



Tirgan Festival
July 20th to July 24th 2011

**SPONSORSHIP BENEFITS
PACKAGE**

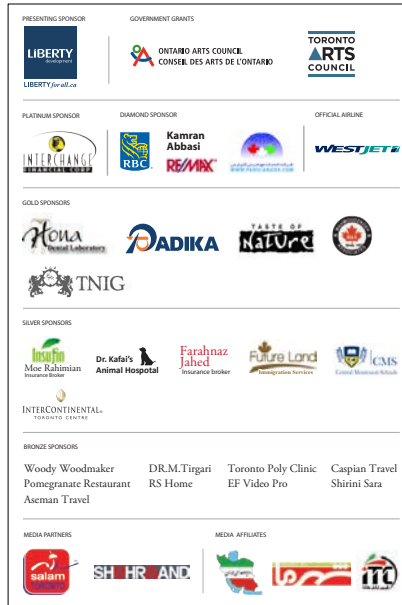


Tirgan Festival Pamphlet Campaign

Quantity: 15,000
 Size: 4"x6"
 Print: Printed full colour 2 sided (4/4) CMYK
 Finish: 95 Bright 14pt Gloss C2S Stock with AQ
 Language: English, Persian

Front

Back



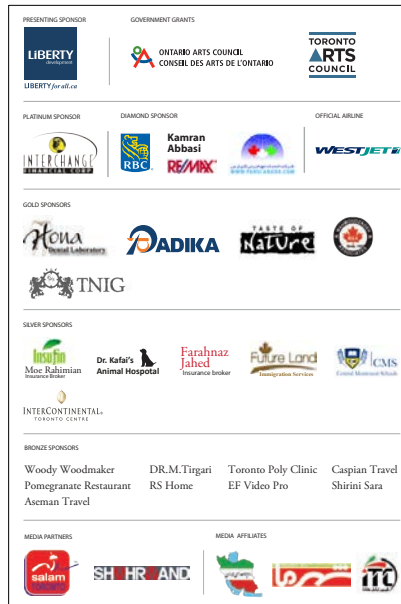
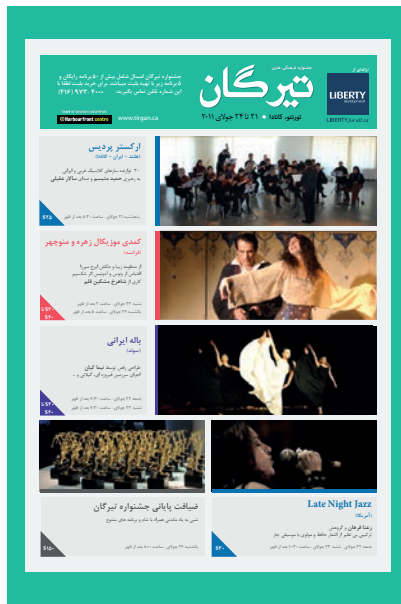


Ticketed Event Post Card Campaign

Quantity: 7,500
 Size: 4"x6"
 Print: Printed full colour 2 sided (4/4) CMYK
 Finish: 95 Bright 14pt Gloss C2S Stock with AQ
 Language: English, Persian

Front

Back



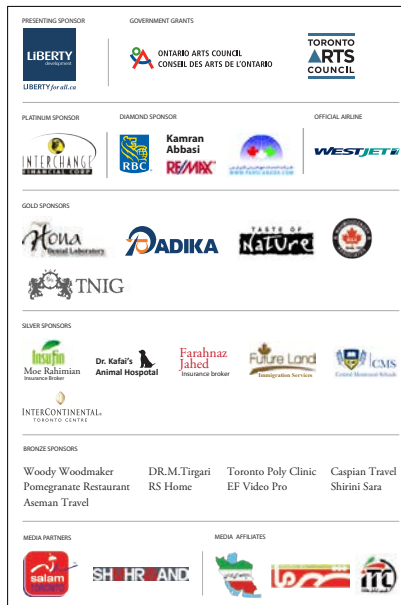


Closing Gala Post Card Campaign

Quantity: 2,500
 Size: 4"x6"
 Print: Printed full colour 2 sided (4/4) CMYK
 Finish: 95 Bright 14pt Gloss C2S Stock with AQ
 Language: English

