible generosity and support of our sponsors and selfless efforts of over 200 devoted volunteers.

Tirgan Nowruz Festival is a three-day indoor event held at the prestigious Meridian Arts Centre, welcoming a wide range of audience to share and enjoy another exhilarating experience.

On behalf of Tirgan I have the pleasure to invite you to join us as a valued partner for Nowruz Festival 2020. Get involved and add your

voice to ours in highlighting the impact of raising cultural awareness on strengthening cross-cultural dialogue in one of the most diverse cities in the world.

This year, I am delighted to announce several opportunities for sponsorship outlined in the attached pages. I hope you find one that suits your business. Join us as we unite again for another labour of love 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
Nowruz Festival 2020



Sekkeh

Sekkeh is one of complementary settings of 7 seen spread. Coins made of Gold or Silver are symbolizing wealth and prosperity.



Seeb

Apple symbolizing beauty.

WHAT IS NOWRUZ?

Legend of Nowruz

Nowruz (Persian:[no'ru:z]; meaning "New Day"), the Iranian New Year, also known as the Persian New Year has been celebrated for over 3000 years by Iranians of all religions, ethnic and linguistic backgrounds, along with some other people from diverse ethno- linguistic communities in Western Asia, Central Asia, the Caucasus, the Black Sea Basin, and the Balkans. Nowruz is the day of the vernal equinox, and marks the beginning of spring in the northern hemisphere. It marks the first day of the first month (Farvardin) in the Iranian calendar which usually falls between March 19-20. The moment the sun crosses the celestial equator is exactly when Iranian families world-wide gather together to observe the rituals.

"The Persian New Year has been celebrated for over 3000 years by Iranians of all religions"



Somaq

Sumac fruit symbolizing (the color of) sunrise.



Senjed

Dried oleaster wild olive fruit symbolizing love.



Samanu

Sweet pudding made from wheat germ symbolizing affluence.



Tirgan Organization Objectives

- 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, inspire and educate a diverse public.
- Provide an opportunity to visit world-class performances with affordable charges.

Tirgan Organization Vision

To promote cross-cultural dialogue and understanding through art and culture.

Painted Eggs

Painted colourful eggs are complementary setting of 7 seen spread. Eggs are the symbol of creation and fertility. Painted eggs collected in a basket is a sign of a family gathered together and are dressed up for a special occasion.

Sabzeh

Wheat, barley, mung bean or lentil sprouts growing in a dish symbolizing rebirth.

Seer

Garlic - symbolizing the medicine and health.



DATES & TIMES



Friday, March 13th, 2020

6:30 PM To 1:00 AM

Saturday, March 14th, 2020

11:00 AM To 2:00 AM

Sunday, March 15th, 2020

11:00 AM To 8:30 PM

ACCESSIBILITY



BY TTC Nearest subway stations to Meridian Arts Centre are Sheppard Station and North York Station.



BY CAR Meridian Arts Centre is located at 5040 Yonge St, Toronto.



PARKING underground parking available along with 4 surface parking locations in the vicinity of Meridian Arts Centre.

95% VOLUNTEER

Tirgan organization is started as volunteer based entity and to this date most of our programs and events are volunteer run.

50% FROM OUTSIDE OF TORONTO

15,000



100+ ARTISTS

VISITORS

12 RETAIL SHOPS



2 RESTAURANTS

During the 3 days of the festival, two Iranian restaurants offer tasty Persian food.

38%

NEW EXPOSURE

Our Nowruz Bazaar has been the most attended bazaar around Norouz, and for the past 3 years we have been experiencing an increase in patrons tremendously.

