

Tirgan Summer Festival 2023

Economic and Social Impacts of the Festival

Final Report



PREPARED FOR:

Tirgan

PREPARED BY:

Goss Gilroy Inc.

Management Consultants
Suite 900, 150 Metcalfe Street
Ottawa, ON K2P 1P1
Tel: (613) 230-5577
Fax: (613) 235-9592
E-mail: ggi@ggi.ca

DATE:

November 7, 2023

Table of Contents

Executive Summary	1
1.0 Introduction	3
1.1 Background – Tirgan Summer Festival.....	3
1.2 Economic and Social Impact Analyses and Scope.....	6
1.3 COVID-19 Implications	7
1.4 Methodology.....	7
2.0 Festival Social and Economic Impacts.....	12
2.1 Social Impacts.....	12
2.2 Economic Impacts	32
3.0 Recommendations and Conclusions.....	36
Appendix 1: Attendee Survey.....	38
Appendix 2: Volunteer Survey.....	41
Appendix 3: Artist Survey	44
Appendix 4: Sponsor Survey.....	46
Appendix 5: Tirgan’s Social Media Engagement Analysis	48
Appendix 6: YouTube Analytics	51

Executive Summary

The Tirgan Summer Festival (“the Festival”) was held in July 2023, with the theme of Rebirth, selected by Tirgan to reflect the inner resilience of the Iranian people and their desire for progress and revival. The Festival was held for the first time since the COVID-19 pandemic, as the last Festival occurred in 2019.

There were a range of diverse activities for the Festival that took place in a number of Toronto venues, including Koerner Hall, University of Toronto campus and the MaRS Discovery District, and for most events, Harbourfront Centre by Lake Ontario. Activities included two conferences, dance, music, film, theatre and other artistic programs focused on Iranian culture and diaspora communities. This aligns with Tirgan’s mission of promoting cross-cultural dialogue between Iranian-Canadians and the global community at large, through year-round production of cultural programs including festivals.

As a part of assessing its progress towards its mission, informing donors, and in looking towards future festivals, this report examines the social and economic impacts of the Festival. Analyses of social benefits for attendees, volunteers and festival participants are included in the report, as well as the economic benefits, including benefits to local businesses.

Multiple methodologies were used to examine the Festival’s impacts, including:

- Four surveys targeted at different stakeholder groups involved in the Festival; namely, attendees, volunteers, artists and sponsors.
- Two Goss Gilroy Inc. (GGI) staff members, contracted by Tirgan to undertake the evaluation of the Festival, attended the events to observe stakeholder response to the Festival, and responded to any volunteer questions on providing attendee surveys.
- Tracked hotel stays, by contacting hotels who had reserved blocks of rooms for the Festival, to understand contribution to economic impacts.
- Used the Government of Ontario’s Tourism Regional Economic Impact Model (TREIM) tool to assess the Festival’s economic impacts.

Social Impacts

Attendees

The Festival had significant reach in attracting a largely Iranian-Canadian audience of diverse ages to attend the Festival in person. In their efforts of promoting a cross-cultural dialogue to the global community, their social media efforts attracted an audience from several countries, including Iran and the United Kingdom, and from the province of Ontario, mainly in the Greater Toronto Area (GTA).

In-person attendees of the Festival included many families with children and youth, friendship groups and individuals. A significant number of attendee survey respondents identified as being of Iranian descent (90%), residing in the GTA. There was a fairly even spread of attendee survey respondents across income levels and gender, with 52% female respondents, and 43% male respondents.

Attendees were enthusiastic about the return of the Festival, staying for multiple events, as opposed to a single concert or theatre performance, especially over the weekend days of the Festival, and music and dance were favoured as being the most popular events, overall.

Through its 30,485 followers, and reaching a total of 2,806,686 users, Tirgan's Instagram account was its most significant social media campaign, where an international audience accessed the Festival.

Volunteers

Of all surveyed volunteers, almost one-half (48%) identified as 16-29 years of age, and just over a third (34%) at 30-39 years old. Volunteer respondents were evenly split between identifying as men or women, while an overwhelming majority, 93%, were of Iranian descent.

Almost all of the volunteers surveyed (97%) said they were likely or extremely likely to volunteer with the Tirgan Festival again. They reported being motivated to volunteer in order to meet new people (84%), connect with the Iranian community (78%) and give back to the community (66%).

Artists

Over 60% of surveyed artists agreed that performing at the Festival definitely or very much exposed their work to new audiences. In addition, just under half (42%) noted that performing at the Festival definitely or very much helped develop their career. Not surprisingly then, most (89%) indicated they would return to participate in future Festivals.

Economic Impacts

The Harbourfront Centre reported that 58,000 people visited the 3-day festival, whereas, Tirgan estimated that the total festival attendance was 80,000 across all locations, generating a total of \$10,690,708 in GDP impact.

While only about 8% of attendees reported that they were staying at a hotel while attending the event, over one-third (34%) said they spent between \$50 to \$100 at local restaurants, cafés, or bars while attending the Festival. Another 28% estimated their spending to be more than \$100. As expected, attendees who traveled from outside the country or province were more likely to have higher spending.

Tirgan worked with local hotels in securing a reduced promotional rate for Festival attendees. Of these, attendees booked a total of 321 nights at the hotels with staying guests, contributing \$95,759 as guests at these hotels.

1.0 Introduction

1.1 Background – Tirgan Summer Festival

Tirgan is a registered charitable organization committed to promoting cross-cultural dialogue between Iranian Canadians and the global community. As an important contribution to this mission, the organization holds a biennial Tirgan Summer Festival (“the Festival”) in Toronto. Initially founded in 2006, when 25,000 people attended the Festival that was run by students as an indoor festival (Nowruz Festival), the organization formalized as Tirgan Festival in 2008.¹

In 2023, after a hiatus due to the COVID-19 pandemic, the Tirgan Festival was held with the theme of “Rebirth.” Tirgan selected the theme as the notion of rebirth is witnessed in the inner resilience of the Iranian people and their desire for progress and revival.² The Festival took place from July 20 through 23, 2023.

Certainly, the Festival distinguishes itself through the sheer breadth and depth of its offerings, making it a standout event in the realm of cultural festivals. The extensive array of programs presented at the Festival is a testament to its commitment to showcasing the multifaceted Iranian culture. These programs encompass a wide spectrum of artistic expressions, including but not limited to visual arts, music, dance, literature, film, and workshops. By curating such a diverse repertoire of events, the festival not only offers something for everyone, but also underscores the rich tapestry of creativity and heritage that constitutes Iranian culture.

Furthermore, the impressive roster of participating artists stands as a testament to the festival’s dedication to inclusivity and representation. These artists hail from various corners of the globe, reflecting the global reach of the Iranian diaspora and the far-reaching impact of the Iranian culture. Their diverse backgrounds, experiences, and artistic styles contribute to a mosaic of perspectives that collectively celebrate the richness of the Iranian heritage. This diversity among participating artists ensures that the festival’s offerings are not only visually and aesthetically varied but also provide a platform for voices and talents that might otherwise remain unheard or unseen. In total, the Festival included 145 artists (125 local artists), and held 46 performances.

Despite being the first Festival held after the pandemic, the community’s response and participation were highly positive.

Over time, Tirgan has earned a commendable reputation for its art and culture festivals. This reputation enables them to entice top-tier talent, having demonstrated the effectiveness of the festivals they organize and the exposure they offer to artists.

¹ Tirgan Festival: Economic and Social Impact of Tirgan Festival 2019, Nordicity, p. 5, 2019.

² <https://tirgan2023.tirgan.ca/> as accessed on August 2, 2023.

There was a wealth of free programming available to a wide audience, and ticketed events received a positive response. The free programming events reached full capacity, with many more individuals expressing interest in these performances. The children and youth activities and workshops, offered at no cost, were also highly attended, and Tirgan received excellent feedback for these activities. Additionally, the Festival hosted two visual arts exhibitions at the Harbourfront Centre. The festival showcased two Iranian tea pastry shops and four Persian food vendors. A curated bazaar featured 12 vendors showcasing special crafts from Persian culture.

These additions, combined with the core artistic programming, transformed the festival into an engaging, educational, and entertaining experience for community members from diverse backgrounds, ultimately contributing to the achievement of the Festival's goals.

In qualifying the number of programs and participating artists, one gains valuable insights into the Festival's scale and its commitment to embracing the multifaceted nature of Iranian identity. It highlights the festival's aspiration to be an inclusive and comprehensive platform that captures the essence of Iranian culture in all its complexities. This emphasis on scale and diversity signifies a deliberate effort to transcend boundaries and provide a holistic representation of Iranian culture, ultimately fostering a sense of unity and appreciation among attendees from different backgrounds.

Events included dance, music, film, and other artistic programs such as:

- A performance by Kayhan Kalhor, an internationally acclaimed virtuoso on the kamancheh (spiked fiddle) in a concert at Koerner Hall;
- Innovative theatre such as Banafsheh Taherian's piece based on a medieval poetic love story by Nezami about Shirin and Khosrow;
- A book fair of Iranian independent publishers outside Iran; and
- Many children's activities, including the Magic of Signing by Maryam Hafizirad, where children explored the magic of handshapes and the building blocks of communicating in sign languages used by Deaf people in Canada and Iran.

Additionally, the Festival held several performances at the Koerner Hall and Royal Conservatory of Music, and held a conference at Innis Townhall which is a part of the University of Toronto.



Still We Rise – live painting event at the Festival by Moonlight Murals Collective

The Festival also hosted two, day-long conferences:

- A conference in partnership with Tirgan, the University of St. Andrews, in Scotland, United Kingdom, and Jindal Global University, in the National Capital Region (NCR), Delhi, India to present State, Elites, and Sovereignty in Modern Iran. The conference took place on Thursday, July 22 at the University of Toronto,³ and examined the impact of elites in shaping Iran's modern history.
- iBRIDGES, held in conjunction with Tirgan, a collaborative initiative to exchange knowledge, best practices, and innovative thinking in the high-tech entrepreneurial community with a focus on those of Iranian descent, on Friday, July 21, 2023 at the MaRS Discovery District.

Multiple food and artisan vendors also participated in engaging attendees. While most events were held at the Harbourfront Centre, other venues included University of Toronto campus, Koerner Hall, and the MaRS Discovery District.

³ <https://tirgan2023.tirgan.ca/event/state-elites-and-sovereignty-in-modern-iran/#:~:text=Andrews%20and%20Jindal%20Global%20University,in%20shaping%20Iran's%20modern%20history>. As accessed on August 3, 2023.

In essence, the extensive range of programs and diverse array of participating artists at the Tirgan Summer Festival serve as key indicators of its dedication to inclusivity, representation, and the celebration of Iranian culture in all of its forms. This commitment not only enriches the festival experience, but also contributes to broader conversation about the significance of diversity and cultural exchange.

1.2 Economic and Social Impact Analyses and Scope

The Tirgan Festival conducted analyses of the Festival in the interests of continuous improvement for future festivals, and to respond to funder and donor obligations. The analyses focused on examining the economic benefits, including benefits to local businesses, and participating vendors, as well as social benefits for attendees, volunteers and festival participants.

Accessibility to the Festival

Tirgan's commitment to accessibility is a cornerstone of the Tirgan Festival's ethos. While 90% of the Festival's events and activities were free and accessible to all, only 10% required the purchase of a ticket to enter the event.

By offering 90% of the events and activities free of charge, the organizers had ensured that a vast majority of the festival's offerings were accessible to all members of the community, regardless of their economic circumstances. This inclusivity opened the doors to a diverse audience, allowing individuals and families from various backgrounds and walks of life to partake in the rich tapestry of cultural experiences that the festival provided.

For the remaining 10% of activities that required ticket purchase, it is important to note that this revenue generation served a crucial purpose. These ticketed events not only contributed to sustaining the Festival's operations but also enabled the organizers to bring in high-caliber artists, performers, and speakers. This ensured that attendees had the opportunity to engage with top-tier talent and experience world-class cultural presentations. Additionally, the revenue generated from these ticketed activities may also be reinvested into community outreach initiatives or used to support local artists, further enriching the Festival's impact on the cultural landscape.

This balance between free and ticketed activities reflects a thoughtful approach to ensuring that the festival remains financially sustainable while upholding its commitment to accessibility. It exemplifies a strategic approach to resource allocation, where revenue generated from a smaller portion of activities supports the broader accessibility of the Festival. This model not only guarantees that a wide cross-section of the community can partake in the festivities, but also underscores the Festival's dedication to creating an inclusive space where cultural appreciation knows no financial barriers.

1.3 COVID-19 Implications

The staging of the Festival holds particular significance against the backdrop of the recent and ongoing challenges posed by the COVID-19 pandemic. This global crisis has had a profound impact on every aspect of society, including cultural events and public gatherings. Moreover, the Festival serves as a testament to the adaptability and resourcefulness required to navigate these challenging times.

Likewise, the attendance statistics and revenue generated by the Festival should also be approached with a nuanced understanding of the exceptional circumstances under which it took place. Coming on the heels of the unprecedented challenges brought about by the COVID-19 pandemic, this event signifies a remarkable feat of resilience and adaptability. In considering the numbers, it is essential to recognize that the Festival navigated through a landscape still marked by pandemic-related uncertainties and precautions. The fact that attendees turned out in any capacity is a testament to the enduring appeal and significance of the festival within the community.

Furthermore, the financial figures must be interpreted within this unique context. The revenue generated, while indicative of the Festival's economic impact, should not be solely viewed through the lens of profitability. Rather, it should be understood as a testament to the dedication of both organizers and attendees to uphold cultural traditions and communal connections, even in the face of adversity. This revenue contributes not only to sustaining the festival itself but also to the broader cultural ecosystem, supporting artists, vendors, and the local economy.

