



NOWRUZ Festival 2020

13 – 15 MARCH

DEDICATED TO FLIGHT-752 VICTIMS

SPONSORS REPORT

EXECUTIVE SUMMARY

The Nowruz spring festival from March 13-15, 2020 was planned to be the most grandiose Persian new year celebration organized by Tirgan yet. We were to have over 50 free events with 80+ incredibly talented and refined local and international artists. Our preparations went on for seven and a half months and we were expecting to have 25,000+ visitors. We also planned to have 14 pop-up retail stores and 2 restaurants at the venue, the Meridien Arts Centre. Unfortunately, due to the restrictions imposed by the government in response to COVID-19, Nowruz 2020 could not happen as planned. We had to move our festival online in a matter of days; we did our best to keep up the artists' spirits and pledged to reach a much wider audience. We captured the performances and the installations in a cinematic manner in two, 1-hour long videos and shared it online through our social media channels; on youtube alone, we have reached close to 40,000 views already. Our video was also broadcast on Iran International TV, reaching millions of people worldwide. While we had to change our plans on very short notice, we strongly feel that we were able to respond to the situation in a timely manner without comprising on the impact of the festival.



NOWRUZ SPRING FESTIVAL

The celebration of spring heralds renewal and growth, beauty and change for people of all backgrounds. The three-day celebration Spring Festival took place entirely at the Meridian Arts Centre (formerly known as Toronto Centre for the Arts) located in the heart of North York. The fourth edition of the Nowruz Festival celebrating the Persian New Year was held from March 13 to 15, 2020.



THANK YOU

We thank TD Canada Trust as the presenting sponsor along side all of our generous sponsors for their incredible generosity and support to the Tirgan Nowruz Festival. This elaborate three-day indoor event held at the prestigious Meridian Arts Centre, reaching out to a wide range of audiences would not have been possible without TD as the presenting partner.

Presenting Sponsor



Platinum Sponsors



Diamond Sponsors



Djavadi
Mowafaghian
Foundation



Gold Sponsors



Government Supports



Canada Council
for the Arts



Major Donors

(\$10,000)	Houshang Shans	NYX Capital Corp.	Kati Asgari & Reza Esmaili
(\$5,000)	Hossein Amooshahi	Shahriar Mirzaei	Salim Hanareh
(\$1,000 - \$4,000)	Taoran & Babak Mortazavi	Dr. neda Kadivar	

Media Supporters



COVID-19 NOTE

Tirgan's first priority is the health and well-being of the community. From the outset of the pandemic, we had been in close contact and consultation with the federal (Public Health Agency of Canada) and provincial health authorities and closely followed their guidelines and advice. All our decisions were based on the guidelines of the official authorities. Tirgan's Nowruz events were held in accordance with the existing plans but with all necessary health and safety precautions.

While Tirgan was closely monitoring the evolving situation following the coronavirus epidemic, our individual committees set out to urgently collect the information required to make the most appropriate decision for the festival and the community, under the circumstances. We did our best to respect our commitments to our volunteers, artists, sponsors, organizations involved, service and product providers; and the opinions and concerns of the Iranian community and the community at large. The process of making major decisions in a large organization like Tirgan, with more than 500 volunteers, artists, numerous sponsors, and interactions with other institutions, was really complicated and altering programs that have been in the works for months, demanded time, thorough consideration and collective wisdom.

On Wednesday, March 4, 2020, the Tirgan Board of Directors, the Executive Directors and some of the key volunteers held a meeting to address the issues and listen to the status and financial reports from different committees, as well as the concerns of the Tirgan family and the Iranian-Canadian community and came to the conclusion that the fourth Tirgan Nowruz Festival won't be held in its traditional format, with the physical presence of the audience but we pledged to do our best to reach to an audience far and wide through all necessary means. The ticket-holders were offered a refund by through the box office at the Meridian Arts Centre and the performances were recorded live or pre-recorded and broadcast on TV and through social media.



It truly was one of a kind unique event where the artists performed without a live audience. We tried our level best to not let the spirit of the festival get dampened. Everyone involved with the Tirgan community, including the artists and the volunteers, were remarkably understanding of the situation and offered support in whatever capacity feasible. By moving the Nowruz Festival online we have been able to reach a much wider and diverse audience.

All large-scale events have to account for unprecedented occurrences; this was a real big one but we sailed through this surprisingly well primarily because of the support from our community. At Tirgan, we strive for the preservation of Iranian culture for which we have to deeply practice perseverance, this was a true test of that and an authentic testimony to our Artistic Theme for Nowruz this year, *Another Birth*. We had to rise up and reinvent within days, but as they say, 'The Show Must Go On'.

These decisions were difficult but it not only helped to prevent the spread of the COVID-19 but also brought the Iranian-Canadian and the global Iranian communities stronger together while promoting Iranian art and culture. We are certain that these uncertain times will make us re-realize the value of arts and culture in our lives and beyond.

Looking forward to better days.



TIRGAN

Our Vision:

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

Organizational 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.



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 ethnolinguistic 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.



ORGANIZERS AND KEY STAFF



**Mehrdad
Ariannejad**

President



**Nima
Ahmadi**

Vice President



**Houshang
Shans**

Funding and Sponsorship
Director



**Maryam
Eskandari**

Programming Director



**Mercedeh
Madani**

Director of Operations



**Mohsen
Gharachorloo**

Public Relations Director



ARTISTIC THEME FOR NOWRUZ 2020

Another Birth

Throughout our long and rich history, 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 religious 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 was 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 every day, colloquial interaction of Iranians contains 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, Tavalloodi 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.



Amoo Nowruz and Haji Firooz puppets at Nowruz Festival 2020



ARTISTS

For Nowruz 2020, we planned to have a wide range of artists from all different artistic disciplines celebrating the Persian new year. Our artistic line-up, while rooted in Iranian culture included ethnically diverse artists from Canada and abroad. As noted above, because of the COVID-19 situation, not all the artists were able to perform. We are very grateful to the ones who made it to the event and performed without a live audience, however, we made sure that their performance reached a much wider community through social media and TV broadcast.



ARTISTS

Niaz Nawab, Erwin Khachikian with Karmandan



Erwin Khachikian
Musical artist, producer



Niaz Nawab
Singer, songwriter, composer

An Immigrant's Nowruz



Banafsheh Taherian
Narrator, Artistic Director



Kourosh Babaei
Kamancheh player



Tina Bararian
Dancer, Choreographer

Journey to the East



Ali Massoudi
Percussionist



Anwar Khurshid
Composer



Murshed Khalid
Vocalist



Nour Kaadan
Percussionist



Padideh Ahrarnejad
Tar Player



Tarek Ghriri
Guitar Player

Ashkoob: Persian Mandala Ceiling



Arash Safavi
Curator



Mohamnadreza Domiri Ganji
Photographer



ARTISTS

Beyond the Seas



Amir Rahbar

Piano player, composer



Jesse Mitchell

Bass Player



Peter Lutek

Clarinet Player



Saman Shahi

Composer, conductor,
performer



**Shahab
Baradaran**

Vocalist, guitar player,
songwriter



Soley Vaseghi

Vocals



Steve Farrugia

Musician, Drummer

The Story of Jamshid, An Epic from Shahnameh



**Arash (Ali)
Farhadipour**

Performer



**Azita
Mohajeri**

Naqqal (dramatic-
storyteller)



**Nahid
Salahshour**

Daf Player



Saghi Aghili

Naqqal (story-performer)

Haji Firouz & Amu Nowruz Greeting



**Sara
AhmadiRad**

Puppet Builder &
Performer



PROGRAMMING REPORT

We had designed a program that included a variety of art forms and styles from diverse eras and geographic regions of Iran. Our programming incorporated a blend of musical performances, kids' activities, and Nowruz bazaar intended to engage, educate, and entertain our guests. Our line-up of internationally acclaimed artists was meant to dazzle the audience with a variety of styles ranging from ballet to folklore.

The Nowruz online festival included an impressive array of artistic programs including music, dance, theatre, visual arts. We had also planned to have restaurants, market vendors and a wide and engaging variety of kids programs. Unfortunately, because of COVID-19, we had to postpone some of the events and the rest of them were recorded to be broadcast online and on TV.

The following link gives a list of all the planned programs for Nowruz 2020, indicating the ones were broadcast:

<https://tirgan.ca/nowruz2020/event/>

These programs took place at the Meridian Centre and with the help of an incredible video team (including videographers, sound engineers, post-production team, a director, stage managers, and a video production coordinator) we were successful in moving the program online smoothly.

- An Immigrant's Nowurz
- Ashkoob, Persian Mandala Ceiling
- Haji Firouz and Amu Nowruz
- The story of Jamshid, an epic from Shahnameh
- Niaz Nawab, Erwin Khachikian with Karmandan
- Journey to the East
- Beyond the Seas



These programs were not in the original plan, they were added as we moved the festival online:

- Animation segments for kids
- Segments for history facts by two archaeologists who talked about Nowruz and its rituals
- Short interviews with MP Ali Ehsasi, MP Majid Jowhari, and MPP Michael Parsa
- Message from Mayor John Tory

For the educational activities, we did include segments about the history and rituals of Nowruz thought by two archaeologists.

We reached out to our audience through social media mostly (Instagram and Facebook, Youtube) a major Persian TV network called Iran International, and a TV service called GIWiz which is watched by the Iranian community all around the world including Canada.