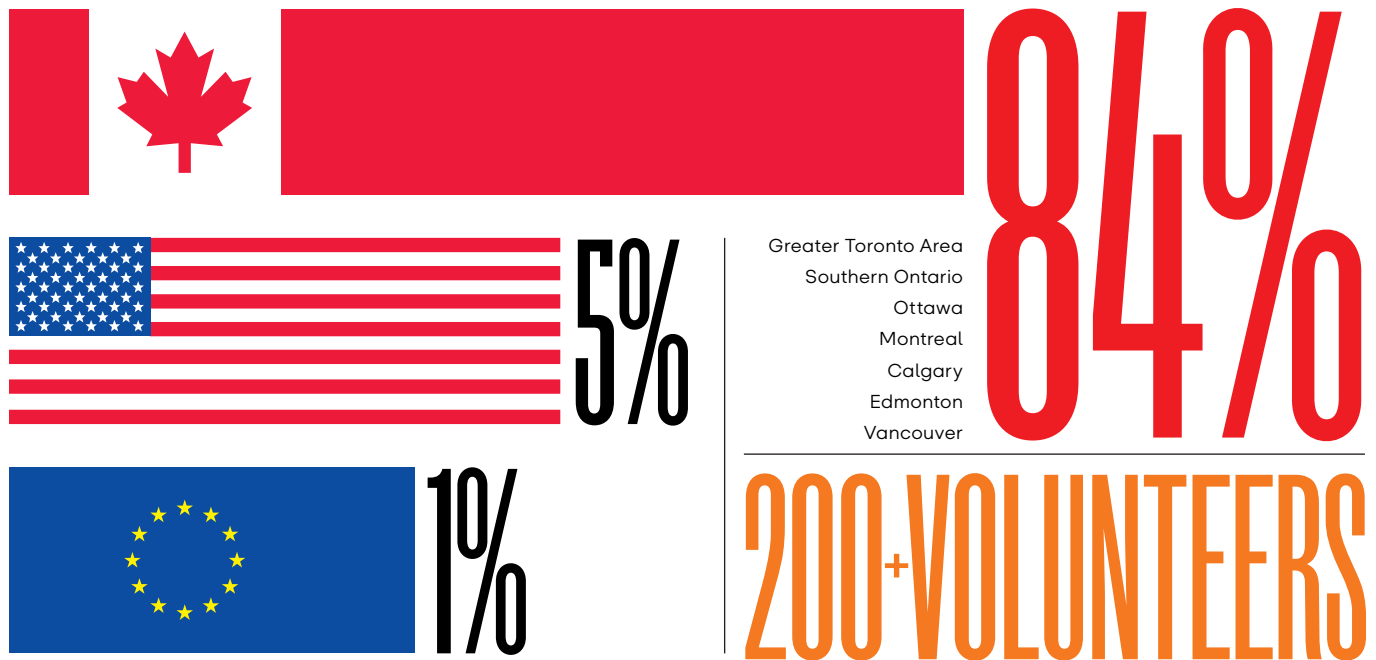
Of the artists indicated that Tirgan exposed them to new audiences.

MALE 41%  FEMALE 59% 

25-40 YEAR  80%
Over 80% fall within the 25-40 year age range

GEOGRAPHICAL LOCATION

The Meridian Arts Centre, previously known as the Toronto Centre for the Arts, is a performing arts venue in the North York area of Toronto. It opened in 1993 as the North York Performing Arts Centre and was designed by Canadian architect Eberhard Zeidler for musicals, theatre productions and other performing arts.



AVERAGE HOUSEHOLD INCOME
\$100,000 | 40  EVENTS

ANOTHER BIRTH

Curatorial Statement

Throughout our long and rich history, we the Iranian people have endured our share of hardship and tragedy. Our mythology, ancient saga of heroism and modern arts are inundated with tales of invasion, war, oppression, tragedy and tyranny. Some of the historic lows that the diverse, multicultural people of Iran have endured could possibly have extinguished many a nation but instead Iran, the Iranian people, the nation of Iran persevered, overcame adversity and marched ahead in history always unified as Iranians. In fact Iran as a historic entity, exemplifies the true meaning of unity in diversity.

The question remains; how does Iran continue to survive? What propels Iranians forward and through some of the most devastating low points in its history? What is the wisdom that inspires Iranians to rise above nationalist fervour, ideological stagnation, racial prejudice or even bigotry, and overcome adversity, tragedy and disaster?

The inexhaustible asset that Iran as a historic entity of many millennia bears for Iranians, is a cultural heritage and artistic tradition that is not ornamental, but substantial to every generation's identity and survival. At every epoch of Iranian history, our traditions, rituals, mythology were congealed in the arts and nurtured a culture that helped to maintain the Iranian identity by evolution, not an insistence upon the past or status quo. The richness of such a heritage is most evident in the fact that over time, this survival mechanism did not dilute, compromise or morph, but enriched our identity as Iranians. Our artistic tradition therefore became a double edged sword, always as a peaceful means to overcome adversity.