The lingering effects of the pandemic continue to shape public events and gatherings. Therefore, as readers evaluate the festival's performance, it is imperative to bear in mind that the situation has yet to fully revert to the pre-pandemic normalcy. The Festival's ability to draw attendees and generate revenue in this challenging environment underscores its enduring cultural significance and its role as a beacon of hope and renewal. This achievement is a testament to the collective determination to preserve and celebrate cultural heritage, even in the face of extraordinary circumstances.

1.4 Methodology

Multiple methodologies were used to examine the social and economic impacts of the Festival, including surveys with attendees, volunteers, artists and sponsors, observation at the Festival, and an economic impact analysis. The methodologies are further described below.

Surveys

Four surveys were conducted with different stakeholder groups involved in the Festival, namely attendees, volunteers, artists and sponsors. Below, a brief overview of these surveys is provided.

Attendee Survey

The Attendee Survey was designed to capture attendees' experiences with the Festival, including ways in which they became aware of the Festival, events attended and enjoyed, estimates of spend at local establishments including hotels and restaurants, and the demographic characteristics of attendees. GGI designed the survey, in consultation with the Tirgan Festival.

The survey was programmed onto the CallWeb® online survey platform. GGI provided Tirgan with a survey link and Quick Response code (QR code), and then analyzed the survey results, while volunteers implemented the survey through an intercept survey approach.

An intercept survey is a type of research method used to gather onsite feedback from a target audience, where the surveyor approaches the potential respondent at an event. In this case Tirgan's volunteers received training from GGI to approach and request attendees to respond to a survey via their mobile phone, through use of a QR code.

GGI facilitated a training session via Microsoft Teams on a Monday evening. The session was recorded so that volunteers who could not attend the session could review the material. Training included a review of the survey questions, communications and messaging to encourage attendees to take the survey, and an opportunity to practice.

At the Festival, volunteers held clipboards with QR codes, and requested attendees to scan the code to download the survey on their mobile phone and respond to the survey.

Volunteer Survey

The Volunteer Survey focused on eliciting responses on volunteer satisfaction, whether participants had previously volunteered and would volunteer again, and their sense of preparedness for their role at the Festival.

GGI designed the survey and programmed it onto the online CallWeb® survey platform, then sent the link to the Tirgan team to distribute to volunteers.

Tirgan also sent the survey via email link to volunteers, with reminders, over a six-week period from July 24 through August 31, 2023.

Artist Survey

The Artist Survey explored whether artists had performed at the Festival before and how often; whether the performance exposed them to new audiences, helped them with their career, and connected them with new opportunities; satisfaction with their experience, and likelihood to perform at the Festival again in the future.

Using a similar method to the volunteer survey, GGI designed the survey and programmed it on to a survey platform, then sent the link to the Tirgan team to distribute to artists via their email addresses or other contact information.

The survey focused on satisfaction with performance, benefit to the artist's career, and the likelihood they would perform again at the Tirgan Festival. Tirgan sent the survey via email link to artists, with reminders, over a six-week period from July 24 through August 31, 2023.

Sponsor Survey

The Sponsor Survey assessed the reasons for sponsoring the Festival, satisfaction with the sponsorship experience, whether sponsors had engaged in similar opportunities in the past, and how many times, and likelihood to sponsor the Festival again in the future.

Similar to the other surveys, GGI designed the Sponsor Survey and programmed it onto the CallWeb® survey platform, and then sent the link to the Tirgan team to distribute to sponsors.



Tirgan Festival performance at the Harbourfront Concert Stage

Survey Summary

Survey responses across all survey types are outlined below, relative to total number of potential participants.

Table 1: Summary of Survey Response Numbers

Survey Type	Attendee	Volunteer	Artist	Sponsor	Total
Total survey responses	241	32	46	4	323
Total number of participants	80,000	450	198	19	80,667

Site Observation Visits

Two GGI staff members attended the Tirgan Festival and observed events to inform the report. Site observation focused on:

- Estimating number of attendees;
- Diversity of attendees (including whether people appeared to be in families/other groups; ethno-cultural backgrounds; age of attendees, etc.);
- Attendee engagement with event;
- Whether the event was easily experienced throughout venue; and
- Ease of crowd flow.

The GGI site observation team was also available to assist volunteers in engaging attendees to complete the surveys.

Economic Impact

Tracking Hotel Stays

The Tirgan Festival worked with four hotels in accessing block discounts for attendees. GGI contacted the hotels to calculate how many rooms were booked and the amount spent on the rooms to gain a better understanding of how the Festival contributed to the local economy during the Festival. In addition, the attendee survey asked participants to estimate how much they had spent on hotels and restaurants while attending the Festival.

Tracking Ticket Sales

The Festival's ticket sales were tracked for numbers sold and revenue generated. The following table outlines ticket sales and in-kind contributions, in greater detail. For the purpose of the economic analysis, only tickets sold were included in our estimates.

Table 2: Ticket Sales

Date	Description	Sold	In-kind	Total Tickets	Revenue
21-Jul-23	Koerner Hall - Keyhan Kalhor	1,055	76	1,131	\$78,225
23-Jul-23	Koerner Hall - Darya Davar	654	198	852	\$44,818
	Koerner Hall Total:	1,709	274	1,983	\$123,043
20-Jul-23	Harbourfront - Rastak	1,089	413	1,502	\$57,650
21-Jul-23	Harbourfront - From Lust to Loyalty	136	30	166	\$3,298
21-Jul-23	Harbourfront - DJ Night	235	285	520	\$4,578
21-Jul-23	Harbourfront - Art of Improviation	327	48	375	\$21,934
22-Jul-23	Harbourfront - Mojgan Shajaian	292	77	369	\$18,439
22-Jul-23	Harbourfront - DJ Night	339	64	403	\$6,604
23-Jul-23	Harbourfront - Kiosk	265	50	315	\$9,102
23-Jul-23	Harbourfront - Art of Improviation	223	56	279	\$13,914
	Harbourfront Total:	2,906	1,023	3,929	\$135,519
	Festival Total	4,615	1,297	5,912	\$258,562

Tourism Regional Economic Impact Model (TREIM) Tool

TREIM is a data analysis simulation tool provided by the Government of Ontario to estimate the economic impact of tourism spending for an event, which was used to estimate the economic impact of the Tirgan Festival. The tool uses information including:

- The geographic area where the event's impact takes place;
- The impact year;
- Number of visitors (a visitor is someone who takes an overnight out-of-town trip or an out-of-town same-day trip of 40 kilometres or more away from their home); and
- Visitor spending.

TREIM uses this information to estimate the economic impact, or contribution, of the Festival on the impacted communities, Toronto, and Ontario.⁴

⁴ Tourism Regional Economic Impact Model. <https://www.ontario.ca/page/tourism-regional-economic-impact-model#section-1>. Government of Ontario. Accessed on September 14, 2023.

2.0 Festival Social and Economic Impacts

2.1 Social Impacts

The Festival had significant reach in attracting a largely Iranian-Canadian audience of diverse ages to attend the Festival in person. In their efforts promoting a cross-cultural dialogue to the global community, their social media efforts attracted an audience from several countries, including Iran, the United Kingdom and the United States, as well as from the province of Ontario, mainly from the Greater Toronto Area (GTA).

Attendees

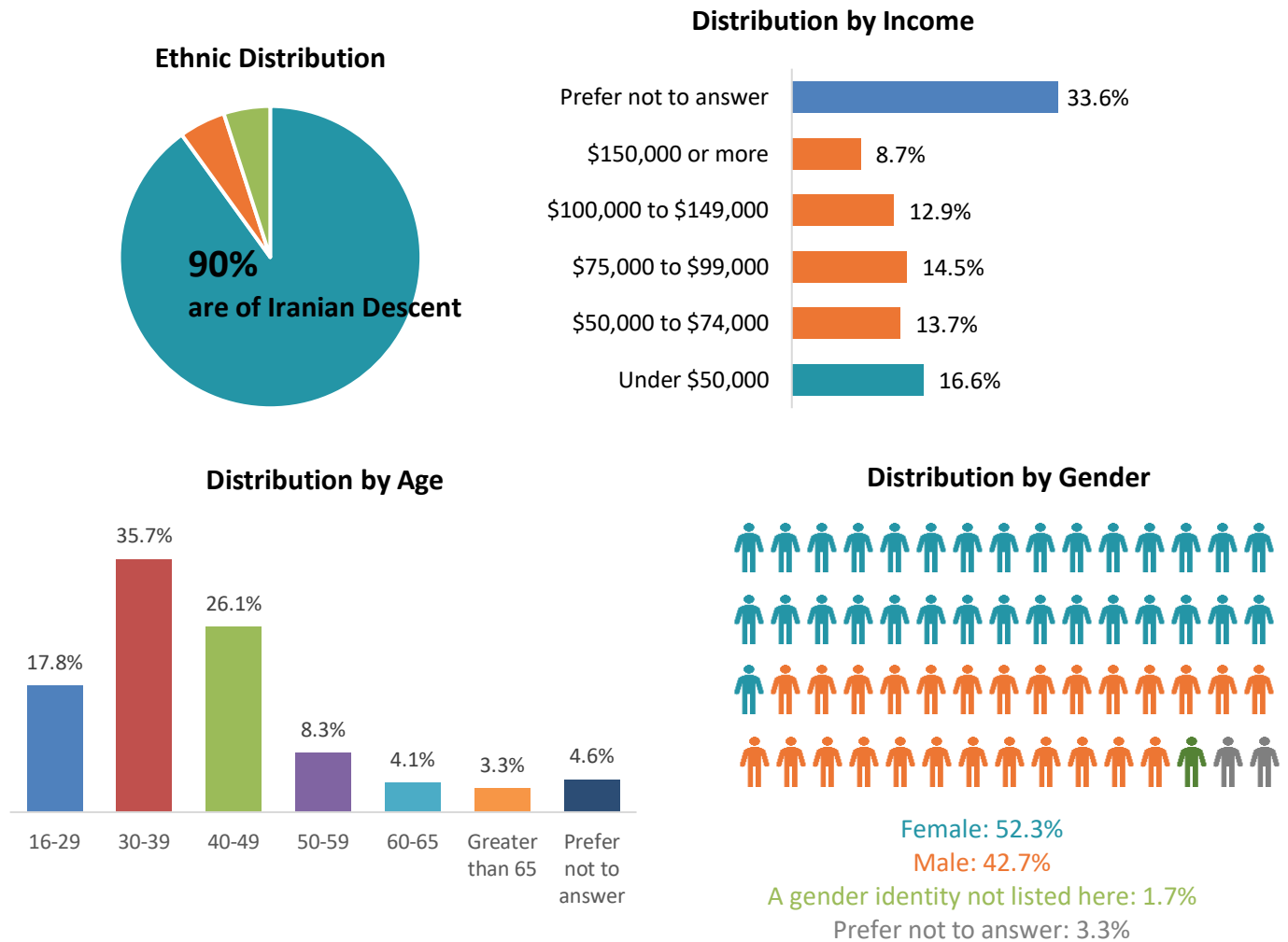
Harbourfront Centre is an open venue, located by Lake Ontario in Toronto's downtown core. While the attendee survey captures the characteristics and perspectives of many participants, it should be noted that attendees would also include significant numbers of people who discovered the Festival as a walk-through while visiting this open venue, where most Festival events occurred.

Fantastic! Pity that [the Festival]'s not every year. Wish I could have come yesterday too. – Festival attendee

Through site observation, GGI noted that many families with children and youth, friendship groups and individuals were at the Festival. The attendee survey targeted people over the age of 16, and survey responses demonstrated the highest proportion of attendees fell within the 30-39 age group. A significant number of respondents identified as of Iranian descent (90%), residing in the GTA, which was reflected anecdotally in site observation as well. The survey also found that there was a fairly even spread of survey respondents across income levels, and by gender, with 52% female respondents, and 43% male respondents.

The figure below outlines the demographic make-up of attendees who responded to the survey.

Figure 1: Overview of Attendee Survey Respondents (n=241)

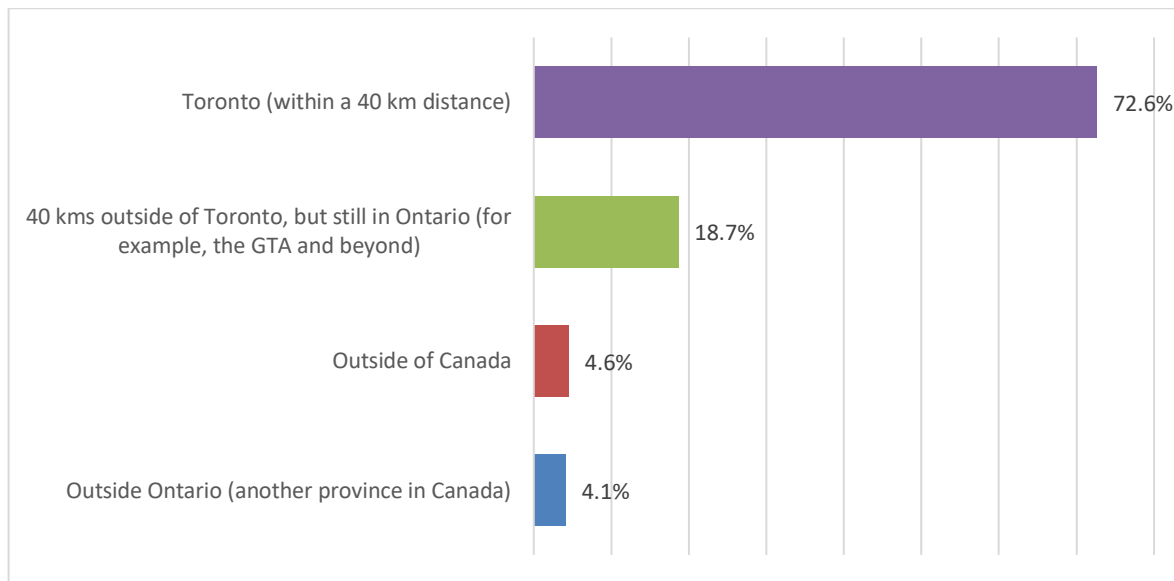


Attendees by Location

Nearly three-quarters (73%), of attendees responding to the survey indicated they were based in the GTA, within a 40 km distance of downtown Toronto, while nearly two-in-ten (19%) reported they lived 40 kilometers outside of Toronto but still within Ontario. Additionally, less than one-in-twenty (4%) stated they resided outside of Ontario (in another province in Canada), with another 5% reporting they lived outside of Canada.