PHOTOS OF PERFORMANCES AND ACTIVITIES DURING NOWRUZ FESTIVAL 2020



PHOTOS OF PERFORMANCES AND ACTIVITIES
DURING NOWRUZ FESTIVAL 2020



VIDEO

Despite our best efforts, the festival could not go on as planned and we had to pivot drastically within days, yet carefully, to respond to the pandemic. Our main output for Nowruz 2020 was two, 1 hour-long professionally edited videos that captured the essence of the festival in a cinematic manner. The video included performances, installations, gallery walk-throughs and interviews of key people and staff that were present at the Meridien Arts Centre during the festival. Through these videos our reach expanded exponentially, we were able to reach millions of people from the Iranian community through TV broadcast. Our Youtube video is accessible to everyone, we made a concerted effort to reach far and wide with it and have reached close to 40,000 views already. This number mostly certainly will grow in the next few months as the festival is now time-capsuled with this video.



Tirgan Nowruz Festival 1399
- Part 1 / جشنواره نوروزی تیرگان...

<https://youtu.be/H4HXkXRR9HE>



Tirgan Nowruz Festival 1399
- Part 2 / جشنواره نوروزی تیرگان...

<https://youtu.be/qSKyv6KJz2I>



PUBLIC RELATIONS

Our Nowruz celebration is much larger than the three days of the festival. To make those three days a success our PR activities both online and offline start much in advance. The statistics are given below detailing out our efforts to reach out to the community. Our outreach activities started in early February and we were able to reach 850+ people. The activities lined up in early March had to be cancelled because of the COVID-19 situation. Our 100+ volunteer team did a fantastic job to expand our reach and stood strong through unexpected circumstances.



SUMMARY

- 91% of our IGTV posts had TD logo and reached 2500 people on an average
- All four of our posts on YouTube featured the TD logo and reached 9310 people
- Our Instagram followers increased significantly during the promotion of Nowruz Festival from 12900 to 14891 (15% increase)
- 42% of our audience was from Toronto
- We had over 15000 impressions for our artist promotional video on Instagram
- Our total reach for the promotional videos on Instagram was 210,164
- 84% of our social media marketing budget was spent on promotional videos before the event

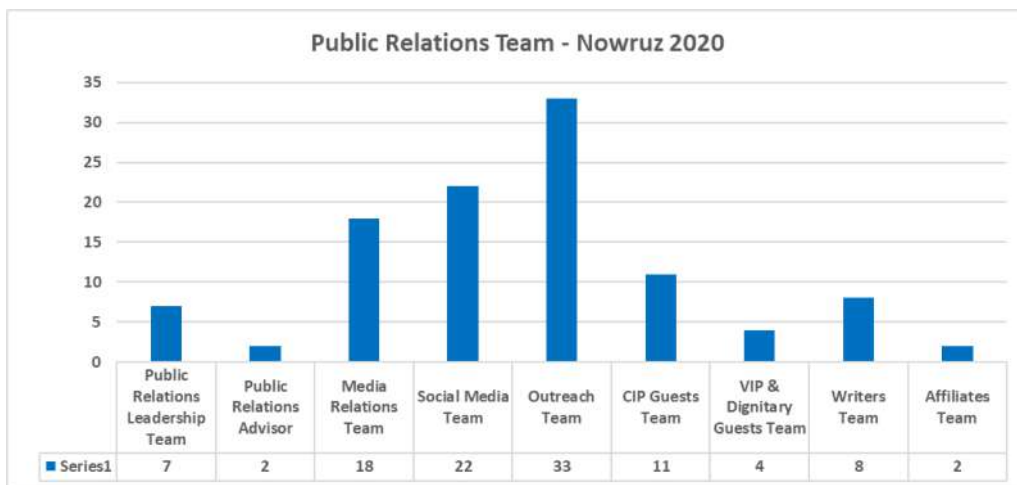


VOLUNTEER ENGAGEMENT REPORT

Total Public Relations volunteers : 107

The below two teams established in PR for the first time:

- CIP Guests Team
- Writers Team

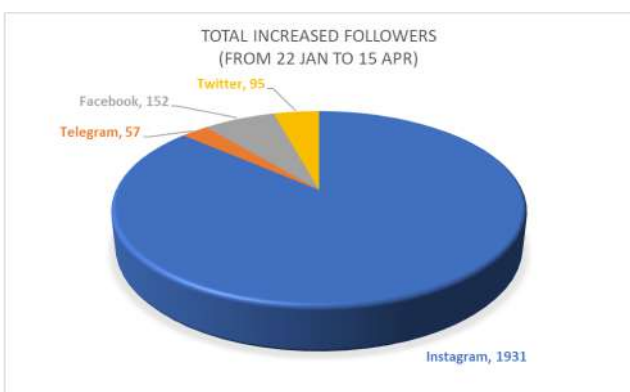
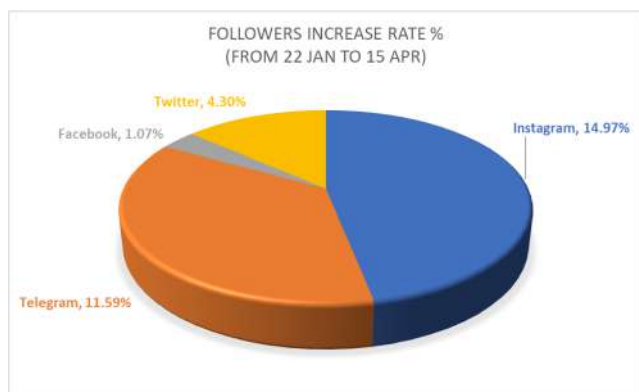
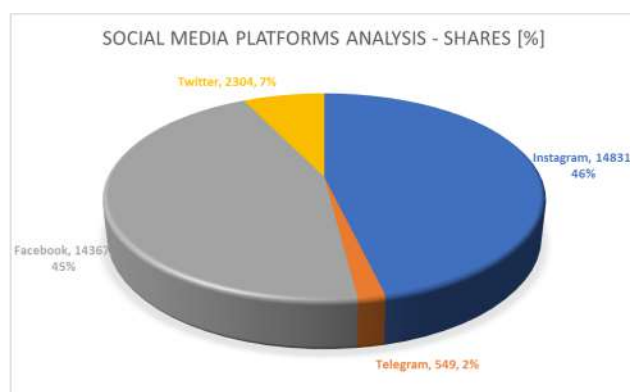
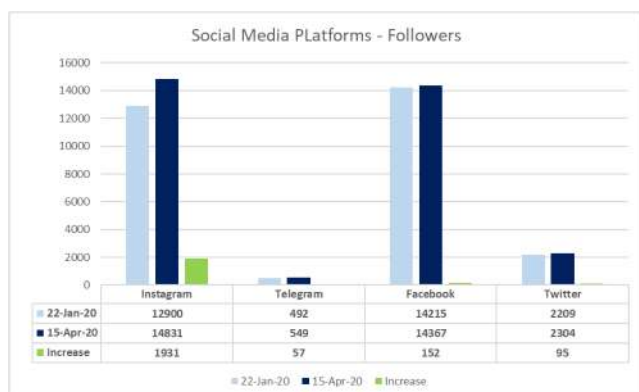


SOCIAL MEDIA ANALYSIS

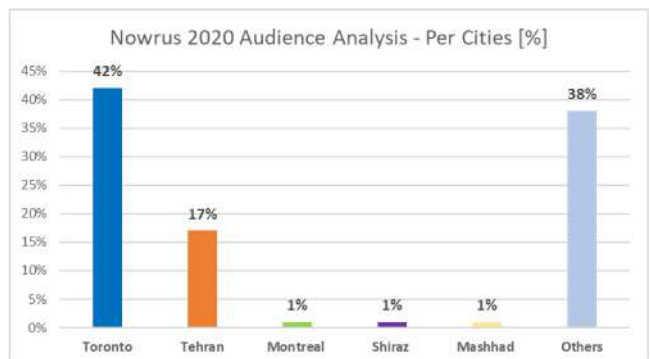
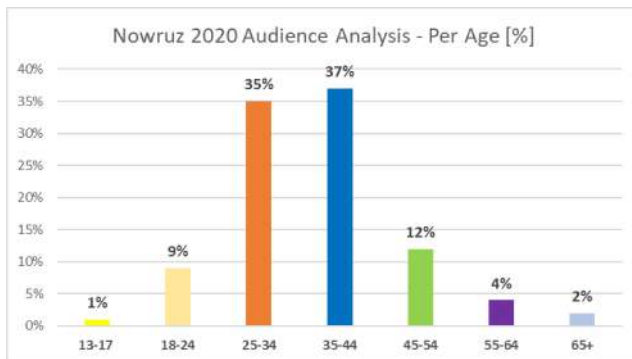
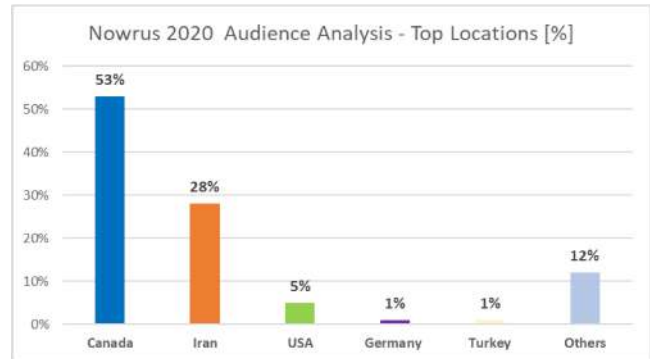
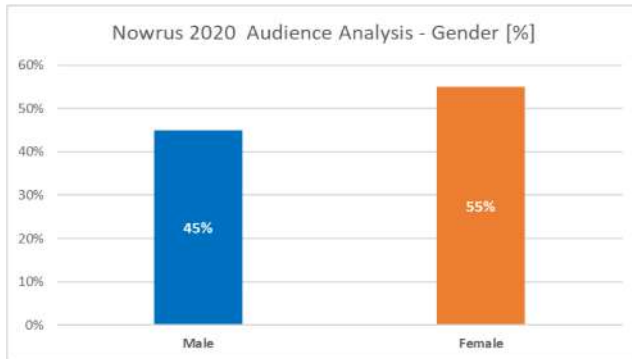
Tirgan Nowruz 2020							
Social Media Platforms	Instagram			Facebook	Twitter	Telegram	Youtube
	Post	IG TV	Story	Post	Post	Post	Post
Total No. of Post	64	11	273	75	70	64	4
Total No. of Post with TD Logo	39	10	46	49	49	49	4
Posts with TD Logo [%]	61%	91%	17%	65%	70%	77%	100%