At every major occasion, Iranians turn to poetry and the written word to delineate the true value of that occasion. The substantive nature of the arts, especially as a survival mechanism, in the life of every Iranian irrespective of their language or dialect, is so deeply engrained that even the every day, colloquial interaction of Iranians contain poetry and hidden meanings. For Iran and Iranians, Arts and Culture are as much a matter of identity as a diverse but unified nation as they are a defence mechanism for survival in the face of adversity.

At times to resist invaders or oppressors and at other times, to recall and remember bygone times, as a means to pave contemporaneous ruins in order to build a new future.

The last quarter of the Persian calendar has put the theory set forth herein to the test. Once again, Iranians experienced turbulent times, tragic times, trying times even for a nation akin to tragedy. The recent turbulence hit particularly close to home for the Tirgan family and

the Iranian-Canadian community. Hot on the heels of heart wrenching violence and bloodshed on the streets of Iran late last fall followed by regional tensions and warmongering, an international civilian flight was shot down over the skies of Tehran. We lost many of our best, most innocent and most promising from amongst us.

Iranians, Iranian-Canadians, the Tirgan family and this time Canada by extension, and as a new home away from home for so many Iranians reached a turning point. For all of us life after flight 752 is not what it was before that ill fated flight took off from the Tehran International Airport.

Yet again, Iranians shall persevere. Yet again, we shall draw from our history, arts and culture not to cure or even ease the pain, but to absorb the pain and add another feather to the great phoenix that flies overhead above Iran as a nation and as a nationality.

It is in this spirit that the Tirgan family is preparing for the next Nowruz festivities. We shall celebrate but this time, the memory and lives that were taken from our midst. We shall greet the new year with happy smiles but this time, with heavy hearts that have endured pain. We shall turn the page of history but as have our ancestors for millennia, not to bury and forget the past, but to always remember the price we paid to remain who we are as a nation.

This year, the Tirgan Nowruz celebrations will be held in honour of those whose lives were taken by the tragedy of the ill fated flight 752. We shall honour our ancient tradition of renewal and rebirth as we shall honour the memory and lives of the victims. We shall stand with the victim's families and share the unbearable pain that they endure.

This year the Tirgan Nowruz Ceremonies will be a celebration of another birth, Tavallodi Digar. We collectively lost a part of us with that flight and in our rebirth from that tragedy, we shall carry in us forever the spirit of those who shall witness every new year with us, among us, keep their love in our hearts, in the bosom of the phoenix that never ceases to fly above us.



Babak Payami
Senior Artistic Advisor



PROGRAMS

Our passion is art and culture

The theme of Nowruz 2020 is "Another Birth" and all the 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 of Iran. Our programming incorporates a blend of music

performances, kids' activities, and a Nowruz bazaar intended to engage, educate, and entertain our guests.

Dance



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

Kids



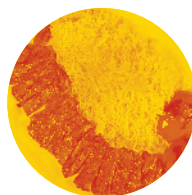
The youth will enjoy a variety of activities such as face painting, drawing, music, dance, and storytelling.

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.

Food



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



Music

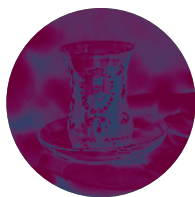


Showcasing performances including various styles of Iranian music ranging from traditional and folkloric to jazz and electronic.

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, and sweets.



Teahouse

Relax in our teahouse with tea, coffee and a selection of traditional pastries.