So far so good, glad that we have the Festival this year. Maybe every year, or every 6 months would be even better. We drove from Vaughan to be here. – Festival attendee

Figure 2: Attendees by location

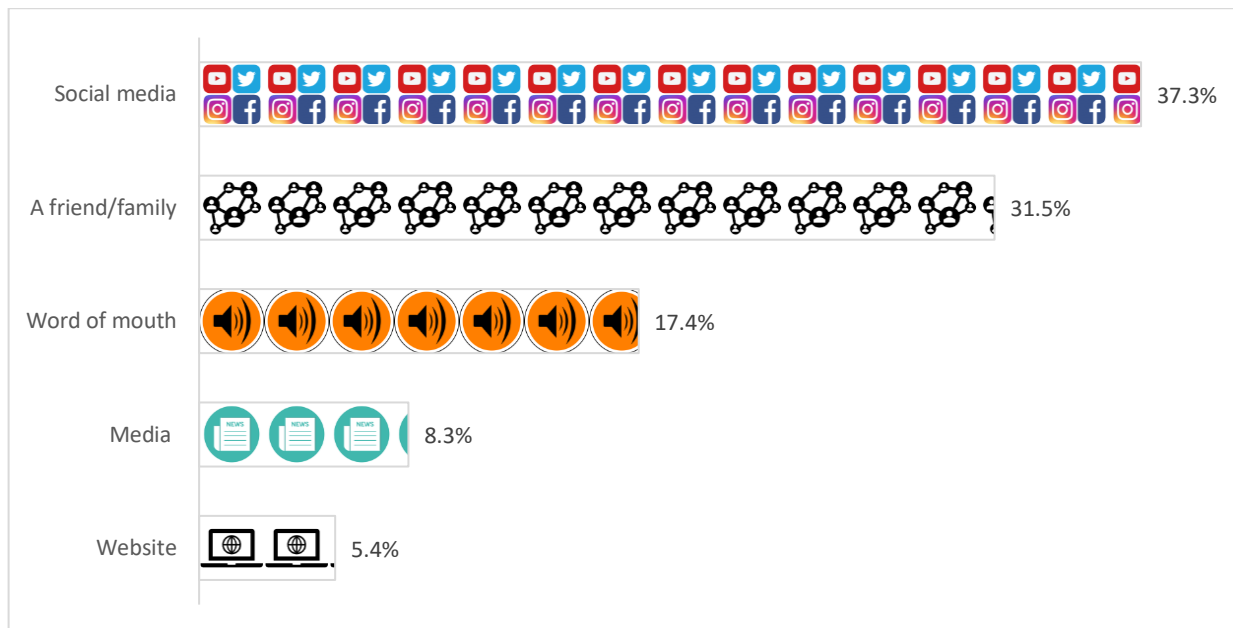


Attendee Survey (n= 241)

Outreach in Promoting In-Person Attendance

Survey results indicated that social media is the most powerful channel to attract in-person Festival attendees, with about 37% hearing about the Tirgan Festival through platforms including Facebook, Instagram, YouTube and X (formerly Twitter). Across location or age, social media is the predominant method through which people had heard about the Festival. Exceptions included respondents who reside outside of Ontario, and attendees aged over 65, who mainly learned about the Festival from print and radio media or friends and family.

Figure 3: Methods by Which People Learned About the Festival



Attendee Survey (n=241)

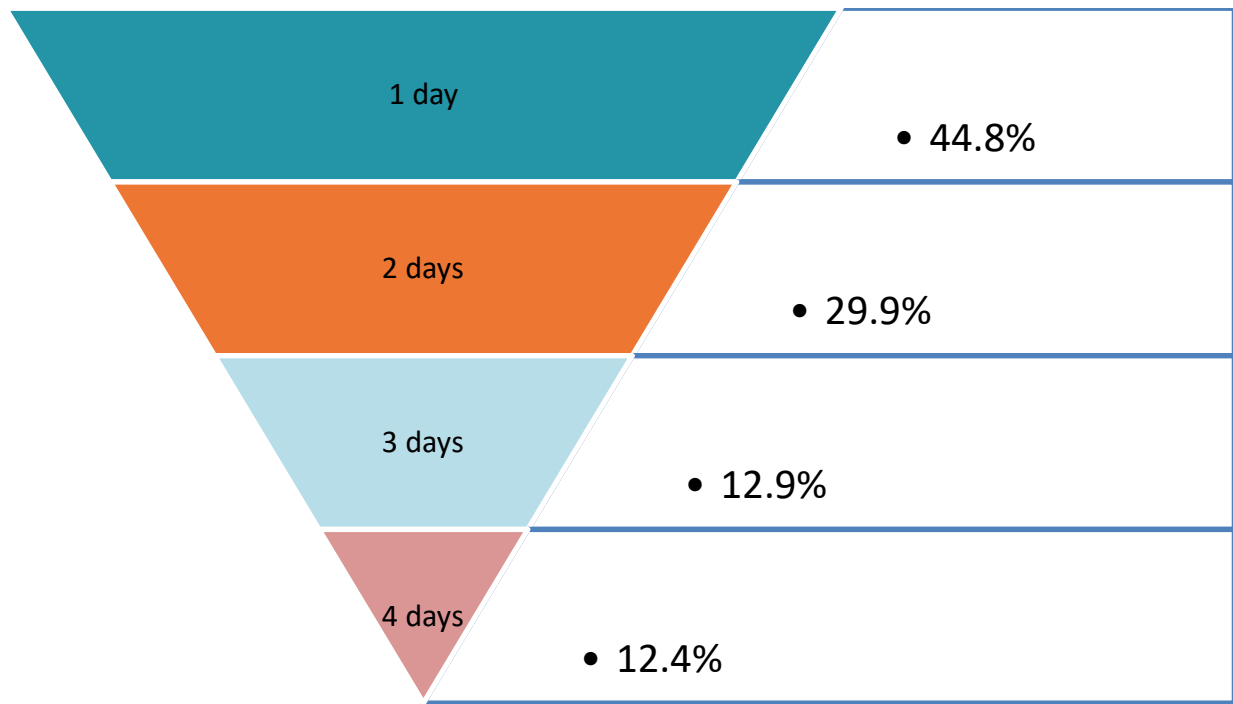
Number of Days Attended

Attendance was high at the Festival, with many venues at capacity and attendees staying for multiple events, throughout the day, or across multiple days. Attendees reported enjoying the events that they had come to the Festival to see.

Over half of attendees (55%) expressed interest in attending the Festival for more than just a single day, with 30% planning to attend for two days and 13% interested in attending for 3 days.

Perfect, after COVID this is the first time my wife was dancing with her group. We enjoyed it. – Festival attendee

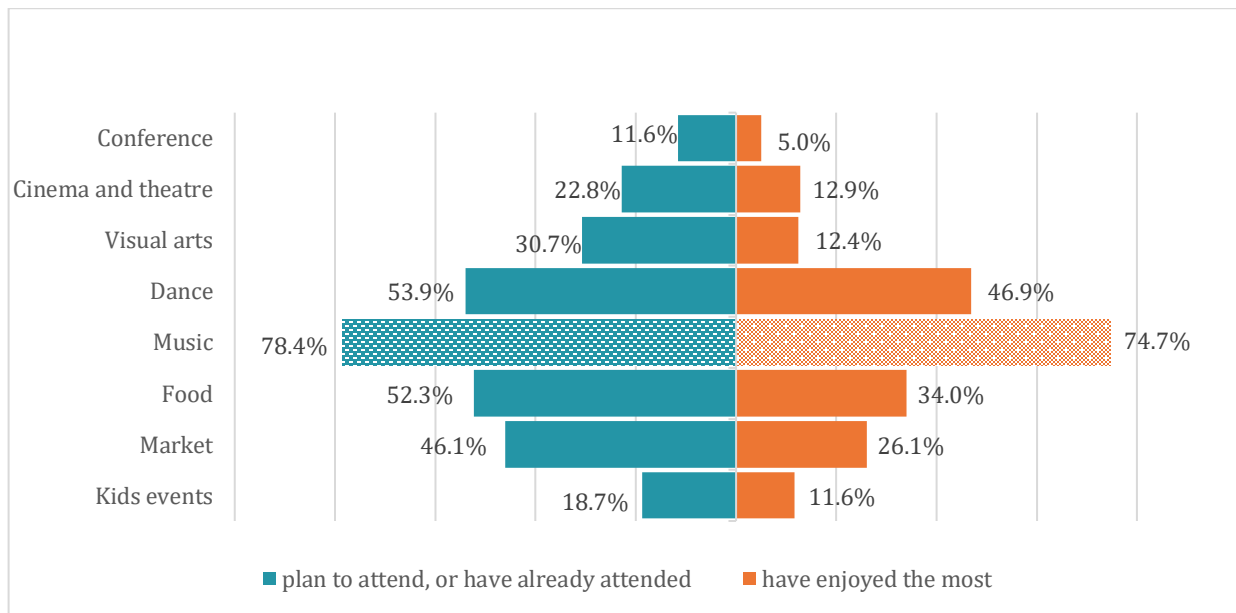
Figure 4: The Number of Days that the Attendees Planned to Attend the Festival



Favoured Events and Activities

When attendees were asked about the types of events they planned to attend or had already attended, music, dance, and food emerged as the most popular choices. As demonstrated in the table below, music was identified by the attendees as the event they enjoyed the most, followed by dance.

Figure 5: Planned or Attended Events vs. Most Enjoyed Events

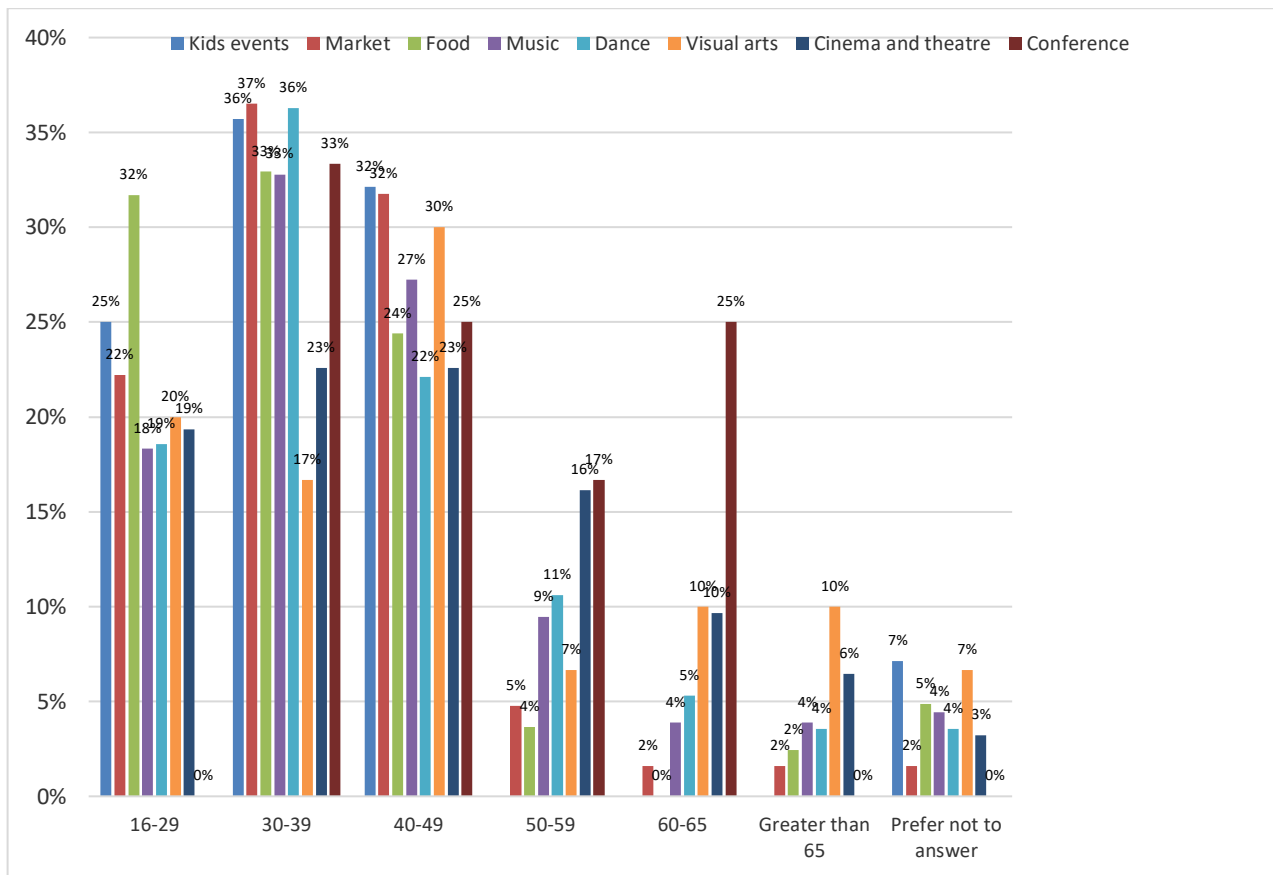


Attendee survey (n=241)

It is worth noting that the market was a popular option among respondents who reside out of Ontario or Canada (60%), as compared to people who resided within 40 km of the Festival, or beyond 40 km but still in Ontario (45%). This may be due to their longer duration of attendance at the Festival.

In general, attendees in the 30-39 age category were most likely to attend all of the events, followed by those in the 40-49 age category (see Figure 6).