Average Views	N.A	2501.1	N.A	N.A	N.A	N.A	9310.25
Average Like	300.02	257.7	N.A	N.A	N.A	N.A	55.25
Average Comment	18.71	18.6	N.A	N.A	N.A	N.A	0
Average Reach	10331.57	N.A	N.A	N.A	N.A	N.A	N.A

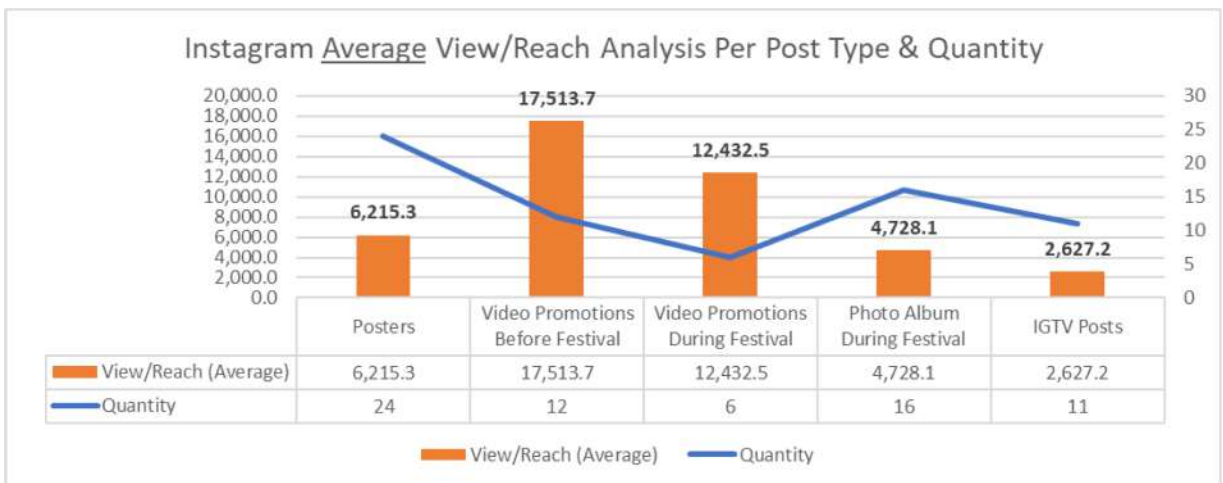
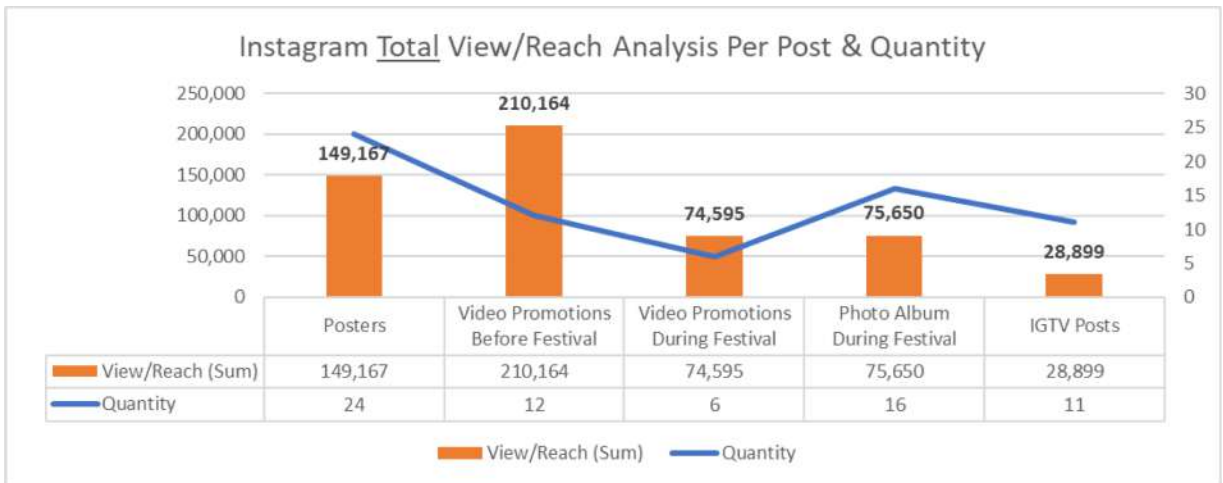
SOCIAL MEDIA PLATFORM ANALYSIS



AUDIENCE ANALYSIS - INSTAGRAM



VIEW/REACH ANALYSIS PER POST TYPE



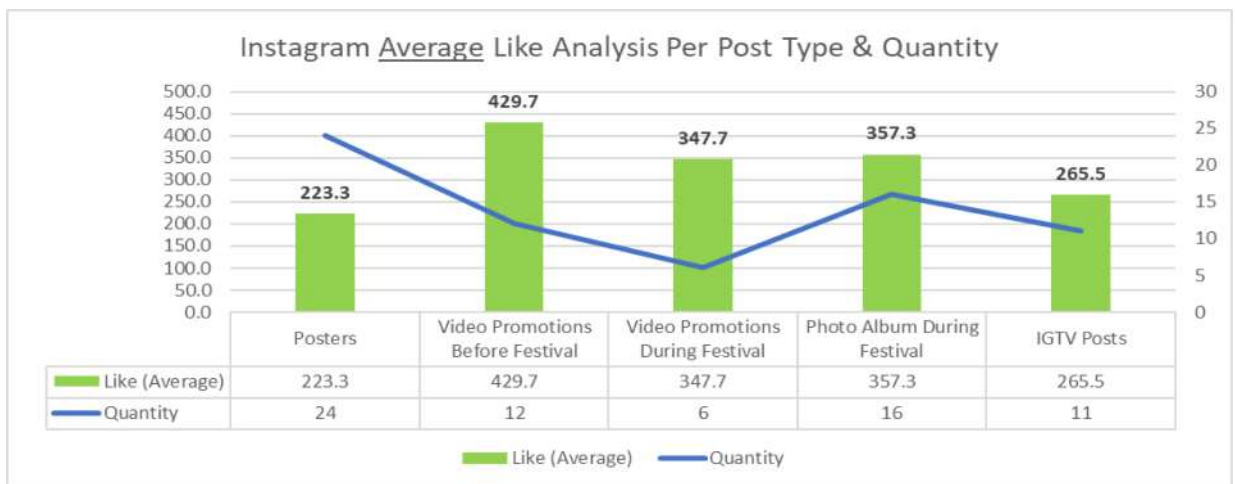
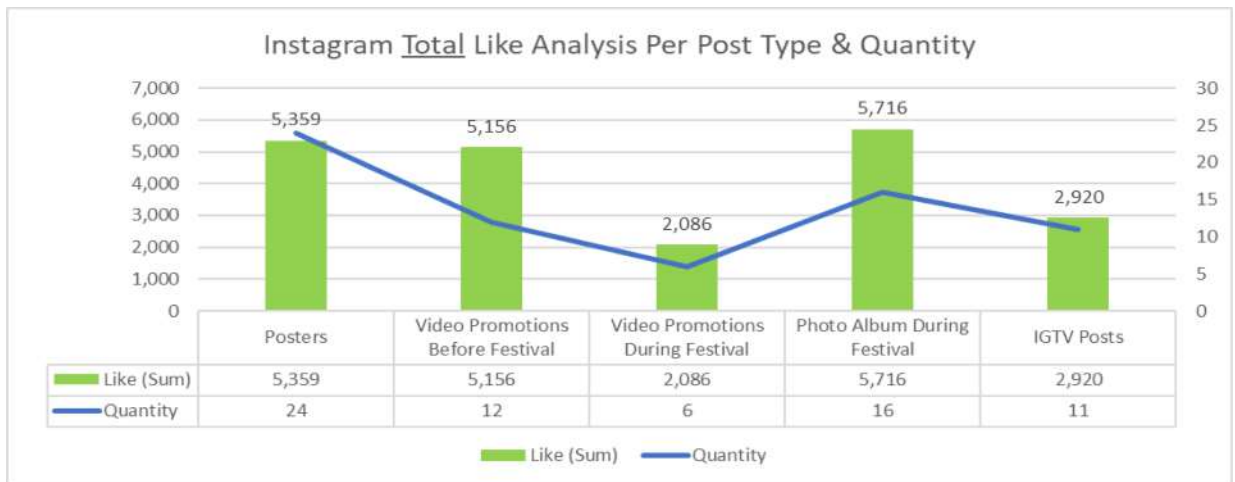
Note:

Instagram Story:

Average views just in 2 Hours is plus 1K, we couldn't add that info as Instagram remove the No. of views after 24 hours.