Front

Back



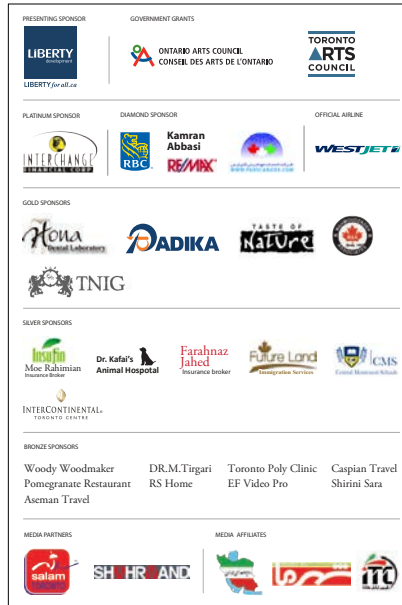


ARASH in Toronto Post Card Campaign

Quantity: 2,500
 Size: 4"x6"
 Print: Printed full colour 2 sided (4/4) CMYK
 Finish: 95 Bright 14pt Gloss C2S Stock with AQ
 Language: English

5 Different Front

Back





ARASH in Facebook AD campaigns

Circulation: 9 Weeks





Tirgan Poster Campaign Campaign

Quantities:	250
Size:	20"x24"
Print:	Printed full colour 1 side (4/0)
Finish:	8pt C2S stock
Language:	English

Sample poster





Tirgan Photo Exhibition Poster Campaign

Quantities:	100
Size:	20"x24"
Print:	Printed full colour 1 side (4/0)
Finish:	8pt C2S stock
Language:	English

Sample poster





Photo Exhibition Booklet

Quantities: 1000
 Size: 5.5"x8.5"
 Print: Printed full colour (4/4) CMYK
 Finish: 8pt C2S stock
 Language: English

Front & Back Cover Design

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BRONZE SPONSORS DR.M.Tigari RS Home Woody Woodmaker Pomegranate Restaurant Caspian Travel Shirini Sara Aseman Travel EF Video Pro Toronto Poly Clinic Sam Javanrouh							
MEDIA PARTNERS  							
MEDIA AFFILIATES      							





Official Messages Booklet

Quantities: 500
 Size: 5.5"x8.5"
 Print: Printed full colour (4/4) CMYK
 Finish: 8pt C2S stock
 Language: English

Front & Back Cover Design

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  Sophia Keshavarz


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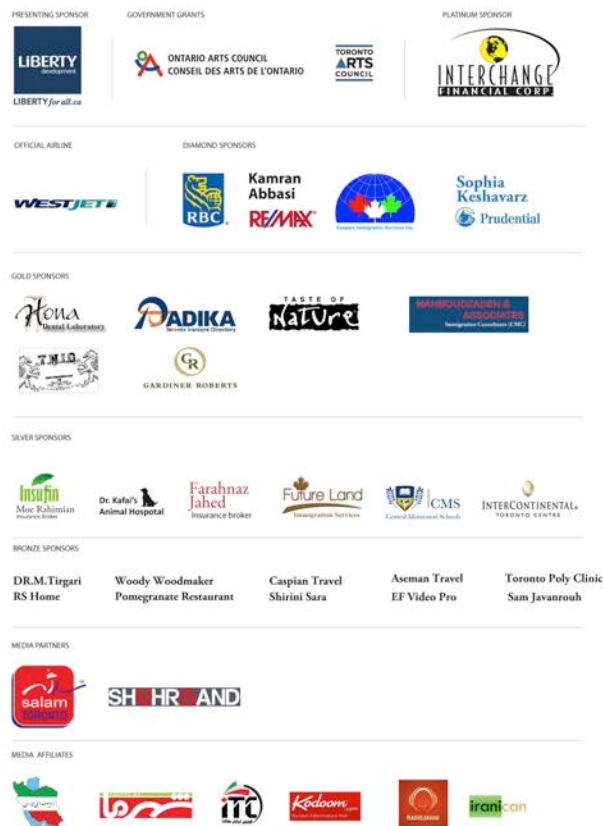