Figure 6: Favourite Events by Age



Attendee survey (n=241)



Tirgan Festival Performance

The Tirgan Festival had a number of events, and activities occurring concurrently, mostly at the Harbourfront Centre. There were a number of free concerts at the Concert Stage that were close to capacity, seemingly at about 90%, or at capacity, at a venue with a total seating of 2,000. After the concerts, most people stayed at the Festival, with crowds flowing to other activities or events, including Khaki Restaurant on the Platform, or to the Stage in the Park, where many food and arts vendors were located. Families were often seen at children and youth events at Ontario Square. Many ticketed events had sold out for the Festival, and people tended to also flow from indoor theatres and venues to other events at the Centre.

Virtual Engagement with the Tirgan Festival

Instagram

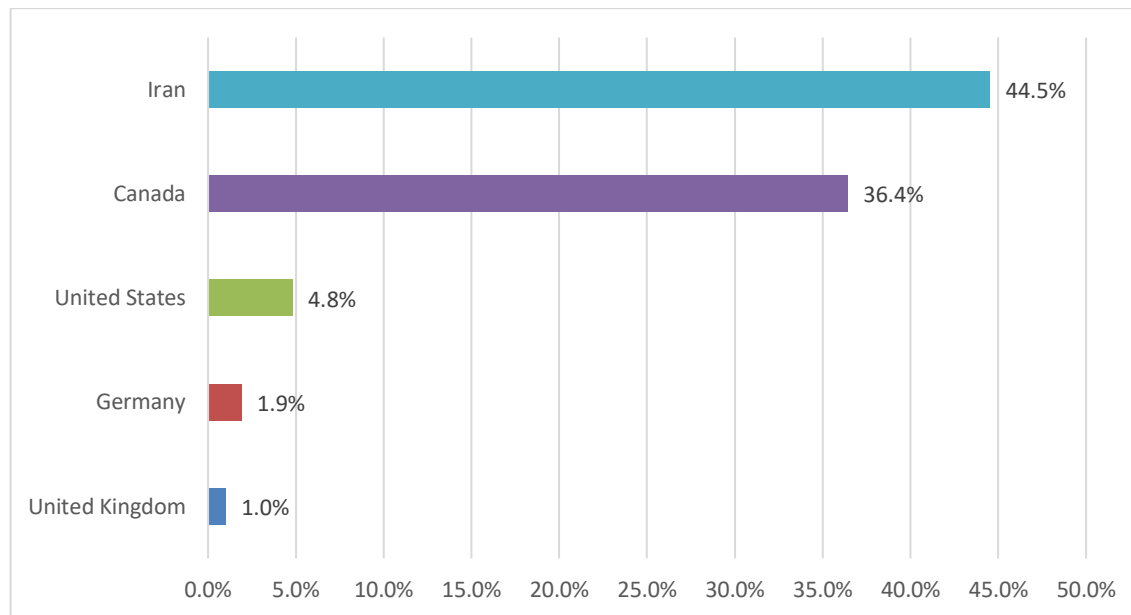
Tirgan's Instagram campaign was its most significant social media campaign, with total reach from ads and impressions of 2,806,686. Just over a third, 36%, of Tirgan's Instagram audience fell within the 35-44 age group, with 29% in the 25-34 category and 15% in the 45-54 age group. Women outnumbered men slightly (51% and 49% respectively) in the audience. Geographically, reach spanned multiple countries, with Iran accounting for 45% of the audience and Canada making up another 36%.

According to Tirgan, collaborating with artists significantly boosted engagement on Tirgan's Instagram account, which raised overall awareness about the Festival by reaching non-followers. However, there was not a proportional increase in ticket sales relative to engagement on the social media platform. Ticket sales requires a focused marketing strategy.⁵

Tirgan noted that due to its *For Iran* event on March 25, 2023, Tirgan gained a considerable Instagram following from inside Iran. This factor, combined with the fact that fewer than \$12,000 was spent on targeted ads on Instagram led to more posts reaching audiences in Iran. The reach of posts while they were boosted in Canada was entirely within the GTA.

⁵ Tirgan. Tirgan Festival 2023 Campaign Analytics. 2023.

Figure 7: IG Audience by Country



YouTube Advertising

The Tirgan Festival's campaign on YouTube accumulated a total of 193,281 views. The YouTube ad campaign generated 8,812 clicks at a cost of \$15,360.33, resulting in an average cost per click (CPC) of \$1.74. The 35-44 age group accounted for the largest share with 468,474 views, followed by the 45-54 category at 343,479.

Key takeaways, according to Tirgan, included:

- The ads had a substantial watch through rate - a considerable proportion of the audience watched the full ad.
- Average cost per view was \$0.80 for Tirgan's ads was relatively low, which allowed for a more efficient use of the budget.
- YouTube's ads were heavily viewed by males relative to females.⁶

Media Engagement

Media coverage also played a role in raising awareness of the Festival. Tirgan identified that a total of 11 organizations, including national and international organizations such as the Canadian Broadcasting Corporation (CBC), Voice of America, and BBC Persian covered the event, as per the table below.

⁶ Tirgan. Tirgan Festival 2023 Campaign Analytics. 2023.

Table 3: Media Coverage

Organization	Outlet Type	Coverage
Iran International	TV	Media Partner - Full Coverage
CBC	News	Reports + Newscast in French and English
Voice of America	TV	Reports + Artist Interviews
BBC Persian	TV	Reports
Radio Farda	Radio	Reports
Toronto Farsi Network	TV	Reports
Toronto Star	News	Mention of Tirgan Festival
Hamvata	News	Reports
Persian Mirror	Magazine	Reports
Haftah	Magazine	Reports
Kheradmand	Magazine	Reports

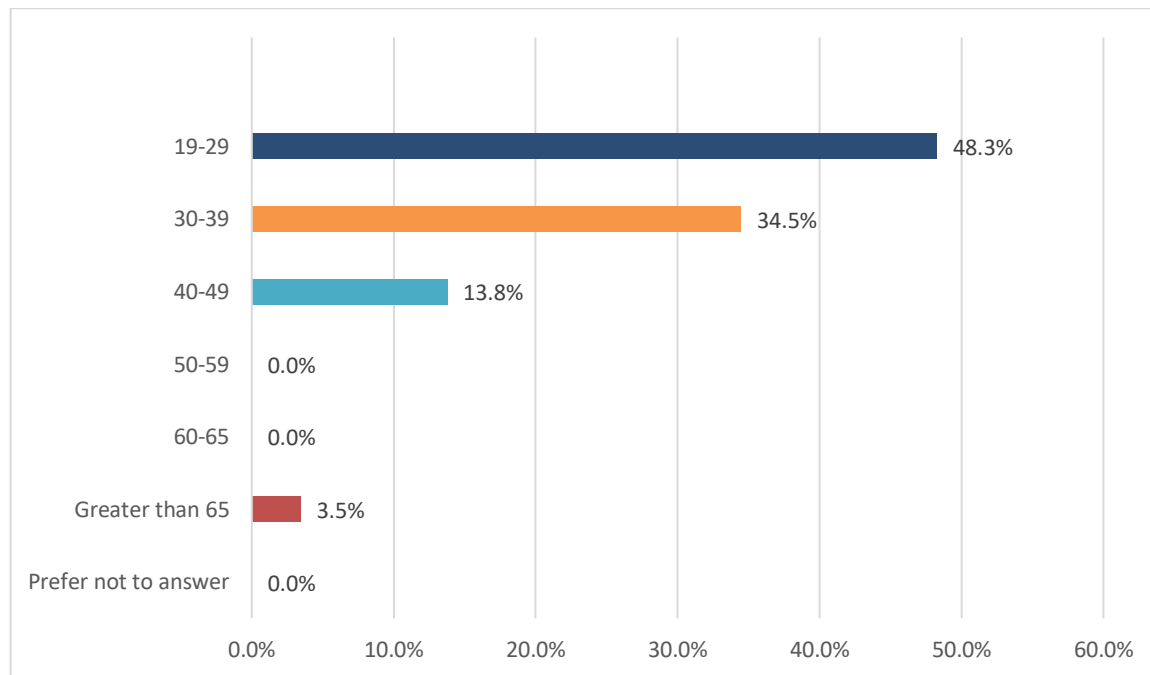
Source: Tirgan Festival Campaign Analytics 2023

Volunteers

Of the volunteers, almost one-half (48%) identified as 16-29 years of age, and just over a third (34%) at 30-39 years old. Volunteer respondents were evenly split between identifying as men or women, while an overwhelming majority, 93% were of Iranian descent.

I came to find books to learn Farsi. Found good stuff in the book fair. I will visit these booksellers.
– Festival attendee

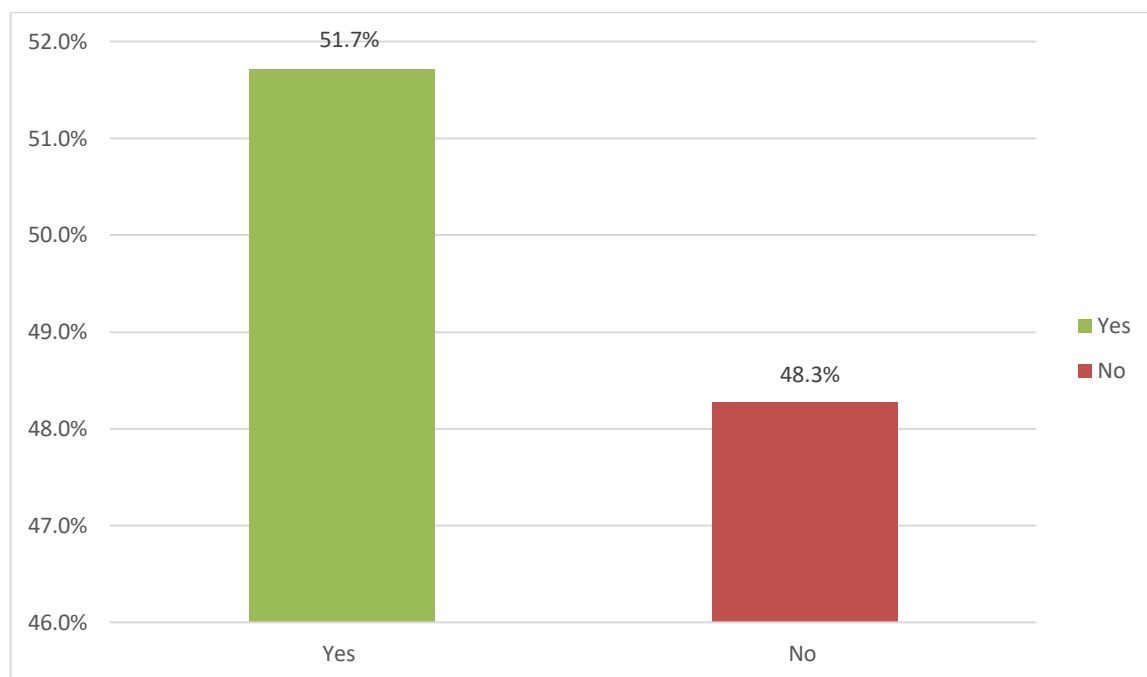
Figure 8: Volunteers by Age Group



Volunteer Survey (n=32)

Most volunteers (86%) heard about volunteering for the Tirgan Festival through a friend or family. They seemed to have positive experiences, as over half of those surveyed (52%) have volunteered for the Festival before. Of those that volunteered before (n=15), just under half (47%) had volunteered with the Festival more than 5 times, with another 40% indicating they volunteered 2-3 times before.

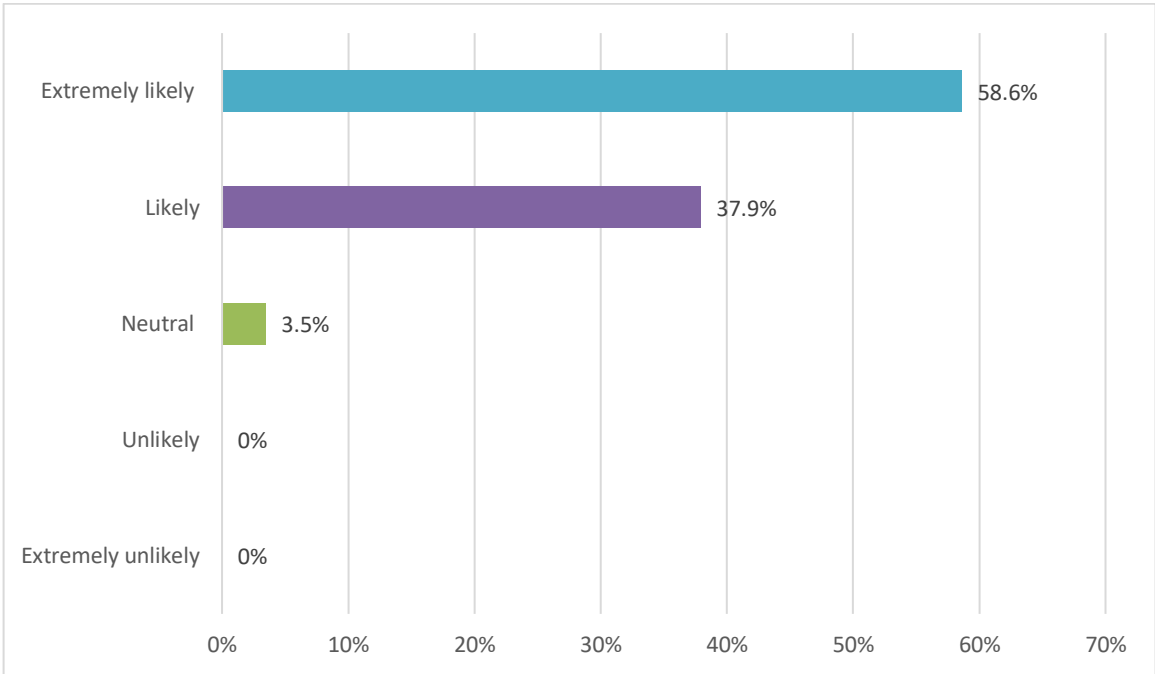
Figure 9: Previous Volunteer Experience at the Festival



Volunteer survey (n=32)

Encouragingly, almost all volunteers surveyed (97%) said they were likely or extremely likely to volunteer with the Festival again.