LIKE ANALYSIS PER POST TYPE



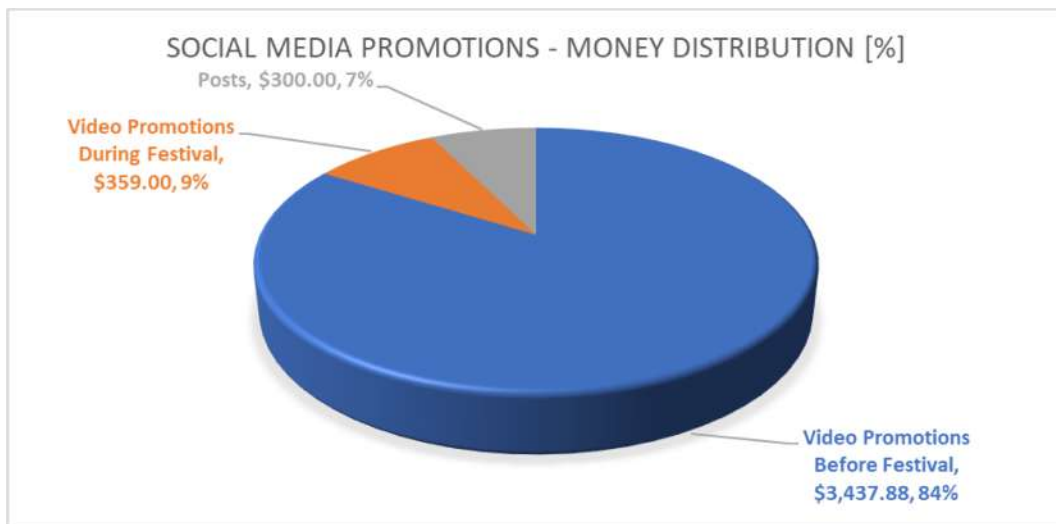
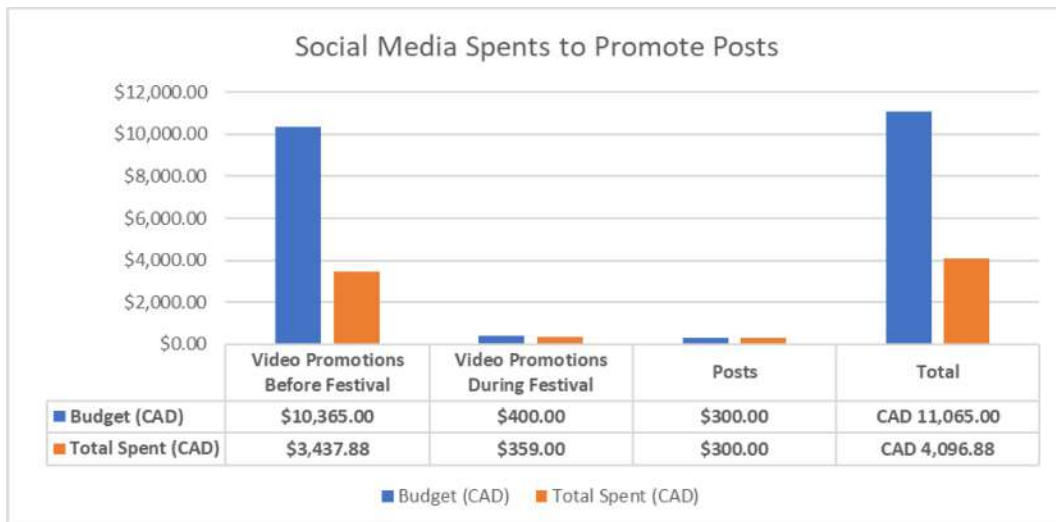
Note:

Having in kind support from below Instagram channels helped us to have an increased engagement:

- Hamvatan Toronto
- Canada Ba Ma
- Iranizone
- Toronto VIP



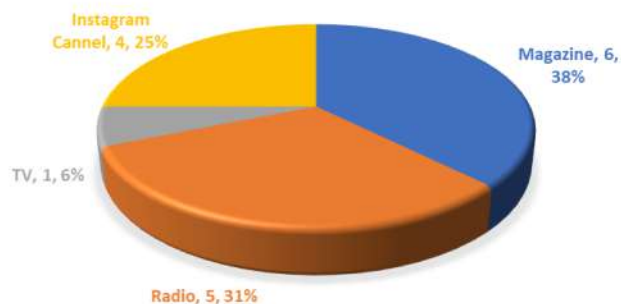
SOCIAL MEDIA MONEY SPENT FOR PROMOTIONS



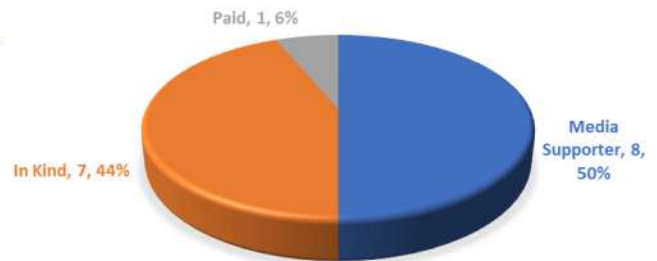
MEDIA RELATIONS ANALYSIS

List of Medias	Number Announcements	Media Type	Interaction	Announcements
Shahrema	6	Magazine	Media Supporter	Ticketed Events, Tirgan Announcement 1*, Tirgan Announcement 2**
Kheradmand	2	Magazine	Media Supporter	Ticketed Events, Tirgan Announcement 1*, Interview , Chief Editor Article , Program Events Poster, First Page and Middle page
Dadgar	2	Magazine	Media Supporter	Ticketed Events
Persian Mirror	3	Magazine	Media Supporter	Ticketed Events
Hooshmand	1	Magazine	Media Supporter	Ticketed Events
Persian Epoch Times	1	Magazine	Media Supporter	Interview
Radio Shahr	~ 42 Days 3 times per day	Radio	Media Supporter	Ticketed Events, Tirgan Announcement 2**
Radio Sedaye Iran	~ 42 Days at least once per day	Radio	Media Supporter	Ticketed Events, Tirgan Announcement 2**
iRadio	~ 4 Weeks	Radio	Inkind	Tirgan Nowruz program, Ticketed Events
Radio Javan	~ 4 weeks	Radio	Inkind	Ticketed Events
Radio Hamrah - Meibodi	42 Times	Radio	Paid	Ticketed Events
CBC Global TV	2	TV	Inkind	Interview, News Coverage, Web Site
Hamvatan Toronto	5	Instagram Channel	Inkind	Story, Posts
Canada Ba Ma	2	Instagram Channel	Inkind	Story, Posts
Toronto VIP	5	Instagram Channel	Inkind	Story, Posts
Iranizone	2	Instagram Channel	Inkind	Story, Posts

MEDIA RELATIONS ANALYSIS - MEDIA TYPE



MEDIA RELATIONS ANALYSIS - MEDIA INTERACTION



- **16 medias** actively supported and contributed with Tigran Nowruz festival 2020.
- **Media Relations spent** was only on Radio Hamrah (Meibodi).
- **CBC Global News TV:** Interview and news coverage on TV and published in their web site.
- **Event Listing:** Plus 200 Events listed in 49 different web sites, included ticketed and kids programs.