Visual arts

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

FESTIVAL VENUE

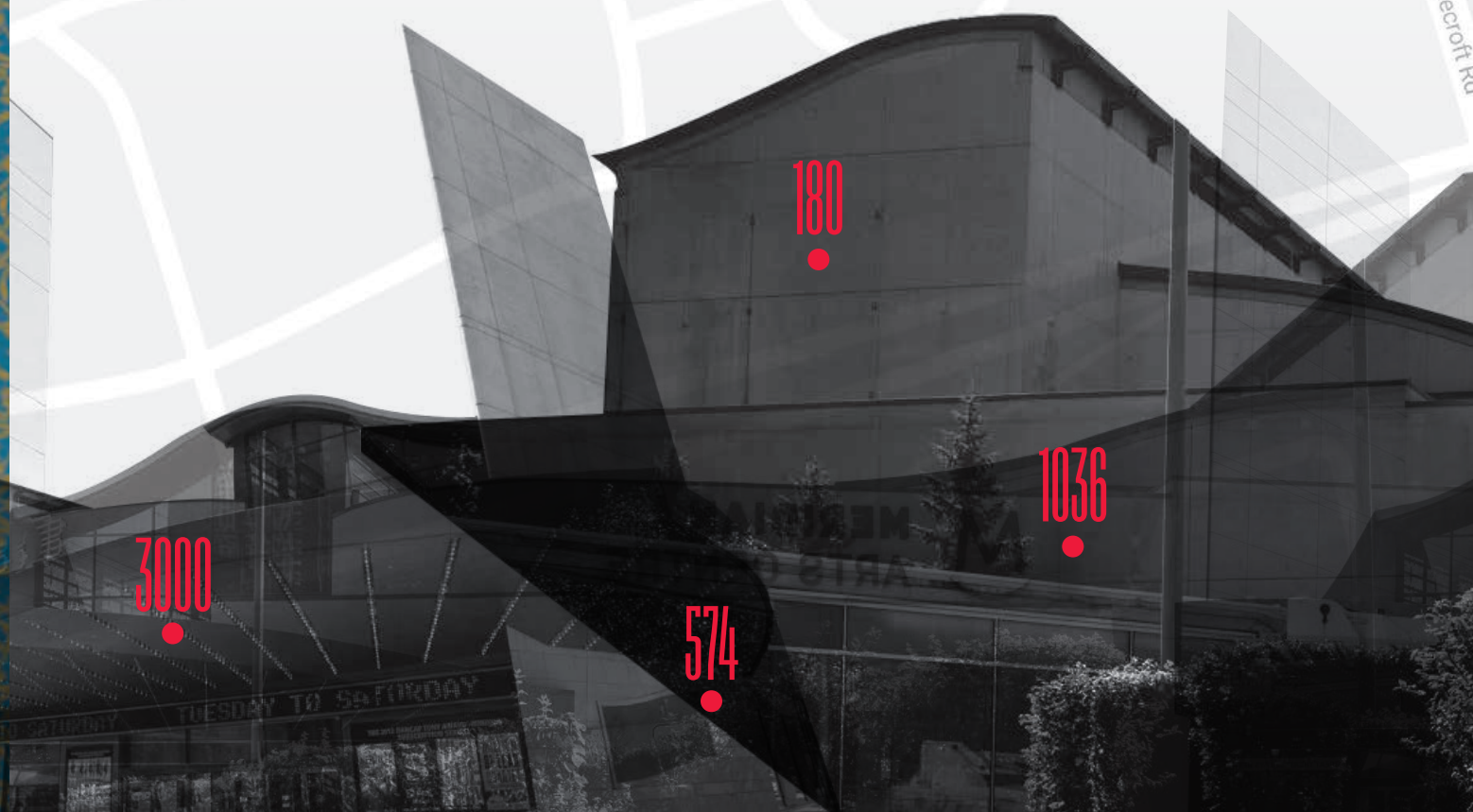
Meridian Arts Centre March 13-15

Since 1993, the Meridian Arts Centre (MCA) has welcomed thousands of visitors, patrons, performers and artists through its grand main entrance.

The MCA began and remains as unique and diverse as the Toronto community itself, a testament to the virtues of harmony, vitality and celebration, with a spirit that embraces innovation and tradition equally. Located in the heart of the GTA, no other entertainment and arts facility

is better positioned than the Meridian Arts Centre. It is easily accessible by major highways, arteries as well as the public transit system.

Equidistant between two major TTC stations (the Sheppard and North York Centre stations), the Centre's surrounding area boasts ample on-street and underground parking, and convenient special needs parking near the theatre entrance.