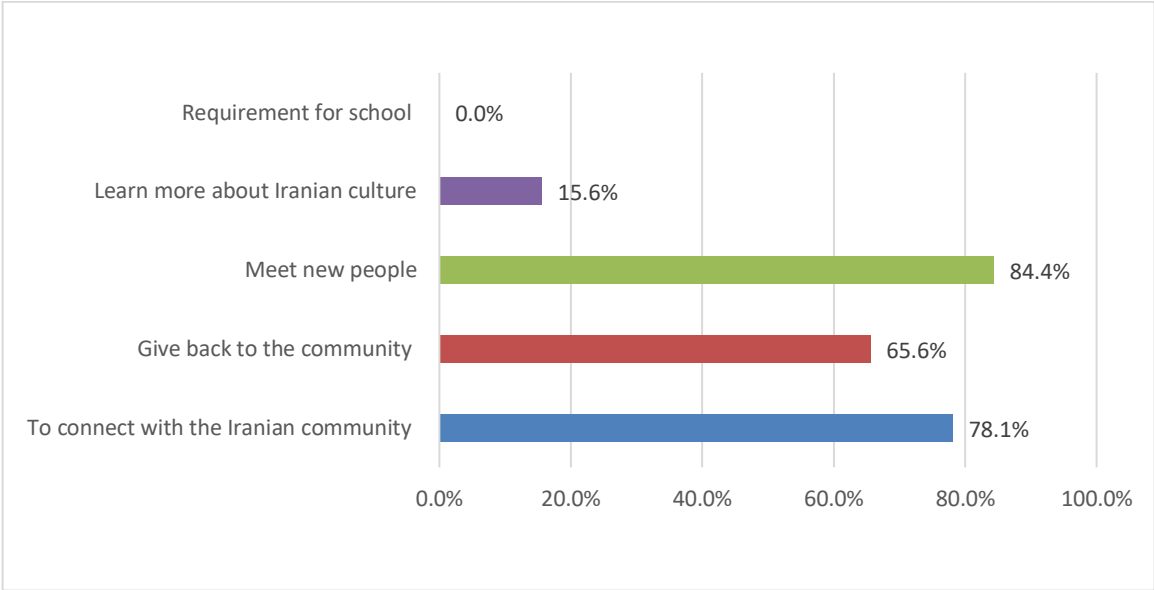
Figure 10: Likelihood Volunteers Would Volunteer Again



Volunteer survey (n=32)

People that were motivated to volunteer at the Festival for reasons including meeting new people (84%), connecting with the Iranian community (78%) and giving back to the community (66%).

Figure 11: Reasons for Volunteering at the Tirgan Festival

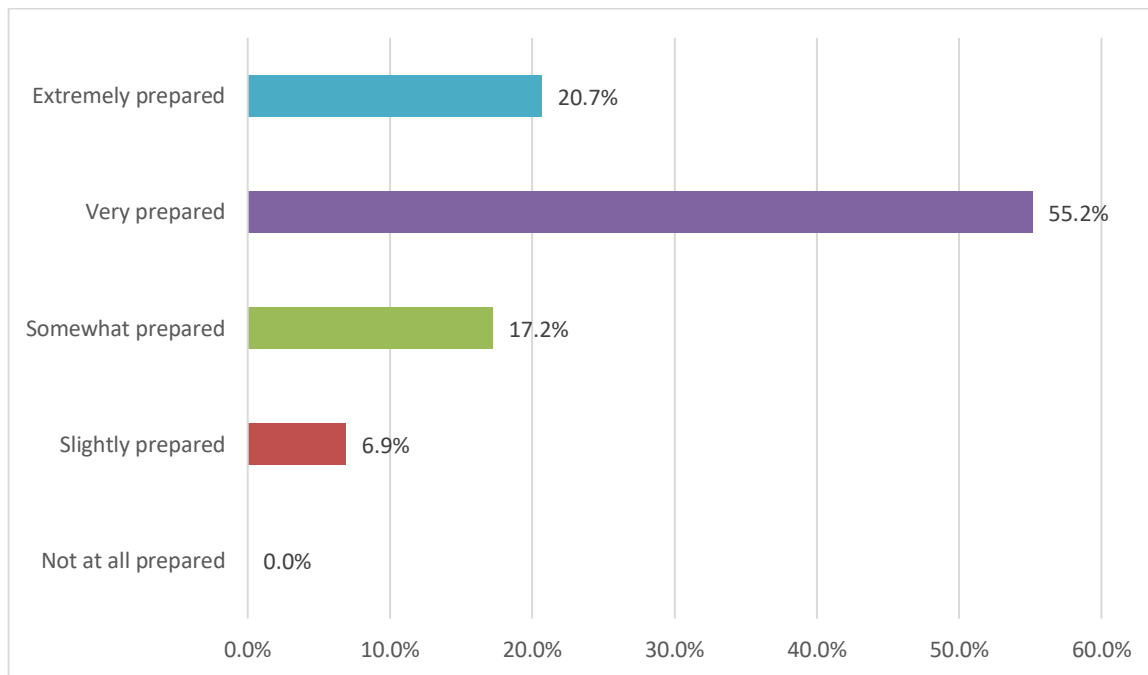


Volunteer survey (n=32)

Sense of Volunteer Preparedness

About three-quarters of surveyed volunteers (76%) indicated that Tirgan's volunteer training prepared them (extremely or very) for their role(s) at the Festival. However, a small number of responses indicated that better signage and communications materials for volunteers would contribute to a greater sense of being prepared for the Festival, and in responding to attendee questions.

Figure 12: Sense of Preparedness in Volunteering at the Festival



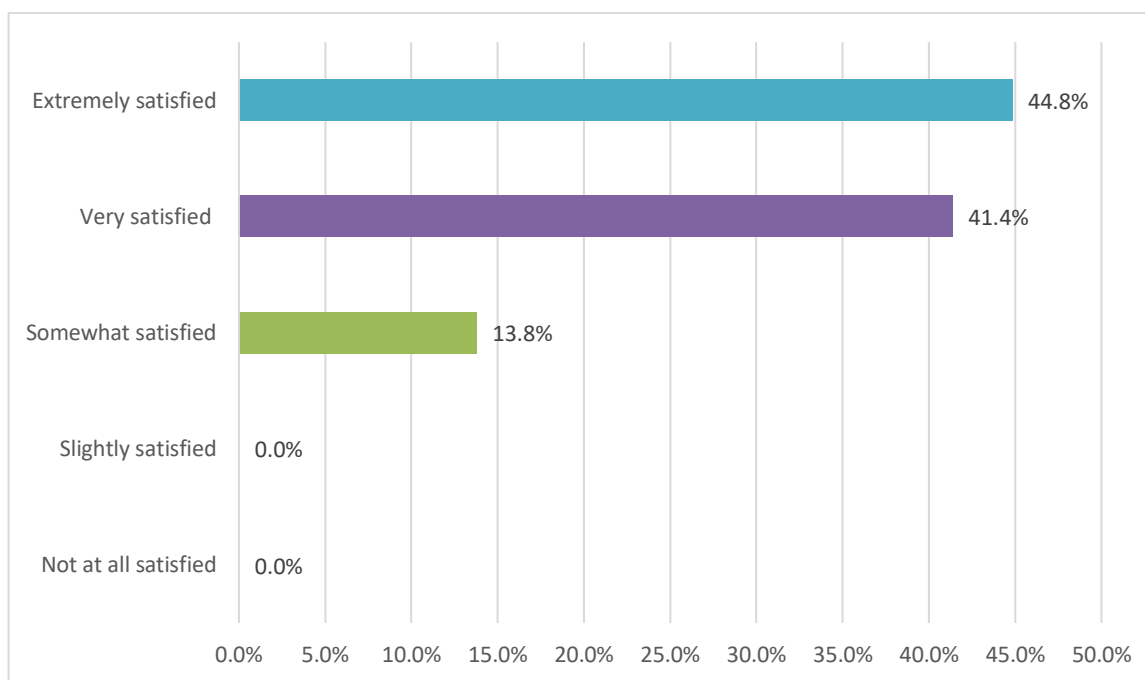
Volunteer survey (n=32)

Sense of Volunteer Satisfaction

A majority of volunteers (83%) indicated that they were very or extremely satisfied with their overall volunteer experience at the Festival.

Watching so much art and music and dance on the stage and seeing all the film presentations that Tirgan brings to this Festival makes me proud. – Tirgan Festival Volunteer

Figure 13: Satisfaction with Volunteer Experience at Tirgan Festival



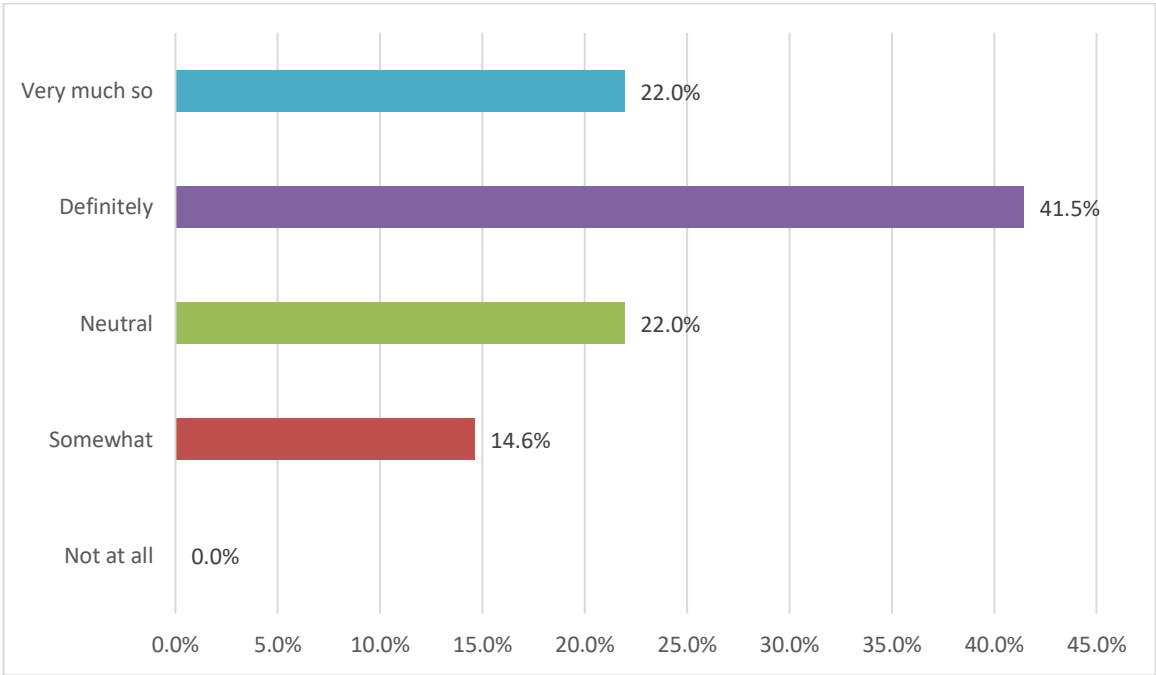
Volunteer survey (n=32)

Artists

Impact on Career

Over 60% of surveyed artists agreed that performing at the Festival definitely or very much exposed their work to new audiences. In addition, just under half (42%) noted that performing at the Festival definitely or very much helped develop their career, and just under a third (29%) said that performing at the Festival helped connect them with new opportunities. A small number of artists mentioned they would benefit from closer coordination with Tirgan on tagging and posting their performances on social media.

Figure 14: Artists Exposing Work to New Audiences at Festival

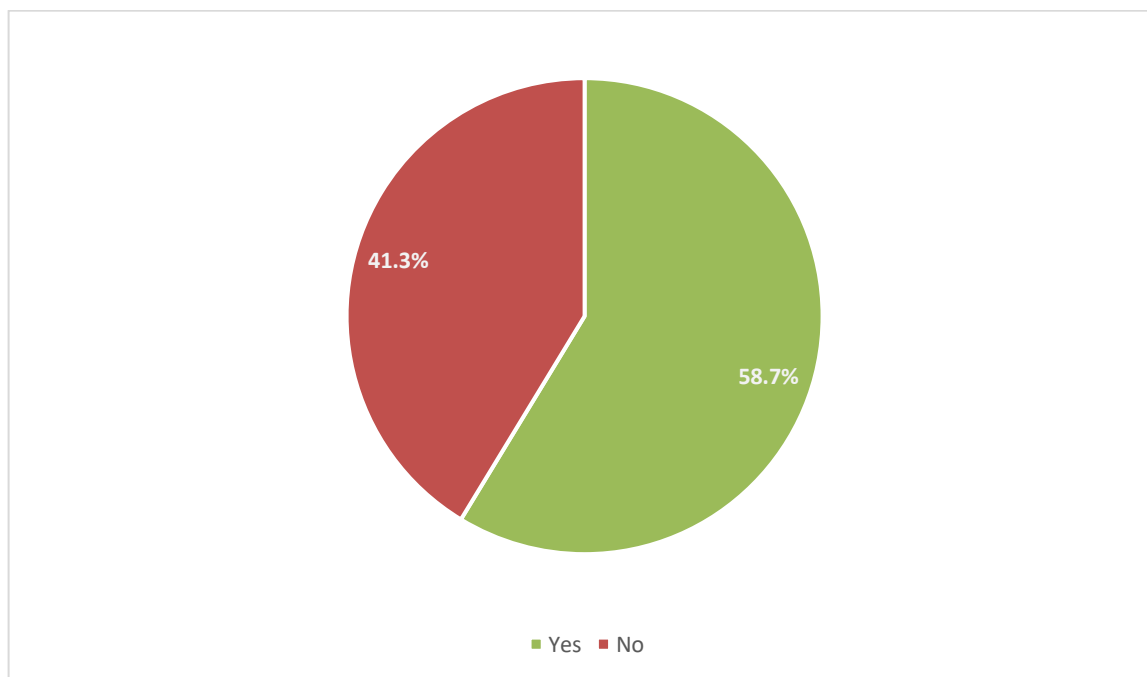


Artist survey (n=46)

Returning Artists

More than half of the artists had performed at the Tirgan Festival before, with just under one-third (30%) noting they had performed 4-5 times before.