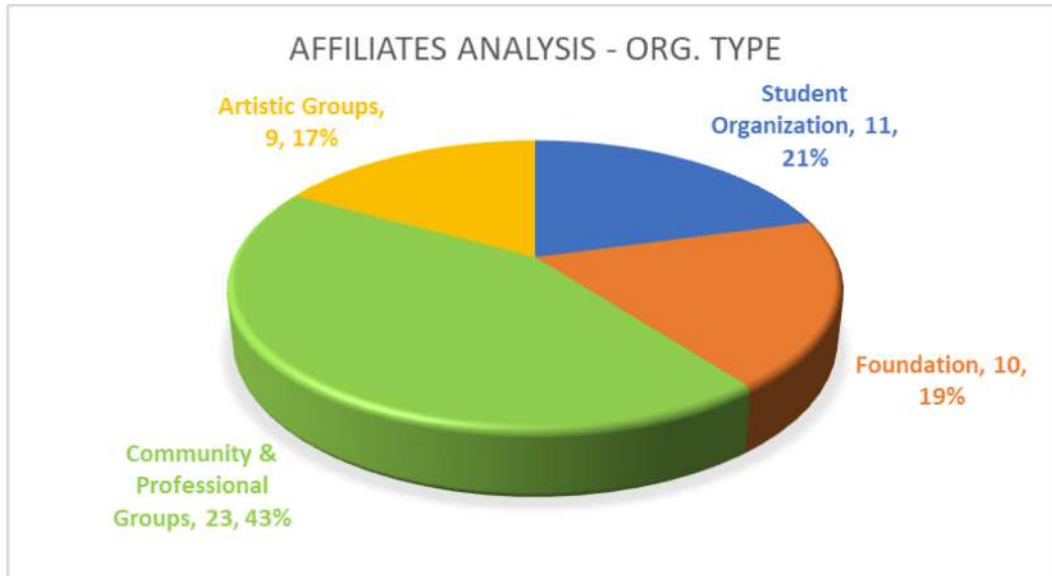


COMMUNITY AFFILIATES ANALYSIS

Affiliate Name	Affiliate Type
Iranian Association at the University of Toronto (IAUT)	Student Organization
Iranian Students Association at Ryerson University (ISARU)	Student Organization
Iranian Students Association at York University (ISAYU)	Student Organization
Columbia Iranian Students Association (CISA)	Student Organization
Iranian Association of Laval University	Student Organization
Iranian Graduate Students' Association	Student Organization
Iranian Student Association-North Carolina State University (ISANCSU)	Student Organization
Iranian Students Association at OCAD University	Student Organization
Iranian Students Association of Queen's University (ISAUQ)	Student Organization
Iranian Students Association of Waterloo (ISAW)	Student Organization
Persian Students in Stockholm (PerSIS)	Student Organization
Child Foundation	Foundation
Edinburgh Iranian Festival	Foundation
Iran Namag	Foundation
Iranian Film Festival	Foundation
Iranian-American Women Foundation	Foundation
Levantine Cultural Center	Foundation
Mehrgan Foundation	Foundation
Noor Iranian Film Festival	Foundation
Parya Trillium Foundation	Foundation
Persian Arts and Cultural Society of Ottawa	Foundation
American Association of Teachers of Persian	Community & Professional Groups
Association of Iranian American Professionals	Community & Professional Groups
Behnam Foundation of Ontario	Community & Professional Groups
Fanni Alumni Association of Ontario	Community & Professional Groups
Farvardin Cultural Centre Canada	Community & Professional Groups
Intercultural Iranian Canadian Resource Centre (I2CRC)	Community & Professional Groups
Iranian American Community Alliance Seattle	Community & Professional Groups
Iranian Ontario Dental Association	Community & Professional Groups
Iranian Women's Organization of Ontario	Community & Professional Groups
Karafarin Canada	Community & Professional Groups
Magic of Persia	Community & Professional Groups
Canadian Society of Iranian EngineersArchitects (MOHANDÉS)	Community & Professional Groups
Persian Cultural Center – San Diego	Community & Professional Groups
Persian Cultural Circle	Community & Professional Groups
Professional Iranian Canadian Real Estate Association (PICRA)	Community & Professional Groups
Sharif University of Technology Association-Toronto (SUTA)	Community & Professional Groups
Yaran Group	Community & Professional Groups
Canadian Society of Iranian Food and Nutritional Scientists (CSIFNS)	Community & Professional Groups
Iranian Canadian Builders Association (ICBA)	Community & Professional Groups
Iranian Canadian Legal Professionals (ICLP)	Community & Professional Groups
Persica Management and Quality Association (PMQA)	Community & Professional Groups
Toronto Book Club	Community & Professional Groups
Toronto Initiative for Iranian Studies	Community & Professional Groups
Arya Entertainment Inc	Artistic Groups
Baabad Music	Artistic Groups
Café Litt	Artistic Groups
Diaspora Arts Connection	Artistic Groups
Kajart	Artistic Groups
Link Music Lab	Artistic Groups
McMaster Iranian Dance Association	Artistic Groups
Queen Gallery	Artistic Groups
Sazmanab Centre For Contemporary Art	Artistic Groups
Total	53



COMMUNITY AFFILIATES ANALYSIS



- Total **53 organizations** affiliated with Tirgan.
- **+100 organizations** contacted for the purpose of Affiliation.
- **Feb 2020**, Tirgan Nowruz Festival and ticketed programs communicated.
- **Mar 2020**, Tirgan announcement II (Celebrate Nowruz Online) communicated to all our affiliates.



COMMUNITY OUTREACH ANALYSIS

	Events	Date	Time	Audience Estimate
Attended	CanaDent Dentistry Seminar @ Hilton Markham	Saturday, February 8, 2020	8 am - 1 pm	80
	Persian Investmet Annex @ Parya Trillium Foundation	Saturday, February 8, 2020	9:30 am - 1 pm	50
	Valentine live music @ Tachara AND Gilaneh	Friday, February 14, 2020	5:30 pm - 8:00 pm	50
	Movie: Motreb @ York Cinema	Friday, February 14, 2020	7:15 - 8:30 pm	200
	Pre-Nowroz yoga Festival @ Parya Trillium Foundation	Saturday, February 15, 2020	10 am- noon	90
	CIMA @ Tachara	Wednesday, February 19, 2020	6:00 pm - 10 pm	40
	Theatre Play 'Traas' @ Fairview Lib	Friday, February 28, 2020	6:00 pm - 7:30 pm	110
	عشق پایدار (دکتر علیرضا شریلی، هنیه صمیمی، و میترا محمدزاده) Paradise banquet and convention centre	Friday, February 28, 2020	5:30 pm - 7:30 pm	150
	Theatre Play 'Traas' @ Fairview Lib	Saturday, February 29, 2020	6:00 pm - 7:30 pm	90
Cancelled due to COVID-19	Daryoush Concert @ Meridian Hall (Downtown)	Saturday, February 29, 2020	6:45 pm - 8:30 pm	N/A
	Movie: Motreb @ York Cinema	Sunday, March 1, 2020	4:00 pm - 5:30 pm	N/A
	گردهمایی نوروزی بزرگسالی های ایرانی Parya Trillium Foundation	Saturday, March 7, 2020	10:00 am - 5:00 pm	N/A
	Movie: Motreb @ York Cinema	Saturday, March 7, 2020	4:00 pm - 5:30 pm	N/A

- **9 events were arranged within 3 weeks** and we reached out to **plus 850 people**.
- **4 Outreach** activities officially **canceled due to concerns to Covid-19 effective 29th February**.
- Although we had a few confirmed outreach events, **we didn't attend** due to **volunteers health and safety** concerns regarding **the spread of Covid-19**.

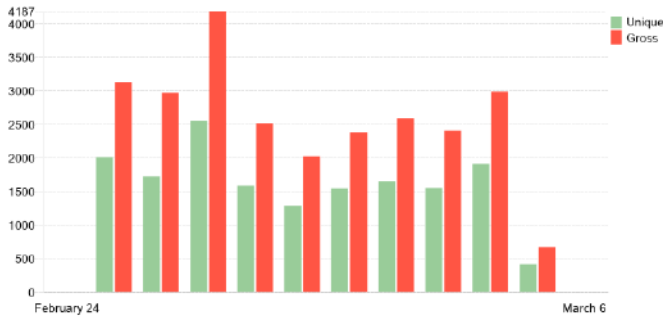


GLWIZ Report

GLAdExchange.com

Report: Daily Basics for [Ad] EE_TirganNewruz2020Promo1_am

Impressions



Daily	Unique Impression	Gross Impression	% Unique/Gross Impression
March 6	0	0	
March 5	413	671	61.55%
March 4	1,913	2,988	64.02%
March 3	1,552	2,403	64.59%
March 2	1,654	2,593	63.79%
March 1	1,548	2,381	65.01%
February 29	1,289	2,023	63.72%
February 28	1,588	2,519	63.04%
February 27	2,557	4,187	61.07%
February 26	1,724	2,968	58.09%
February 25	2,010	3,134	64.14%
February 24	0	0	
Total	16,248	25,867	62.81%
Average	1,354	2,156	62.81%

Reporting period ends Friday March 6, 2020 23:59:59 (UTC-6)

Clicks

Impressions - Breakdown

Gross Impressions - Summary

Lines	TOTAL	AVERAGE
Premium - Radius	25,867	2,156

Reporting period ends Friday March 6, 2020 23:59:59 (UTC-6)

Gross Impressions - Breakdown

Lines	Feb-24	Feb-25	Feb-26	Feb-27	Feb-28	Feb-29	Mar-1	Mar-2	Mar-3	Mar-4	Mar-5
Premium - Radius		3,134	2,968	4,187	2,519	2,023	2,381	2,593	2,403	2,988	671

Lines	Mar-6	TOTAL	AVERAGE
Premium - Radius		25,867	2,156

Reporting period ends Friday March 6, 2020 23:59:59 (UTC-6)

Unique Impressions - Summary

Lines	TOTAL	AVERAGE
Premium - Radius	16,248	1,354

Reporting period ends Friday March 6, 2020 23:59:59 (UTC-6)

Unique Impressions - Breakdown

Lines	Feb-24	Feb-25	Feb-26	Feb-27	Feb-28	Feb-29	Mar-1	Mar-2	Mar-3	Mar-4	Mar-5
Premium - Radius		2,010	1,724	2,557	1,588	1,289	1,548	1,654	1,552	1,913	413

[Continued]

Lines	Mar-6	TOTAL	AVERAGE
Premium - Radius		16,248	1,354

Reporting period ends Friday March 6, 2020 23:59:59 (UTC-6)



PRINT REPORT

All of our print collaterals were designed by our in-house design team and received a tremendously positive response. We made sure that the contribution from our sponsors was acknowledged and the logos are featured appropriately and prominently. The visuals below depict how each collateral looks, where was it featured and also outlines the number of copies that were printed.



