

MARCH 8-9-10



tirgan



TORONTO CENTRE
FOR THE ARTS

NOWRUZ FESTIVAL

SPONSORSHIP PACKAGE



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#Tirgan #TirganFestival

tirgan.ca
(416) 640-2412



WELCOME LETTER

CONTENTS

03 — WELCOME LETTER	05 — NOWRUZ FESTIVAL	06 — HOW TO GET THERE	09 — DIVERSITY
10 — PROGRAMS	13 — VENUE	15 — SPONSORSHIP OPPORTUNITIES	

DEAR FRIENDS,

We are excited this year to present the third 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 300 devoted volunteers.

Tirgan Nowruz Festival is a three-day indoor event held in the prestigious Toronto Centre for the Arts, 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 in Tirgan Nowruz Festival 2019. 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 2019

NOWRUZ FESTIVAL

**MARCH
8-9-10**



VISION

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

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

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 religious, 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.



DATES & TIMES

NOWRUZ FESTIVAL

FRI MAR 8, 2019
6:30 PM TO 1:00 AM

SAT MAR 9, 2019
11:00 AM TO 2:00 AM

SUN MAR 10, 2019
11:00 AM TO 8:30 PM

QUICKFACTS



25,000+
Visitors



50+
Artists



14
Retail Shops



200+
Volunteers



40+
Events



2
Restaurants



ACCESSIBILITY



BY TTC Nearest subway stations to Toronto Centre for the Arts are Sheppard Station and North York Station.



BY CAR Toronto Centre for the Arts is located at 5040 Yonge St, Toronto



PARKING underground parking available along with 4 surface parking locations in the vicinity of Toronto Centre for the arts



OUR GUESTS

This year we are expecting 25,000 visitors to attend Tirgan Nowruz Festival.