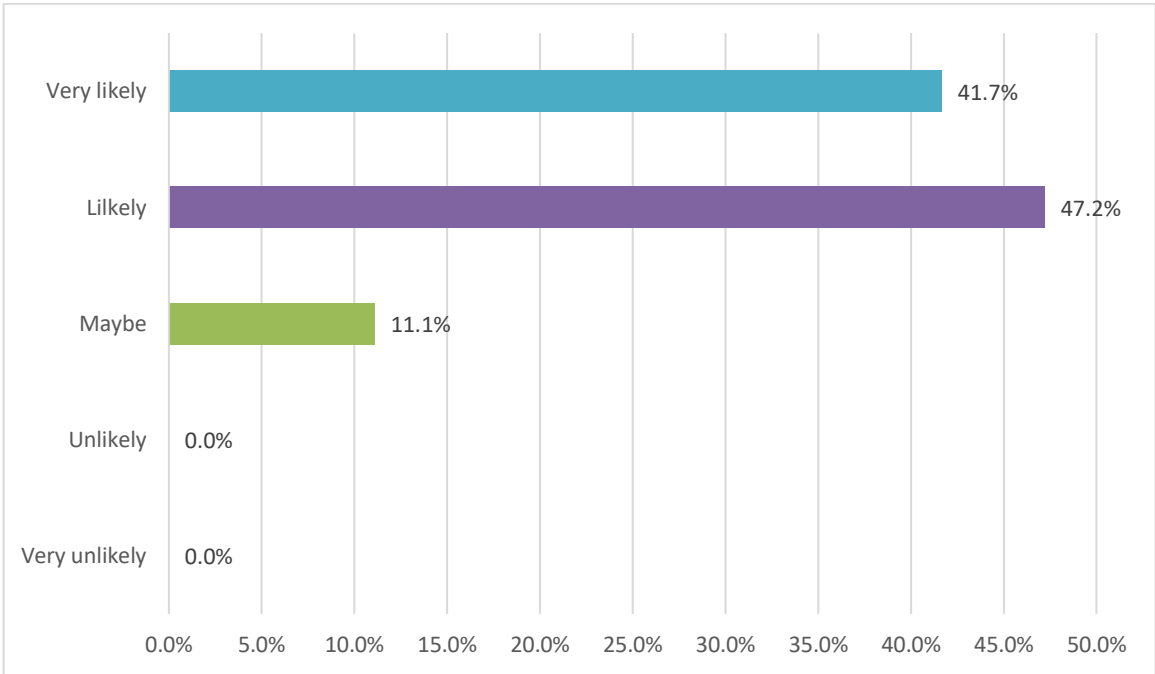
Figure 15: Artists Previously Performing at the Tirgan Festival



Artist survey (n=46)

Moreover, most (89%) of the artists indicated they would likely or very likely return to participate in future Festivals.

Figure 16: Artists Likelihood in Performing at the Festival Again

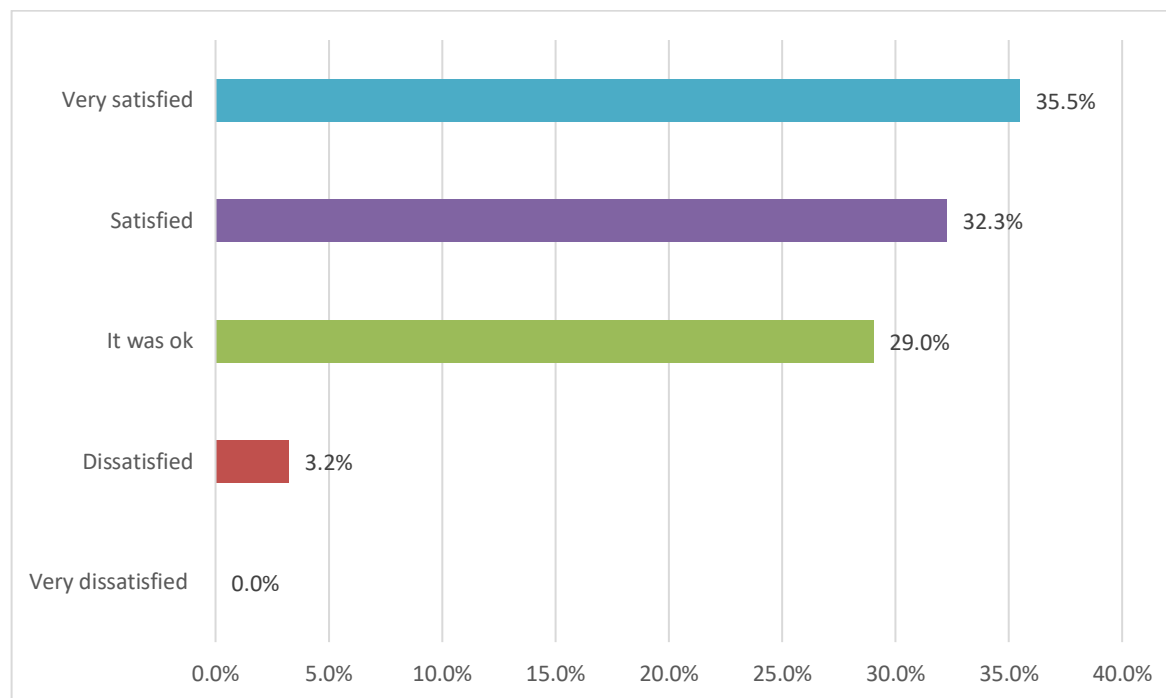


Artist survey (n=46)

Sense of Artist Satisfaction

About two-thirds (67%) of the artists were satisfied or very satisfied with their experience as a performer at the festival.

Figure 17: Satisfaction with Performing at Tirgan Festival



Artist Survey (n =46)

Tirgan is above all an amazing teamwork and very valuable for their integrity to support and expand Iranian culture. I admire this festival. For me is the best Iranian cultural festival ever. – Artist performing at Tirgan Festival

Sponsors

There were 19 sponsors of the Tirgan Festival, with a total contribution total of \$278,000.

Only 4 sponsors responded to some sections of the survey, with only 3 completing most questions. Of these respondents, the main reasons they sponsored the Festival were to support the Iranian-Canadian community (3), and a belief in Tirgan's mission of promoting cross-cultural dialogue between Iranian-Canadians and the global community (1). All respondents who completed the satisfaction question (n=3), reported they were either slightly (1), somewhat (1), or very (1) satisfied with their experience. Regrettably, 2 respondents reported they would probably not sponsor the festival again, while 1 reported they probably would.

Our organization reviews each sponsorship annually and then decisions are made by our Investment Committee.– Sponsor at Tirgan Festival

2.2 Economic Impacts

The Tourism Regional Economic Impact Model (TREIM) is a data analysis simulation tool. It helps organizations and people who are interested in tourism to learn more about the economic impact of tourism in Ontario.

The model is capable of simulating tourism-related economic impacts from 2010 to 2025, including the economic impacts of tourism events on the larger community around them.

TREIM calculates the economic impacts of tourism-related activities in terms of gross domestic product (GDP), labour income, employment (jobs), and taxes. These impacts can be categorized into three levels: 1) Direct impact, which refers to the immediate impact generated in businesses or sectors that produce or provide goods and services directly to visitors. Examples of such businesses include accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. 2) Indirect impact, which refers to the ripple effects of tourism spending on related industries. 3) Induced impact, which refers to the impact associated with the re-spending of labour income (household spending) and/or profits earned in the industries (business investment) that serve visitors directly and indirectly. ⁷

To assess the Festival's economic impacts, we leveraged available data, including ticket sales, Tirgan's operations expenditures, and visitor spending. It was found that the estimated GDP impact of the operating expenditure was \$568,652 and the total GDP impact resulting from visit spending was an estimated at \$10,690,708. While the economic impact has not yet returned to pre-pandemic levels, it is worth emphasizing that the 2023 Festival was the first Tirgan Festival following the challenging period of the COVID-19 pandemic.

2.2.1 Festival Operations and Ticket Sales

Within this section, we provide an in-depth overview of the Festival's financial aspects, encompassing both expenditures and operational revenue. This includes contributions from sponsors, as well as details on tickets sales, covering the number of tickets sold and the resulting revenue generated.

The total ticket sales were \$201,860.10, with 4,615 tickets sold. The Festival's operating budget was \$950,000. It had a total of 5 employees, each with an average salary of \$55,000. The amount of sponsor contributions reached \$278,000. Based on this data, the TREIM calculated an estimated GDP impact of \$568,652, with \$251,892 contributing to Toronto's GDP and \$316,760 impacting the GDP of the rest of province. It should be noted that a significant 90% of the Festival's programs were provided to attendees free of charge to enhance the Festival's accessibility and

⁷ http://www.mtr-treim.com/UserManual/TREIM_Manual_2017_ENG.pdf.

inclusivity. Therefore, it is reasonable to assume that the real economic impact of ticket sales could be even greater than what the model has calculated.

The economic impact of the operations of the Tirgan Festival and its sales is summarized in the table below.⁸

Table 4: Economic Impacts of the Tirgan Festival in Toronto in 2023 (in Dollars)

	Toronto	Rest of Province
Total Revenue	\$479,860	
Gross Domestic Product (GDP)		
Direct	\$-195,140	\$0
Indirect	\$260,491	\$203,888
Induced	\$186,541	\$112,871
Total	\$251,892	\$316,760
Labour Income		
Direct	\$236,572	\$0
Indirect	\$192,057	\$145,758
Induced	\$110,595	\$71,244
Total	\$539,224	\$217,002
Employment (Jobs)		
Direct	5	0
Indirect	2	3
Induced	1	1
Total	9	4
Direct Taxes		
Federal	\$11,423	\$0
Provincial	\$7,082	\$0
Municipal	\$213	\$0
Total	\$18,718	\$0
Total Taxes		
Federal	\$86,513	\$46,380
Provincial	\$58,549	\$32,655
Municipal	\$1,634	\$1,339
Total	\$146,697	\$80,374

2.2.2 Visitor Spending

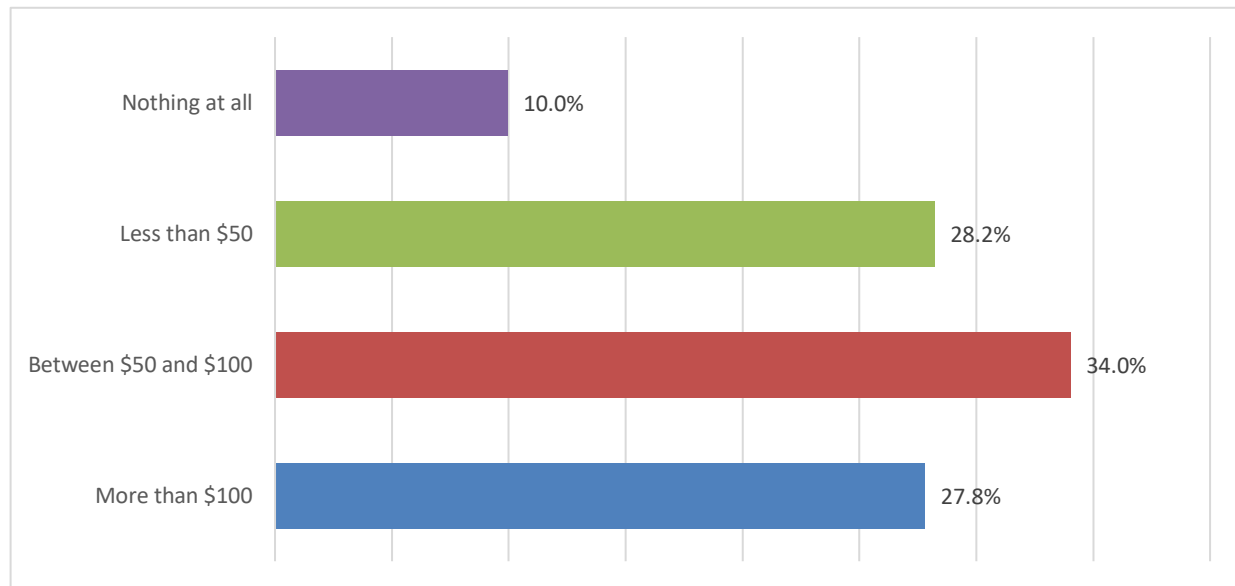
Hotels and Restaurants

While only about 8% of attendees reported that they were staying at a hotel while attending the event, over one-third (34%) said they spent between \$50 to \$100 at local restaurants, cafés, or

⁸ To note, there are limitations to our economic impact calculation through the TREIM tool. Vendor sales data was unavailable and we lacked a detailed breakdown of operational expenses. All operating expenses were grouped into a general category named “all other operating expenses” when using the TREIM tool to quantify the economic impact.

bars while attending the Festival. Another 28% estimated their spending to be more than \$100. As expected, attendees who traveled from outside the country or province were more likely to have higher spending.

Figure 18: Estimated Attendee Spending at Restaurants, Cafés, Bars



Attendee survey (n=241)

Tirgan worked with four hotels in securing a reduced promotional rate for Festival attendees. Of these, two hotels, the Novotel Hotel and the Westin Harbour Castle had guests stay in these blocks of rooms. Attendees booked a total of 321 nights at the two hotels with staying guests, contributing \$95,759 as guests at these hotels.

Economic Impacts of Visitor Spending

To ascertain the economic impacts associated with visitor spending, an attendance approximation was derived from Harbourfront Centre's report, indicating that 58,000 individuals attended the 3-day Festival. Additionally, Tirgan organization's estimate places the total Festival attendance at 80,000 across all locations. The total attendance estimate is used to calculate Gross Domestic Product (GDP) generated from the Festival.