Festival Poster

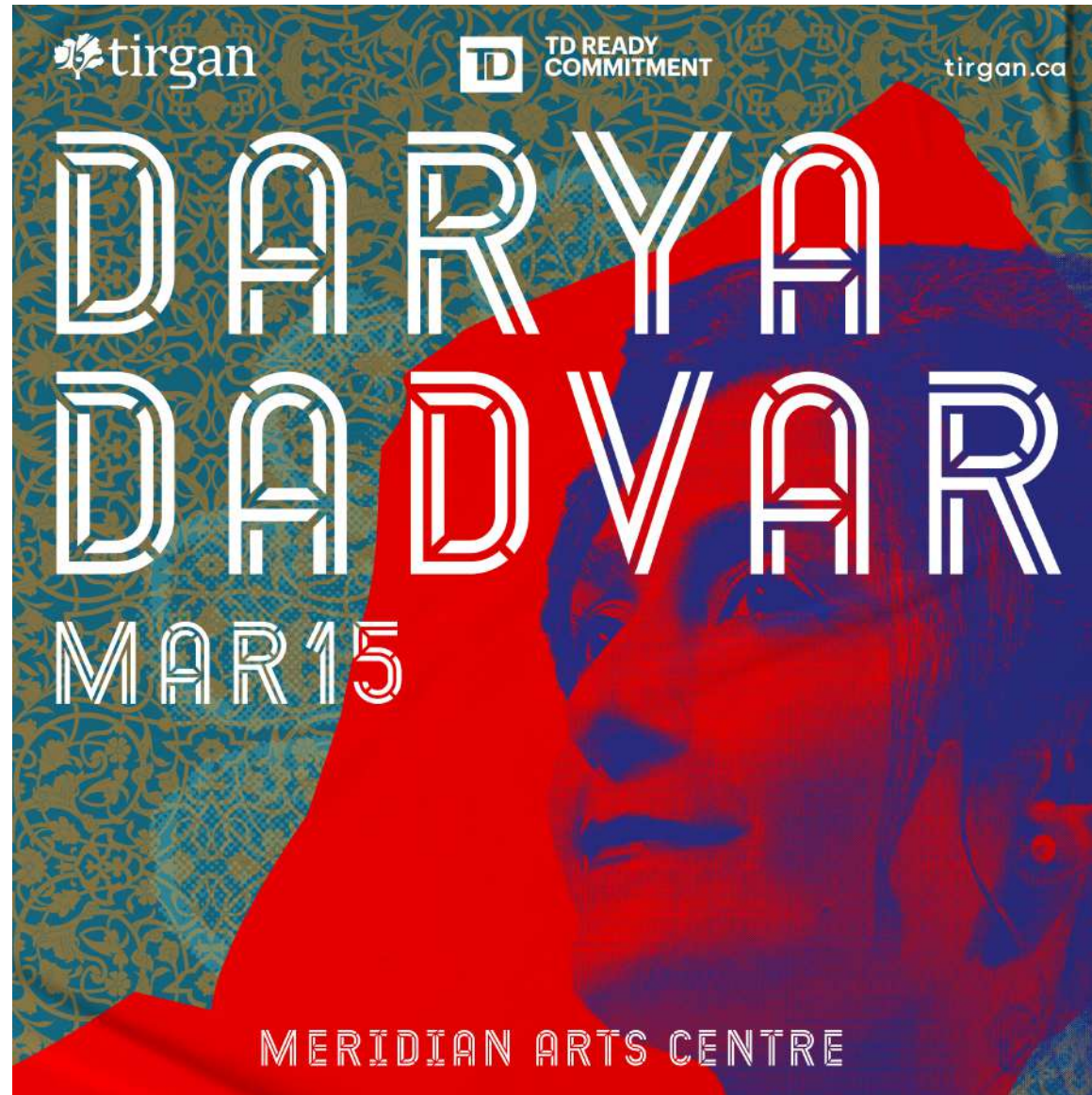
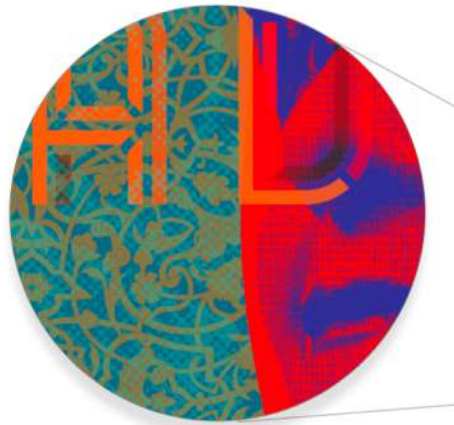
Distribution: **Digital / Print**
Total Quantities: **150 Print Copies**
Size: **24 x 36**

- Inspired by images
- Online & offline focused
- Elegant
- Typography
- Visible
- Legible
- Modern



Dedicated Event Poster

Distribution: Digital / Print
Total Quantities: 30 Print Copies
Size: 12 x 18



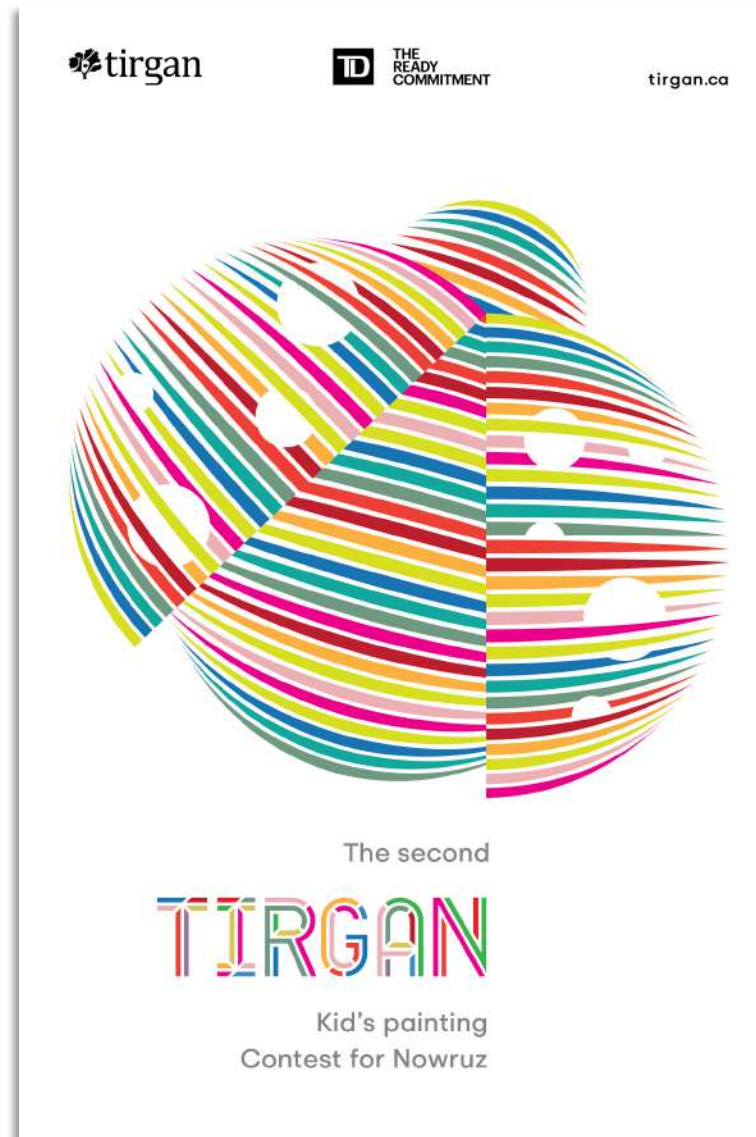
Dedicated Event Poster

Distribution: **Digital / Print**



Kid's Program Poster

Distribution: **Digital / Print**
Total Quantities: **20 Copies**
Size: **24 x 36**



Weekly Newspaper AD

Circulation: **Local Iranian Paper**
 Distribution: **4 Weeks**
 Total Quantities: **+ 5,000 Copies**

NOWRUZ MARCH 13-15 tirgan.ca

افتتاحیه جشنواره نوروزی

SIMA BINA **سایما بینا**
LEMON BUCKET Fri Mar 13th 6:30 PM

DARYA DADVAR **دریا دادور** Sat Mar 14th 8 PM
NIAZ & ERWIN **نیاز و اروین** Sat Mar 14th 8 PM
ERFAN **عرفان** Sat Mar 14th 11 PM

LIAN BAND **گروه لیان** Sat Mar 14th 8 PM
MAHSA & MARJAN VAHDAT **مهسا و مرجان وحدت** Sat Mar 14th 8 PM
HEART OF A DOG **نمایش دل سگ** Sat & Sun Mar 14th & 15th 3 PM

Presenting Sponsor: **TD READY COMMITMENT**

BEYOND THE SEAS **به یاد شهراب سهرابی** Sun Mar 15th 2 PM

Options Development **ORCHID FOUNDATION** **WALLZCORP** **DORNER HOMES** **URBANSCAPE ARCHITECTS** **PAMELA BADER** **MARCO MOMENI**

Icons **MARJAN & PARISSA** **ULTIMATE SHAWN BAGHAEI**

Canada **Ontario** **Conseil des arts du Canada** **Canada Council for the Arts** **TOCARTS** **POWERED BY THE CITY OF TORONTO**

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 (\$10,000) **Hosheing Shams** **NYX Capital Corp.** **Kari Argenti & Reza Farnaei**
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 (\$1,000 - \$4,000) **Touman & Babak Mortazavi** **Dr. meda Kadivar**

Media Supporters
PM **IR** **IR** **IR**



Ticketed Event Pamphlet

Circulation: Local Iranian Stores
Distribution: 4 Weeks
Size: 11 x 17 (3 Fold)
Total Quantities: 5,000 Copies