Lobby



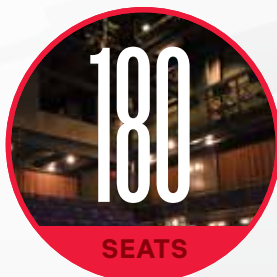
George Weston
Recital Hall



Lyric Theatre



Greenwin



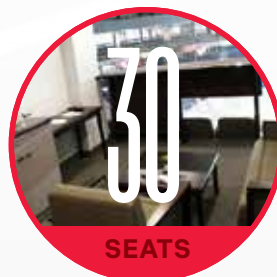
Studio Theatre



Lower Gallery



Upper Gallery



VIP Suite





WHY SPONSOR NOWRUZ

Meridian Arts Centre March 13-15, 2020

Craft your partnership with the help of Tirgan's specialized sponsorship consultants.

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.

SPONSORSHIP LEVELS

★
PRESENTING
TD
\$60,000

★
PLATINUM
\$35K-\$25K

★
DIAMOND
\$10,000

★
GOLD
\$5,000

EXCLUSIVITY

Festival Naming Rights	★	
Speaking opportunity at the opening ceremony	★	
Logo placement on all organizer and volunteer t-shirts	★	
Business logo placement first in the row of all print advertising campaign	★	
Exclusive 1 min video showcasing your corporate support	★	
Prominent logo placement on all festival billboards	★	
Festival Special Programs Naming Rights (Persian Tea Lounge (30K) or - Opening Night Gala (25K) - or - Kids Programs (35K))	Festival Name	★
Dedicated Activation Space during Festival Special Programs	3 x 6 Premium Spot	3 x 6
Business exclusivity in your industry within all sponsorship level	★	★
Company recognition on sponsor signage placed throughout event	★	★
Prominent logo featured on the cover of Nowruz Festival visitors guide	Cover Page	★
First right-of-refusal for the same sponsoship tier the following year	★	★

DURING EVENT

Dedicated Activation Space during 2 days of festival	3 x 6 Premium Spot	3 x 6 Premium Spot	Small Cruiser Table	
Back drop	8 x 8 Back Drop	8 x 8 Back Drop	4 x 8 or 4 x 10 Roll Up	
Opportunity to distribute marketing collateral during festival ³	★	★	★	
Logo placement on LCD screens	★	★	★	
MC recognition and verbal company recognition throughout events	★	★	★	★
Logo placement on all event signages ³	★	★	★	★
Tirgan Festival appreciation plaque with designated sponsorship level	★	★	★	★
Corporate Sponsors lounge access	★	★	★	★
Invitation to Tirgan Exclusive Events	8 x 8 Back Drop	★	★	★

COMPLEMENTARY TICKETS

Complimentary Premium tickets for selected ticketed performances	20	10	6	4
Opening Concert and Nowruz Cocktail Party Ticket	10	6	4	2
Admission to Tirgan Fundraising Gala	4	2	2	2

WEB & SOCIAL MEDIA

Logo placement and link to company website placed on official sponsors web page	★	★	★	★
Logo placement on all the website footers	Header	★	★	★
Two prominent logo featured in e-newsletter (10,000 subscribers)	Header	★	★	★
Campaign poster with prominent logo featured will be posted on Facebook, Instagram	Custom Plan	Custom Plan	★	★
Prominent logo featured in festival mobile application	Header	★	★	★

PRINT

Advertisement in Nowruz Festival Visitor's guide (5,000 copies) ¹	Back Cover	3 x 6 Premium Spot	Full Page	1/2 Page
12 featured mentions in Nowruz Festival print ads across the leading 5 Iranian publications in Ontario		★	★	★
Prominent logo featured in Nowruz Festival Opening Concert pamphlet		★	★	★
Exposure during festival outreach program covering over 15 community events		Custom Plan	★	★
		★	★	★

- 1- Advertisement design must be provided prior to the festival
 2- As per Tirgan approval of the booth concept and space availability
 3- As per Tirgan approval and only in designated Advertisement area

Presenting: **TD Canada Trust**



TD **READY** COMMITMENT

Government Support



Conseil des arts
du Canada

Canada Council
for the Arts



Ontario



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



Diamond Sponsors



WALLZCORP
Development Managers



Professional Corporation
Chartered Professional Accountants

DISTRIKT

Gold Sponsors



tirgan

*Tirgan is a
Canadian Registered Charity

+1 905 753 1515

info@tirgan.ca
tirgan.ca
#Tirgan

We are social

Instagram.com/tirganfestival
Facebook.com/tirganfestival
Youtube.com/tirganfestival
Twitter.com/tirganfestival