Additionally, the survey results were used to understand the proportions of visitors who visited from outside Toronto, outside of Ontario and international visitors.⁹ The number of nights stayed for overnight visitors was calculated at an average of 3 nights per visitor, as sourced through hotel reports.

⁹ Note that Tirgan reported the Harbourfront Centre Report's numbers on October 12, 2023.

The total GDP generated from the Tirgan Festival has been determined through the TREIM tool to be \$10,690,708. To note, the Festival generated \$6,195,162 in labour income, and supported 124 jobs. The detailed report follows.

Table 5: Total Economic Impact of Tirgan Festival

	Toronto	Rest of Province
Total Visitors' Spending	\$11,713,013	
Gross Domestic Product (GDP)		
Direct	\$6,136,622	\$0
Indirect	\$1,382,835	\$585,655
Induced	\$1,898,583	\$687,013
Total	\$9,418,040	\$1,272,668
Labour Income		
Direct	\$3,292,935	\$0
Indirect	\$913,992	\$378,327
Induced	\$1,165,059	\$444,849
Total	\$5,371,986	\$823,176
Employment (Jobs)		
Direct	88	0
Indirect	13	4
Induced	13	6
Total	114	10
Direct Taxes		
Federal	\$1,006,879	\$0
Provincial	\$1,672,009	\$0
Municipal	\$26,109	\$0
Total	\$2,704,997	\$0
Total Taxes		
Federal	\$1,616,379	\$185,127
Provincial	\$2,103,275	\$132,715
Municipal	\$44,866	\$8,959
Total	\$3,764,520	\$326,801

3.0 Recommendations and Conclusions

The Tirgan Festival successfully attracted a large audience, from attendees who participated in person, largely from the Greater Toronto Area (GTA) to people internationally who engaged with the Festival online. The research findings indicated high levels of enthusiasm for the Festival from attendees, volunteers, and artists. The sponsors, on the other hand, had mixed feelings about their participation. Most of these groups expressed satisfaction with the event, and volunteers and artists also stated that they would return to contribute to the event. The Festival also had positive economic impacts on Toronto.

The following sections include report highlights and recommendations to further strengthen future Festivals.

Social Impacts

Attendees

The Tirgan Festival attracted a good mix of attendees from all age groups; however, the reach outside of the Greater Toronto Area was relatively low. Future Festivals could attempt to promote the Festival in other regions of Ontario, Canada, and internationally, in order to attract a greater number of visitors. To accomplish this, the Festival could focus on its already effective social media strategy for increased outreach. Tirgan's social media analysis has already demonstrated this is the predominant method through which people had heard about the festival.

Volunteers

Volunteers are strong contributors to festivals and events. Encouragingly, Tirgan has strong volunteer retention with half of those surveyed (52%) acting in the capacity for the Festival before, and almost all volunteers surveyed (97%) stating they are likely or extremely likely to volunteer with the Festival again. Tirgan could capitalize on its strong social media reach for volunteer recruitment as well, since most volunteers (86%) heard about volunteering for the Tirgan Festival through a friend or family.

Artists

Artists who performed at the Festival reported positive experiences. Over 60% of surveyed artists agreed that performing at the Festival definitely or very much exposed their work to new audiences. In addition, just under half (42%) noted that performing at the Festival definitely or very much helped develop their career. A small number of artists mentioned they would benefit from closer coordination with Tirgan on tagging and posting their performances on social media. Stronger social media coordination would benefit both artists and the Festival itself, in its outreach across communities.

Impact on Economy

The Tirgan Festival had a positive impact on the local economy, with the estimated GDP impact of the operating expenditure being \$568,652 and the total GDP impact resulting from visit spending being an estimated \$10,690,708. Survey results revealed that one-third (34%) of surveyed Festival attendees said they spent between \$50 to \$100 at local restaurants, cafés, or bars while attending the Festival, and another 28% spent more than \$100.

Tirgan could work with a smaller number of hotels in securing block booking for the Festival, as only two of the four hotels reported having guests for the Festival. Notably, attendees booked a total of 321 nights at the two hotels with staying guests, contributing \$95,759 as guests at these hotels.

The Tirgan Festival's return in 2023, after a break since 2019 due to the COVID-19 pandemic was enthusiastically received by attendees, volunteers and artists at events in Toronto, and globally through social media. The Festival also contributed to the local economy, and culturally through its events in Toronto .

Appendix 1: Attendee Survey

Introduction

Thank you for attending the Tirgan Festival!

We are interested in your feedback, so the Festival has engaged Goss Gilroy Inc. (GGI) to undertake an attendee survey.

The survey is voluntary, and it will take a couple of minutes to complete.

By collecting this information, we can better understand how to make the festival even better in the future.

Your privacy is protected

The information collected from this survey will be kept strictly confidential.

Your responses will be handled in accordance with privacy legislation. Your name will not be asked and personal identifiers will not be used in any reports. All of the findings will be reported at the aggregate level and will be used only for the purposes described above.

If you have questions about the survey, please contact Pina Pejovic, Partner at GGI - ppejovic@ggi.ca.

1. For how many days will you be attending the Tirgan Festival?

- [1] Just today
- [2] 2 days
- [3] 3 days
- [4] 4 days

2. What events do you plan to attend, or have already attended at this festival?

- [1] Kids events
- [2] Market (for example, with arts/crafts)
- [3] Food
- [4] Music
- [5] Dance
- [6] Visual arts
- [7] Cinema and theatre
- [8] Conference

3. What types of events have you enjoyed the most? Please choose up to 3 events.

- [1] Kids events
- [2] Market (for example, with arts/crafts)
- [3] Food
- [4] Music
- [5] Dance
- [6] Visual arts
- [7] Cinema and theatre
- [8] Conference

4. How did you hear about the Tirgan Festival?

- [1] Word of mouth

- [2] Website
- [3] Social media
- [4] Media (radio, television, newspapers)
- [5] A friend/family

5. Where did you travel from to attend the festival?

- [1] Toronto (within a 40 km distance)
- [2] 40 kms outside of Toronto, but still in Ontario (for example, the GTA and beyond)
- [3] Outside Ontario (another province in Canada)
- [4] Outside of Canada

6. Are you staying at a hotel nearby while attending the event?

- [1] Yes
- [2] No

7. How much do you estimate you have spent at local restaurants, cafes, or bars while visiting the events of the festival?

- [1] More than \$100
- [2] Between \$50 and \$100
- [3] Less than \$50
- [4] Nothing at all

8. Tirgan is a registered charitable organization committed to promoting cross-cultural dialogue between Iranian Canadians and the global community. Are you of Iranian descent?

- [1] Yes
- [2] No
- [3] Prefer not to answer

9. What is your annual income?

- [1] Under \$50,000
- [2] \$50,000 to \$74,000
- [3] \$75,000 to \$99,000
- [4] \$100,000 to \$149,000
- [5] \$150,000 or more
- [6] Prefer not to answer

10. What is your age?

- [1] 16-29
- [2] 30-39
- [4] 40-49
- [5] 50-59
- [6] 60-65
- [7] Greater than 65
- [8] Prefer not to answer

11. Which term best describes your current gender identity?

- [1] Female
- [2] Male
- [3] A gender identity not listed here

[4] Prefer not to answer

Appendix 2: Volunteer Survey

Introduction

Thank you for volunteering with the Tirgan Festival!

We are interested in your feedback, so the Festival has engaged Goss Gilroy Inc. (GGI) to undertake an attendee survey.

The survey is voluntary, and it will only take a couple of minutes to complete.

By collecting this information, we can better understand how to make volunteering at the festival, and the festival itself even better in the future.

Your privacy is protected

The information collected from this survey will be kept strictly confidential.

Your responses will be handled in accordance with privacy legislation. Your name will not be asked and personal identifiers will not be used in any reports. All of the findings will be reported at the aggregate level and will be used only for the purposes described above.

If you have questions about the survey, please contact Pina Pejovic, Partner at GGI -

ppejovic@ggi.ca

1. Why did you volunteer at the Tirgan Festival? [please check all that apply]

- [1] To connect with the Iranian community
- [2] Give back to the community
- [3] Meet new people
- [4] Learn more about Iranian culture
- [5] Requirement for school
- [6] Other (please specify)

2. Through the volunteer training, how prepared did you feel to volunteer at the festival?

- [1] Not at all prepared
- [2] Slightly prepared
- [3] Somewhat prepared
- [4] Very prepared
- [5] Extremely prepared

2a. Please explain why you did not feel prepared to volunteer at the festival

3. How satisfied were you with your overall volunteer experience at Tirgan?

- [1] Not at all satisfied
- [2] Slightly satisfied
- [3] Somewhat satisfied
- [4] Very satisfied
- [5] Extremely satisfied

3a. Please explain why you were not satisfied with the experience

4. How likely are you to volunteer with the Tirgan Festival again?

- [1] Extremely unlikely
- [2] Unlikely
- [3] Neutral
- [4] Likely
- [5] Extremely likely

4a. Please explain why you would be unlikely to volunteer again

5. Have you volunteered for the Tirgan festival before?

- [1] Yes (Go to Q6)
- [2] No (Go to Q7)

6. How many times have you volunteered with the Tirgan Festival?

- [1] Once before
- [2] 2-3 times
- [3] 4-5 times
- [4] More than 5 times
- [5] I don't recall

7. How did you hear about volunteering for the Tirgan Festival?

- [1] Word of mouth
- [2] Website
- [3] Social media
- [4] Media (radio, television, newspapers)
- [5] A friend/family
- [6] Other (please specify)

8. Tirgan is a registered charitable organization committed to promoting cross-cultural dialogue between Iranian Canadians and the global community. Are you of Iranian descent?

- [1] Yes
- [2] No
- [3] Prefer not to answer

9. In what way did volunteering with the Tirgan Festival impact your sense of Iranian culture?

- [1] The festival made me feel good about Iranian culture
- [2] The festival did not make me feel good about the Iranian culture
- [3] No real impact
- [4] Other (please specify)

9a. Please explain your answer.

10. What is your age?

- [1] 16-29
- [2] 30-39
- [4] 40-49

- [5] 50-59
- [6] 60-65
- [7] Greater than 65
- [8] Prefer not to answer

11. Which term best describes your current gender identity?

- [1] Woman
- [2] Man
- [3] A gender identity not listed here
- [4] Prefer not to answer

12. Do you have any additional comments?

Appendix 3: Artist Survey

Thank you for performing at the Tirgan Festival!

We are interested in your feedback, so the Festival has engaged Goss Gilroy Inc. (GGI) to undertake a report on the Festival. Your responses will contribute to the report. Responding to these questions is voluntary, and it will only take a couple of minutes to complete. By collecting this information, we can better understand how to make performing at the festival, and the festival itself, even better in the future.

Your privacy is protected

The information collected from this survey will be kept strictly confidential. Your responses will be handled in accordance with privacy legislation. Your name will not be asked and personal identifiers will not be used in any reports. All of the findings will be reported at the aggregate level and will be used only for the purposes described above.

1. Have you performed at the Tirgan festival before?

- [1] Yes
- [2] No – please go to Question #

2. If yes, how many times before have you performed at a Tirgan festival?

- [1] Once before
- [2] 2-3 times
- [3] 4-5 times
- [3] More than 5 times

3. In your view, did performing at the festival expose your work to new audiences?

- [1] Not at all – please explain
- [2] Somewhat
- [3] Neutral
- [4] Definitely
- [5] Very much so

4. To what extent did performing in the festival help develop your career?

- [1] Not at all – please explain
- [2] Very little
- [3] Somewhat
- [4] Quite a bit
- [5] A lot

5. Did performing at the festival help connect you with new opportunities (such as new offers, partnerships, possibilities for collaboration, etc.)?

- [1] Not at all – please explain
- [2] Very little
- [3] Somewhat
- [4] Quite a bit
- [5] A lot

6. How satisfied were you with your experience as a performer at the festival?

- [1] Very dissatisfied – please explain
- [2] Dissatisfied – please explain
- [3] It was ok
- [4] Satisfied
- [5] Very satisfied

7. How likely are you to perform at the Tirgan Festival again?

- [1] Very unlikely – please explain
- [2] Unlikely – please explain
- [3] Maybe
- [4] Likely
- [5] Very likely

8. What kind of performance were you involved in? (check all that apply)

- [1] Music
- [2] Conference
- [3] Visual arts
- [4] Theatre
- [5] Children & youth
- [6] Dance
- [7] Talk/Presentation
- [8] Other- please explain

9. Do you have any additional comments?

Appendix 4: Sponsor Survey

Thank you for sponsoring the Tirgan Festival!

We are interested in your feedback, so the Festival has engaged Goss Gilroy Inc. (GGI) to undertake a report on the Festival. Your responses will contribute to the report. Responding to these questions is voluntary, and it will only take a couple of minutes to complete. By collecting this information, we can better understand how to make performing at the festival, and the festival itself, even better in the future.

Your privacy is protected

The information collected from this survey will be kept strictly confidential. Your responses will be handled in accordance with privacy legislation. Your name will not be asked and personal identifiers will not be used in any reports. All of the findings will be reported at the aggregate level and will be used only for the purposes described above.