Left Panel:

tirgan TD TD READY COMMITMENT tirgan.ca

NOWRUZ
FESTIVAL
MARCH
TICKETED
EVENTS
2020
TORONTO
CANADA

برنامه های بلیتی
جشنواره نوروزی تیرگان

MERIDIAN ARTS CENTRE

Middle Panel:

Online
tirgan.ca
Additional fees may be applied

آنلاین
Tirgan.ca
[با هزینه پردازش]

In Person
Box Office
Meridian Arts Centre
5040 Yonge Street, Toronto
Tue - Sat 1 pm - 6 pm
(No Additional Fee)

حضور
با مراجعه به گیشه فروش بلیت
[بدون هزینه پردازش]

By Phone
416 250 3708
Additional fees may be applied

تلفنی
416 250 3708
[با هزینه پردازش]

15% DISCOUNT BY FEB 20th
Purchase of 10 tickets or more

10% DISCOUNT BY FEB 20th
Early bird purchase

10% DISCOUNT BY FEB 21st TO MAR 15th
Purchase of 10 tickets or more

Right Panel:

NOWRUZ
OPENING CEREMONY

SIMA BINA
سیمابینا
[جشنواره جشنواره نوروزی تیرگان]

13th March 2020
\$150 * \$180 * \$210 * \$260

4:30 PM - 8:00 PM
Nowruz Cocktail Party
(Reception with a variety of Appetizers & Hors d'oeuvres)

8:00 PM - 10:00 PM
Opening Concert
Sima Bina & Ensemble

10:00 PM - 11:00 PM
Dinner & Drinks with Live Entertainment
(Lemon Bucket Orchestra)

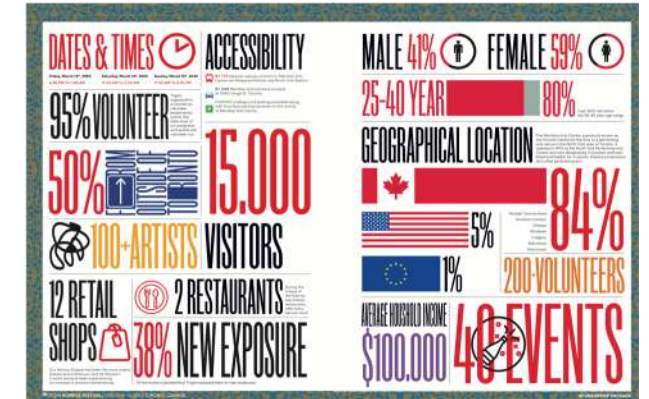
11:00 PM - 1:00 AM
Late Night Music

Logos: WALLZCORP, DISTRIKT, M. TABATABAEI, CAMERON LABASH, DORNER, URBANSCAPE, PAMELA BADER, MARCO MOMINI, Canada, Ontario, and various community organizations.



Sponsorship Package

Distribution: **Digital / Print**
Total Quantities: **1500 Copies**
Size: **8.5 x 11**



Billboard

Location: Yonge & Sheppard –
North Bond



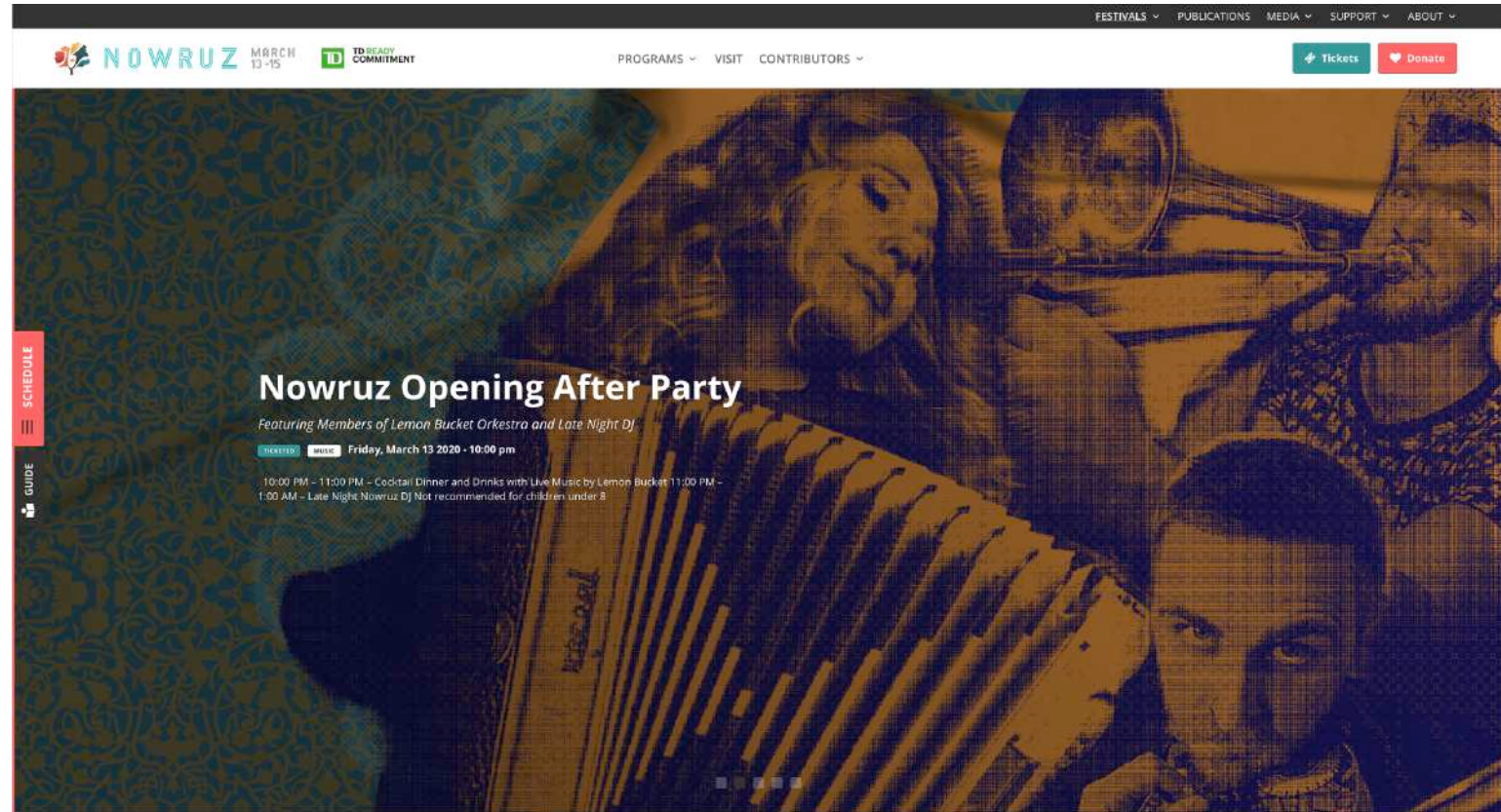
Digital Report



Nowruz Website

Distribution:
Platform:

Digital
tirgan.ca/nowruz2020/



Newsletter

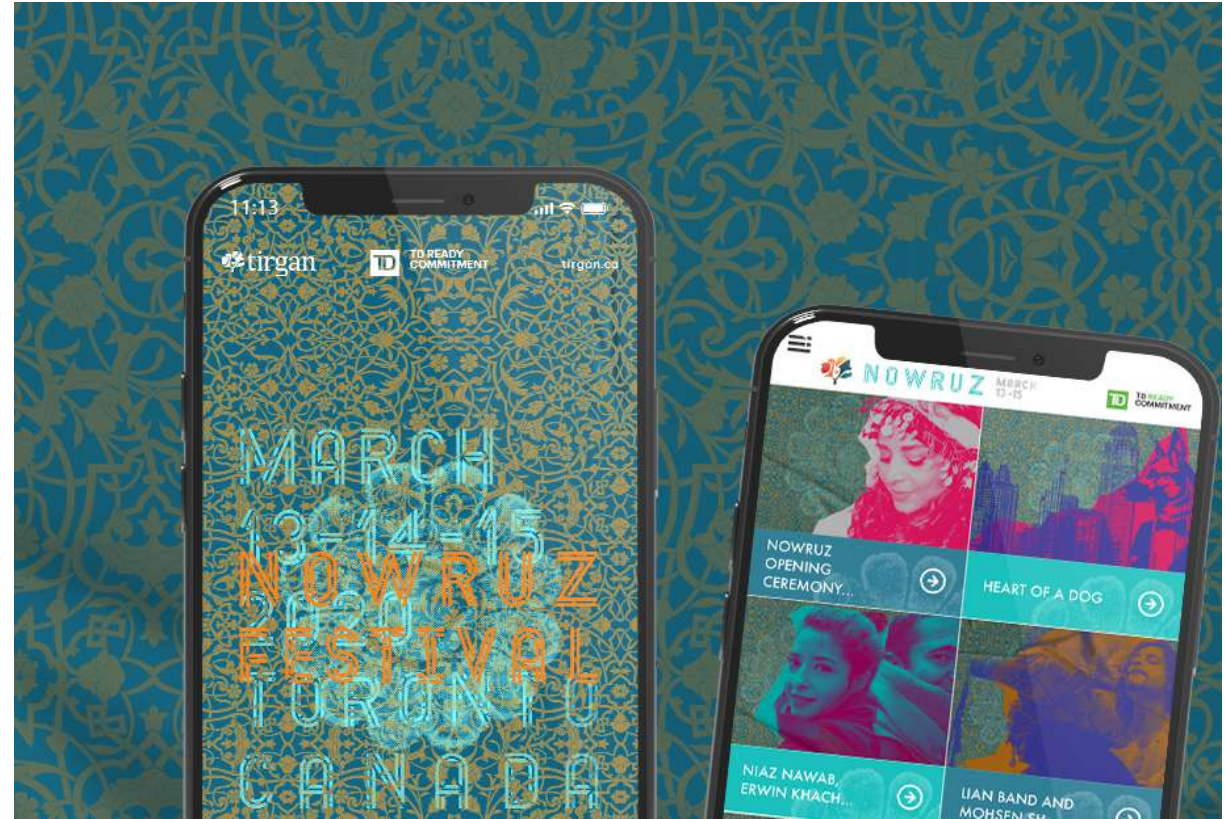
Distribution: **Digital**
 Total Subscribers: **+ 11,000 People**