DEMOGRAPHICS

GENDER



59% Female
41% Male

AGE RANGE

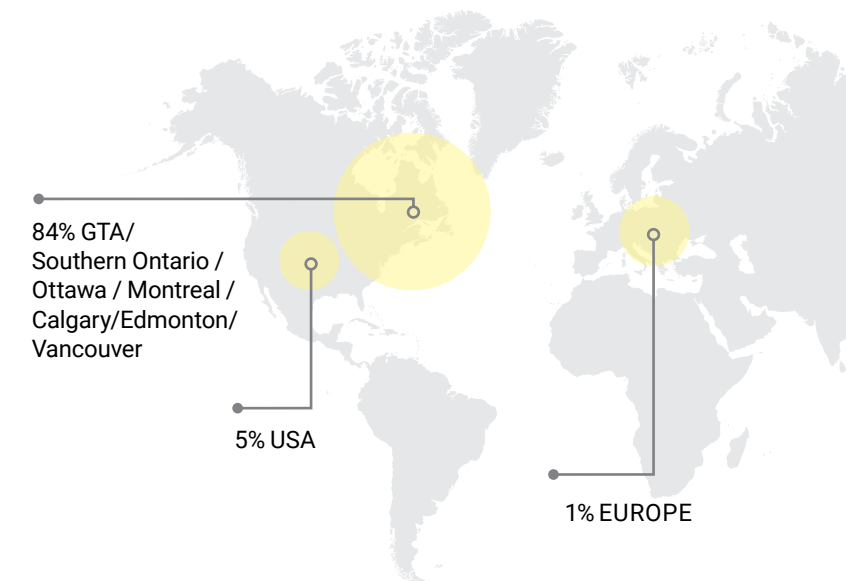


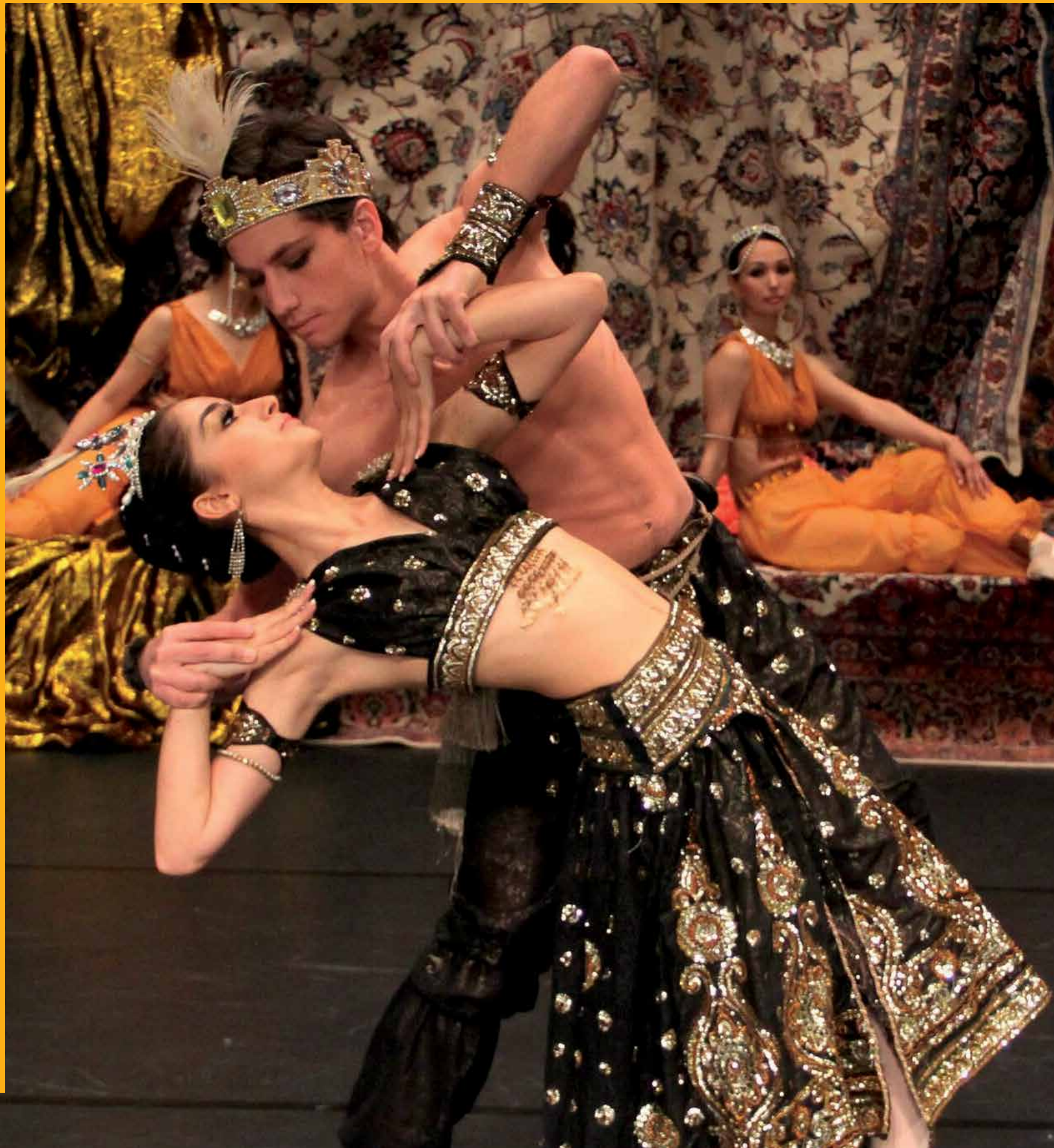
5-80.
Over 80% fall within the 25-40 year age range

HOUSEHOLD INCOME
\$100,000+

GEOGRAPHICAL LOCATION

TIRGAN NOWRUZ 2017





DIVERSITY

Spring breaks the cold uniformity of winter. It brandishes the power of diversity and drives Life forward into the eternal cycle of time. Nature calls upon diversity to renew and replenish life that thaws the stagnant ice of winter. Nature ultimately wins the battle with time by resisting uniformity and homogeneity.

Just as nature thrives on diversity, humanity relies on diversity as an inherent mechanism of survival. From the very primitive and basic instincts of sustenance and procreation, to the complex chemistry of civilization, the transition from human to humane occurs upon the fertile landscape of diversity.

Perhaps the fundamental law of humanity is defined by diversity that brings about change and renewal. The very foundation of Civilization is built upon diversity and the embrace of change as if it were otherwise, humanity would be content with the primitive state of being merely human without enjoying the promise of living humanely.

Being Iranian defies uniformity and homogeneity. Iranians are not identified by race, creed or even language. A Guilani person from the north has just as much claim to being Iranian as a Khuzistani Arab from the south west. The Beluchistanis of the far east have as much stake in the history, culture and folklore of Iran as the Kurdish and Azerbaijani's of the west and north west.