1. Why did you choose to sponsor the Tirgan festival? [please select all that apply]

- [1] I believe in Tirgan's mission - Tirgan is committed to promoting cross-cultural dialogue between Iranian Canadians and the global community.
- [2] Exposure to new people/customers
- [3] Philanthropy
- [4] To support the Iranian-Canadian community
- [5] Other – please specify

2. How satisfied were you with your sponsorship experience of the festival?

- [1] Not at all satisfied
- [2] Slightly satisfied
- [3] Somewhat satisfied
- [4] Very satisfied
- [5] Extremely satisfied

3. Please explain your answer to Question 2.

4. Have you sponsored the Tirgan festival before?

- [1] Yes
- [2] No - Go to Question 6

5. If yes, how many times have you sponsored the Tirgan Festival?

- [1] Once before
- [2] 2-3 times
- [3] 4-5 times
- [4] More than 5 times

6. How likely are you to sponsor the festival again?

[1] Definitely not

[2] Probably not

[3] Possibly

[4] Probably

[5] Definitely

7. Please explain your answer to Question 6.

8. Do you have any other comments?

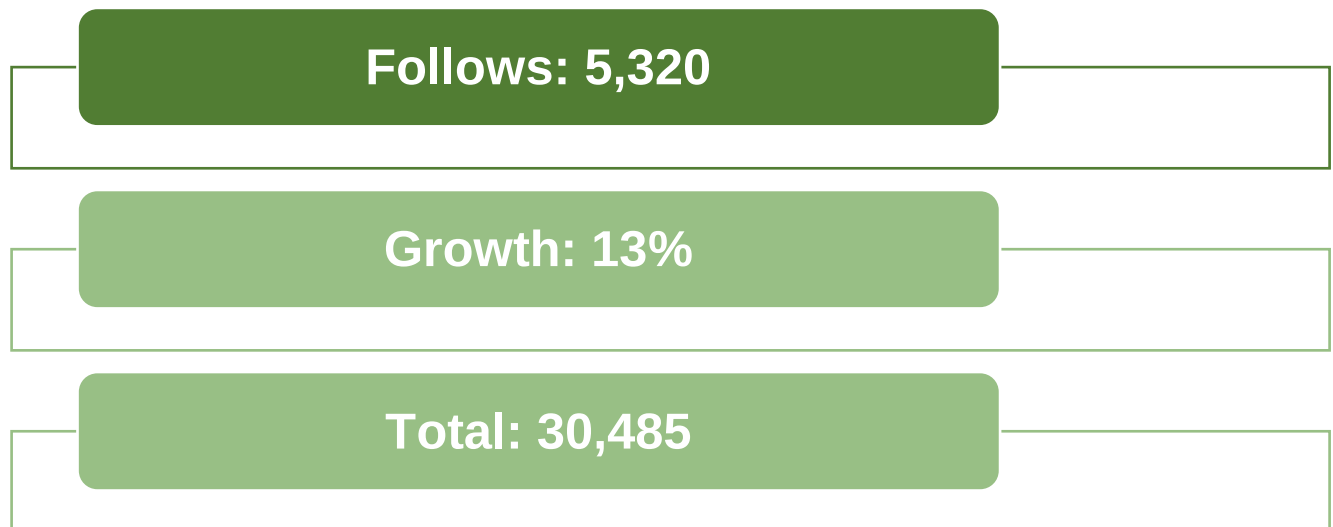
Appendix 5: Tirgan's Social Media Engagement Analysis

SUMMARY

- 2.8 million unique Instagram accounts reached (where the post has appeared in an account's feed) and 180k unique Facebook accounts reached (the number of times content was displayed in Facebook accounts).
- 1.5 million impressions on YouTube via Google Ads. Note that YouTube impressions are the number of times a video's thumbnail has been seen on YouTube, therefore impressions do not include video clicks or views.
- Approximately 4.5 million in total reach/impressions across all channels.
- 130 posts and 514 stories shared through individual accounts across platforms.

Instagram Followers

Figure 19: Total Follows During Festival Campaign



Total Instagram Campaign Performance

Figure 20: Total Reach, Reach from Ads, and Impressions

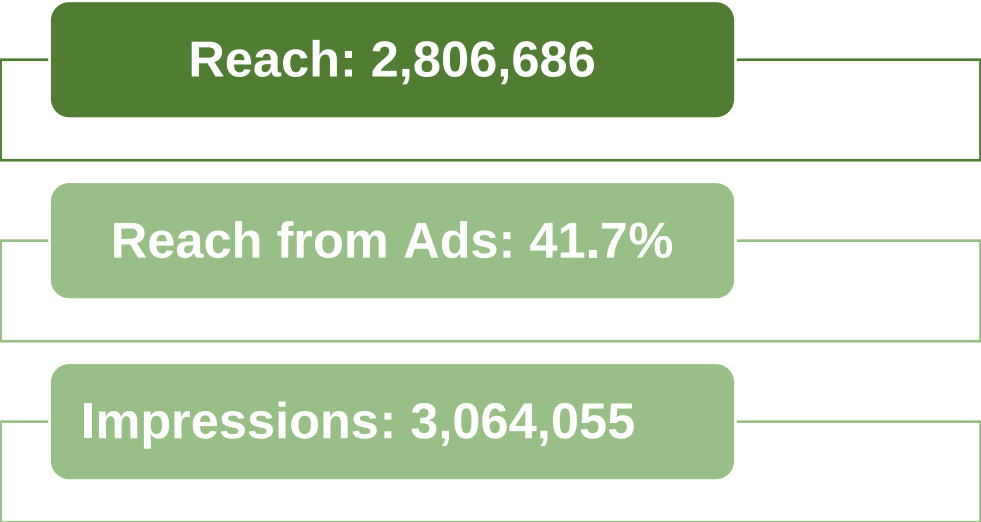


Figure 21: Instagram Audience Age & Gender

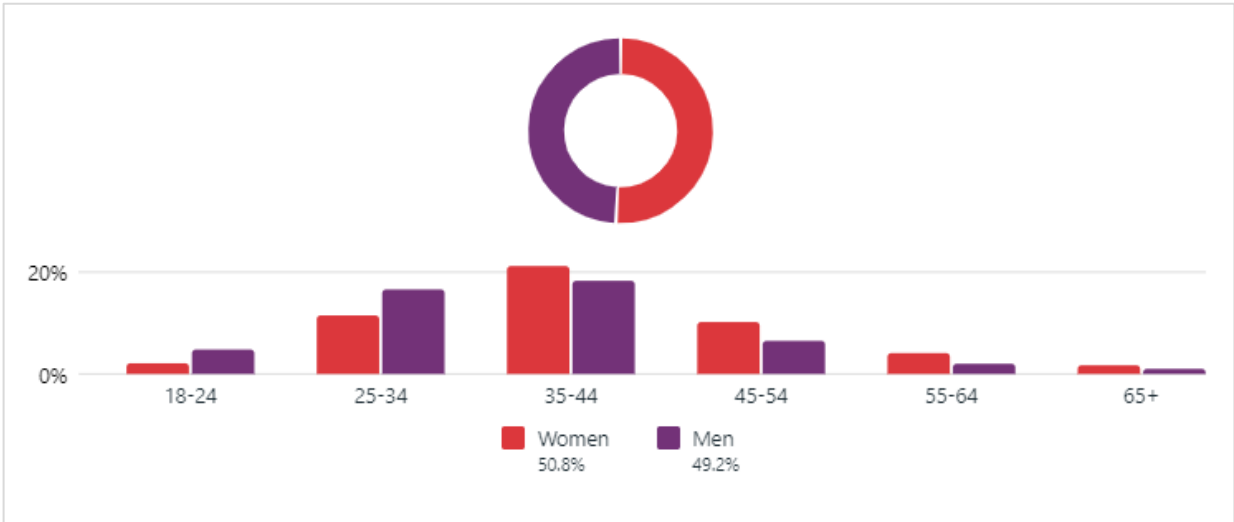


Figure 22: Instagram Audience by Age in Percentage

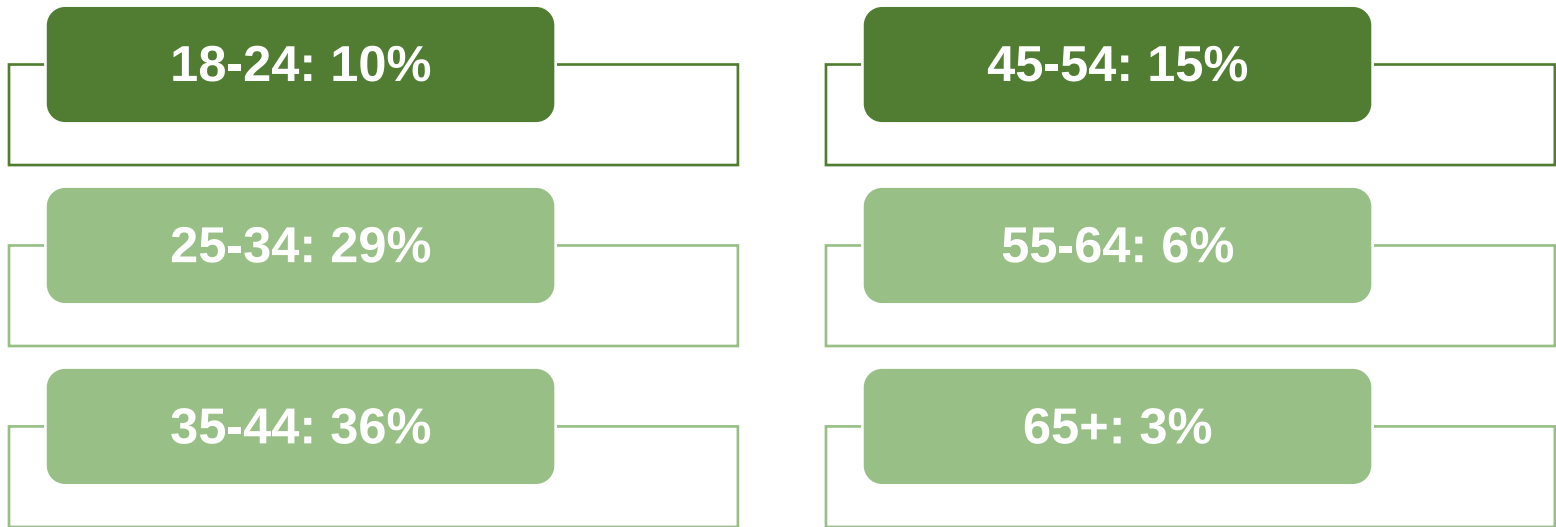
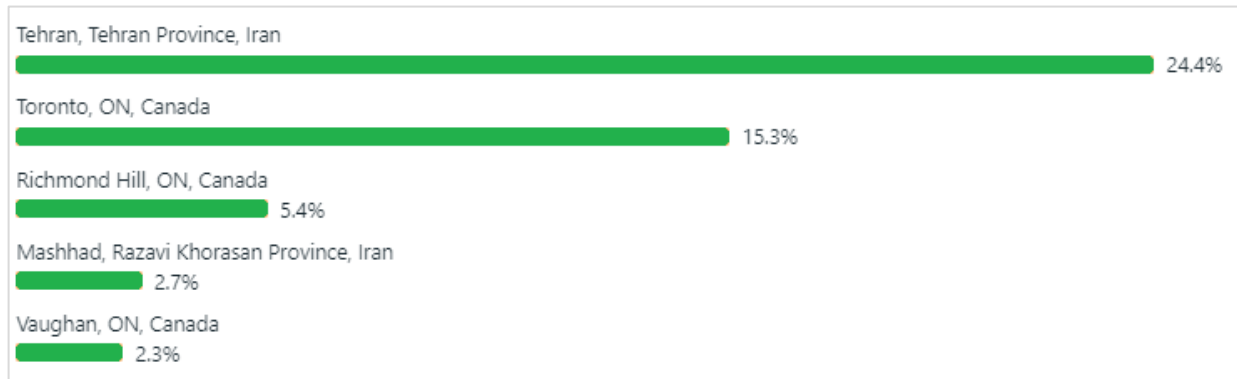


Figure 23: IG Audience by City



Note: following the **For Iran** event on March 25, Tirgan gained a considerable following from inside Iran. This factor, combined with the fact that fewer \$12,000 were spent on targeted ads on Instagram (half of the budget of Tammuz festival) led to more posts reaching audiences in Iran. The reach of posts while they were boosted was entirely within the Greater Toronto Area.

Another factor is that many posts were collaborated with artists, which distorts the audience demographic towards that of the artists follower-base, most of whom reside in Iran.

Appendix 6: YouTube Analytics

Campaign	Impression	Views	View Rate	Avg. Click per View (CPV)	Avg. Watch Time / Impression	Video Played to 100%	Clicks	Click through Rate (CTR)	Avg. Cost per Click (CPC)	Cost
TOTAL ACCOUNT	1,490,739	193,281	13.0%	\$0.08	--	19.81%	8812	0.59%	\$1.74	\$15,360.33
Art of Improvisation	344,526	53,147	15.4%	\$0.07	10.6	25.19%	1545	0.45%	\$2.36	\$3,646.56
Darya Dadvar	381,043	35,515	9.3%	\$0.10	10.3	20.21%	2167	0.57%	\$1.68	\$3,646.29
Opening Concert (Rastak)	330,870	46,836	14.2%	\$0.08	10	17.68%	2146	0.65%	\$1.66	\$3,564.28
Mojgan Shajarian	269,177	36,677	13.6%	\$0.07	10.2	18.70%	1921	0.71%	\$1.33	\$2,549.63
Tirgan Festival Returns to Toronto	40,681	7,551	18.6%	\$0.11	14.5	14.08%	299	0.73%	\$2.65	\$793.19
Arash Sobhani	34,107	4,523	13.3%	\$0.08	9.8	11.91%	234	0.69%	\$1.48	\$347.48
Keyhan Kalhor	18,388	3,245	17.6%	\$0.08	10	14.05%	173	0.94%	\$1.49	\$258.27
DJ Night	35,094	1,690	4.8%	\$0.11	9.4	11.75%	147	0.42%	\$1.27	\$186.91
Behzad Gholami	17,435	2,048	11.7%	\$0.09	10.5	23.16%	93	0.53%	\$1.88	\$174.71
Opening Concert (Rastak)	6,706	1,020	15.2%	\$0.10	11.4	28.00%	28	0.42%	\$3.49	\$97.75
From Lust to Loyalty	12,712	1,029	8.1%	\$0.09	10.9	15.28%	59	0.46%	\$1.61	\$95.26