Smart Phone Application

Circulation:
Distribution:

IOS & Google App Store
Digital

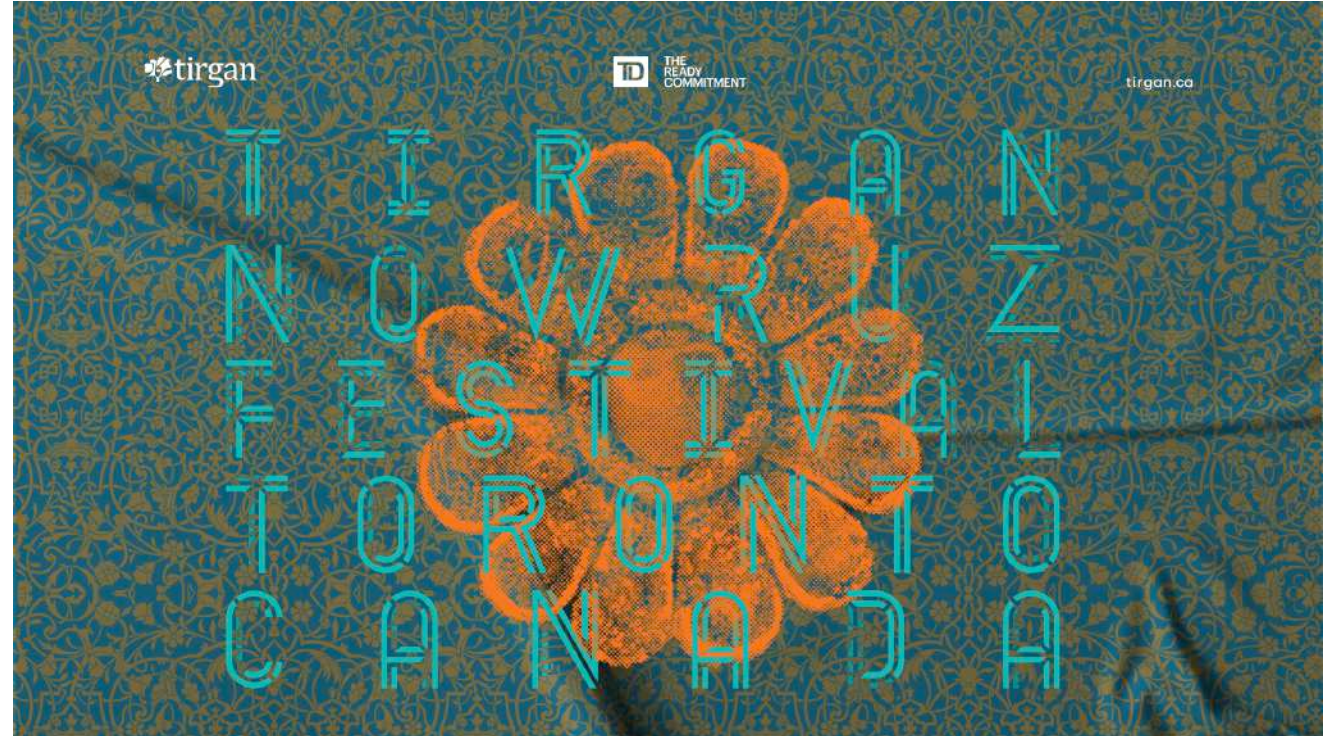


Digital Banner

Distribution: **Digital**

Platform: tirgan.ca/nowruz2020/

youtube.com/user/TheTirgan/videos



Digital Banner

Distribution: **Digital**

Platform: tirgan.ca/nowruz2020/

youtube.com/user/TheTirgan/videos

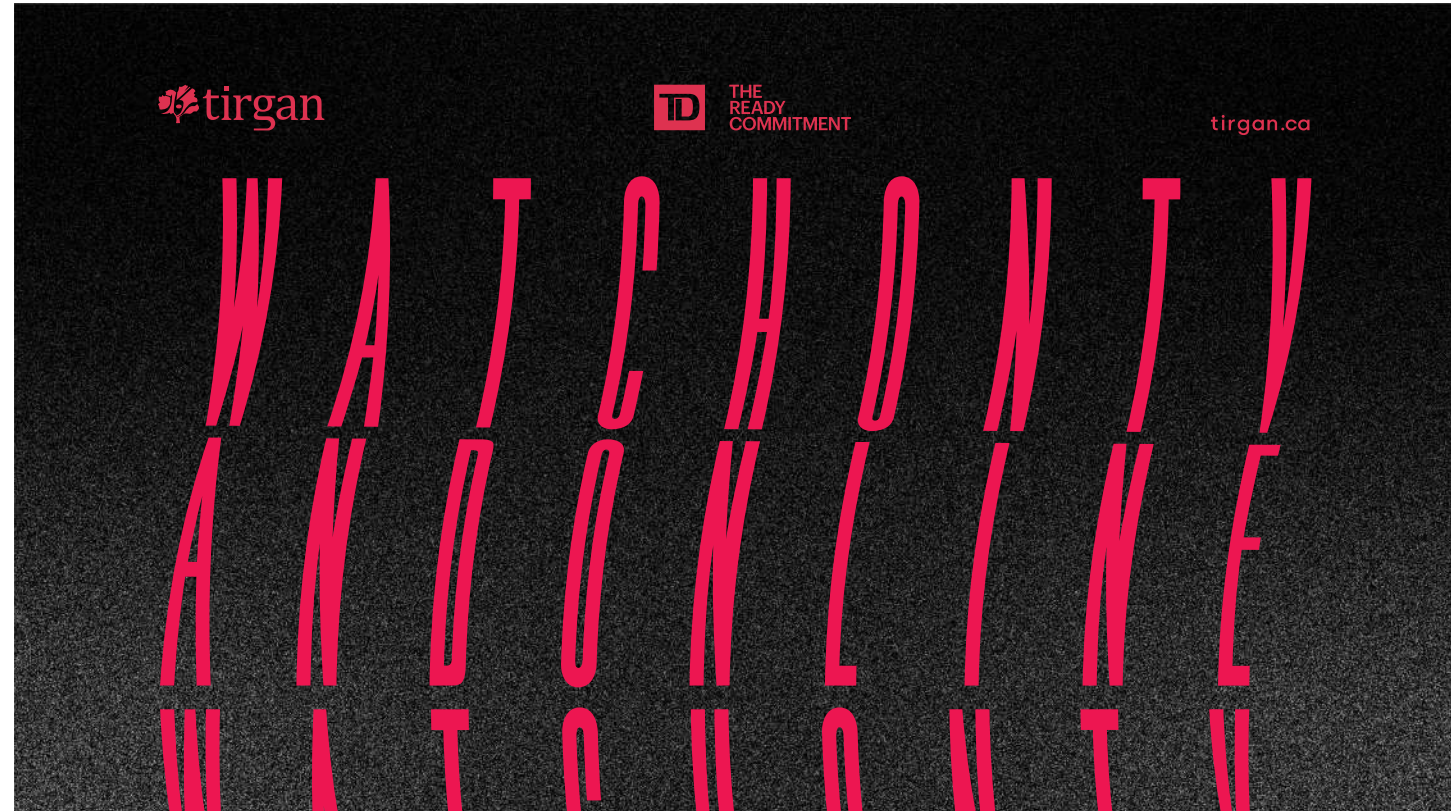


Digital Banner

Distribution: **Digital**

Platform: tirgan.ca/nowruz2020/

youtube.com/user/TheTirgan/videos



New Year Greeting Card

Distribution:
Platform:

Digital
Mailchimp, Instagram,
Facebook, Telegram,
Smart Applications



New Social Media Count Down

Distribution:
Platform: **Digital**
Mailchimp, Instagram,
Facebook, Telegram,
Smart Applications



Site Report



Signage

Distribution:
Quantity:

**On Site During Event
+ 50 pieces**



Dedicated Backdrop

Distribution: **On Site**
Total Quantities: **3 Print**
Size: **120 x 98**



Sponsorship Lineup Banner

Distribution: **Print**
 Total Quantities: **10 Print**
 Size: **96 x 72**

Presenting Sponsor


TD
READY
COMMITMENT

Platinum Sponsors




...because living matters

Diamond Sponsors




Djavad
Mowafaghian
Foundation




M. TABATABAEE
Immigration Services Inc.



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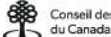







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CONSEIL DES ARTS DE L'ONTARIO



TORONTO
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(\$1,000 - \$4,000)	Tooran & Babak Mortazavi	Dr. neda Kadivar	

Media Supporters













Volunteer T-Shirts

Distribution:
Quantity:

On Site During Event
150 pieces



Volunteer Name Tags

Distribution: **On Site During Event**
Quantity: **150 pieces**