Iranians defied the myth of the nation by relying on diversity to define their identity. The wisdom of diversity inspired Iranians to acknowledge Nature and the cycle of Nature as their celebration of renewal and rebirth at the precise moment of the Vernal Equinox. By relying on nature to celebrate the new year, Iranians acknowledge diversity as the core of their identity. Diversity as manifested by nature itself, drives life forward into time as it transforms the human into the humane. What better inspiration for a people who call themselves Iranian, than those uttered by Saadi who recognizes the importance of diversity by emphasizing the interdependence of humanity;

Human beings are members of a whole in creation of one essence and soul
If one member is afflicted with pain Other members uneasy will remain

It is possible that the most important contribution Canadians of Iranian descent can ever make to their newfound home across the globe, is in resonating with what makes Canada one of the greatest countries in the world; the power of diversity to shape democracy.

The Tirgan family celebrates this new year by embracing diversity.

Babak Payami
Senior Artistic Advisor

PROGRAMS

OUR PASSION IS ART AND CULTURE

The theme of Nowruz 2019 is “Diversity” 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.



MUSIC

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



DANCE

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



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.



VISUAL ARTS

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



KIDS

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.



FOOD

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



TEAHOUSE

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



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.



PHOTO BY TORONTO CENTRE FOR THE ARTS

TORONTO CENTRE FOR THE ARTS

NOWRUZ FESTIVAL

MARCH 8-10, 2019

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

The TCA 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 Toronto Centre for the Arts. 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.

MULTI-PURPOSE VENUE

LOBBY	3,000 STANDING
GEORGE WESTON RECITAL HALL	1036 Seats
LYRIC THEATRE	574 Seats
GREENWIN	296 Seats
STUDIO THEATRE	180 Seats
UPPER GALLERY	100 Seats
LOWER GALLERY	100 Seats
VIP SUITE	30 Seats



**TORONTO CENTRE
FOR THE ARTS**

Toronto Centre for the Arts located at 5040
Yonge Street, North York

WHY SPONSOR NOWRUZ

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



TORONTO CENTRE
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NOWRUZ FESTIVAL 2019

TORONTO CENTRE FOR THE ARTS

GOLD \$5,000	DIAMOND \$10,000	PLATINUM \$20,000	PRESENTING \$40,000
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EXCLUSIVITY

• Business exclusivity in your industry within all sponsorship levels					●	Festival Name
• Business logo placement in the first row of all print advertising campaigns					●	●
• Exclusive 1 min video showcasing your corporate support					●	●
• Premium seat placement					●	●
• Mention in 20 second advertisement on a web based radio (Radio Javan & Seday-e-Iran)						●
• Toronto Centre for the Arts marketing campaign ⁴						●
• Prominent logo featured on the cover of Nowruz Festival visitors guide						●

WEB & SOCIAL MEDIA

• Prominent logo featured on tirgan.ca sponsorship page with a dedicated link to your website and Tirgan eNewsletter.	•	•	•	•	
• Prominent logo featured on all tirgan.ca web pages	•	•	•	•	Header
• Prominent logo featured in e-newsletter (12,000 subscribers) - 2 Times	•	•	•	•	Header
• Campaign poster with prominent logo featured will be posted on Facebook, Instagram	•	•	•	•	Main Page

PRINT

• Advertisement in Nowruz Festival visitors guide (3,000 copies) ¹	1/2 Page	Full Page	Prime Page	Back Cover
• 12 featured mentions in Nowruz Festival print ads across 5 leading Iranian publications in Ontario	•	•	•	•
• Prominent logo featured in festival program pamphlet (3,000 copies)	•	•	•	•
• Prominent logo in Nowruz Festival program brochure (3,000 copies)	•	•	•	•
• Prominent logo featured in Nowruz Festival Opening Concert pamphlet	•	•	•	•
• Prominent logo featured on Nowruz Festival poster installed in Toronto Centre for the Arts prior to the festival	•	•	•	•
• Prominent logo featured on Nowruz Festival postcards distributed prior to the festival (5,000 copies)	•	•	•	•
• Exposure during festival outreach program covering over 40 community events	•	•	•	•

DURING EVENT

• Dedicated space on festival premises for event/sampling ²		3 x 6	3 x 6 Premium Spot	3 x 12
• Opportunity to distribute marketing collateral during festival ³		•	•	•
• Verbal recognition during Opening VIP Reception, Opening Performance, and all hosted events	•	•	•	•
• Logo placement on all event signage ³	•	•	•	•

COMPLEMENTARY TICKETS

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

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



FUNDED BY
THE CITY OF
TORONTO

VENUE PARTNER



TORONTO CENTRE
FOR THE ARTS

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Professional Corporation
Chartered Professional Accountants



Dr. Masood Tirgari

GRAPHIC COMMUNICATION PARTNER



MEDIA SUPPORTERS



SPONSORSHIP
OPPORTUNITIES
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