Opening Ceremony Booklet

Quantities: 1,500
 Size: 5.5"x8.5"
 Print: Printed full colour (4/4) CMYK
 Finish: 8pt C2S stock
 Language: English

Front & Back Cover Design

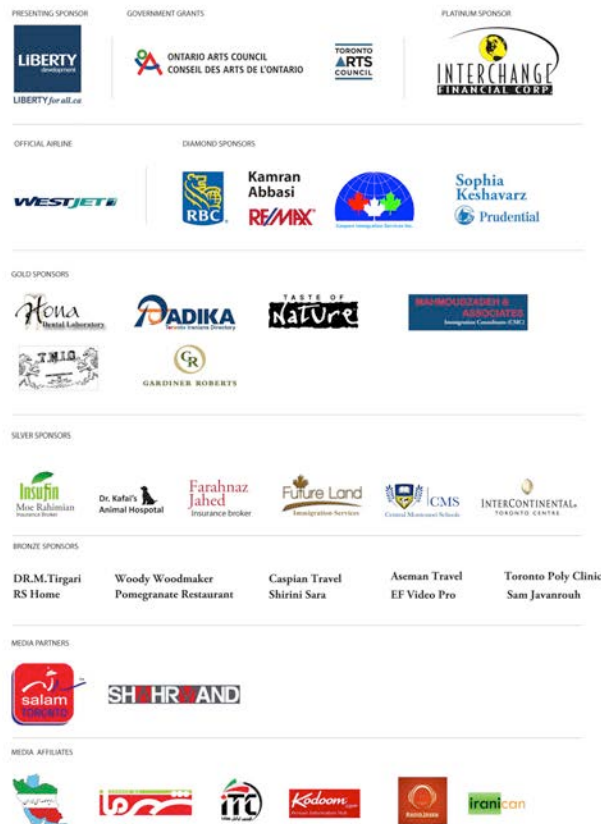




Ticketed Events Pamphlets

Quantities: +/- 8,000
 Quantities varies based on venue occupancy
 Size: 5.5"x8.5"
 Print: Printed full colour (4/4) CMYK
 Finish: 8pt C2S stock
 Language: English

Front & Back Cover Design





Closing Gala Booklet

Quantities: 400
 Size: 5.5"x8.5"
 Print: Printed full colour (4/4) CMYK
 Finish: 8pt C2S stock
 Language: English, Persian

Front & Back Cover Design





Monthly E-Newsletter

Circulation: E-mailed to more than 8,000 e-newsletter members
Volume: 4
Size: 8.5"x11"
Language: English, Persian

Type	Volume (s)	Circulation	Value per Impression	Recognition Value
E Newsletter	4	8,000	\$0.09	\$2,880.00

Volume 1

English Version: <http://tirgan.ca/Newsletter/index.html>
Farsi Version: <http://tirgan.ca/news/fa/newsletter-1>

Volume 2

English Version: <http://tirgan.ca/Newsletter/index2.html>
Farsi Version: <http://tirgan.ca/news/fa/newsletter-2>

Volume 3

English Version: <http://tirgan.ca/Newsletter/index3.html>
Farsi Version: <http://tirgan.ca/news/fa/newsletter-3>

Volume 4

English Version: <http://tirgan.ca/Newsletter/index4.html>
Farsi Version: <http://tirgan.ca/news/fa/newsletter-4>



Tirgan Magazine Advertisement

Circulation: 10,000
 Magazine Size: 8.5"x11"
 Print: Printed full (4/4) CMYK
 Finish: 95 Bright 14pt Gloss C2S Stock with AQ
 Language: English, Persian

Advertisement Size:

Presenter Sponsor: Back Cover – Full Page
 Platinum Sponsor: Inside Back Cover – Full Page
 Diamond Sponsor: ½ Page Advertisement
 Gold Sponsor: ¼ Page Advertisement
 Silver Sponsor: ¼ Page Advertisement



Tirgan Magazine Cover Design

Sample Advertisement

tirgan PROUD PRESENTING SPONSOR OF THE TIRGAN FESTIVAL 2011

LIBERTY development
LIBERTY for all

**A Condominium for everyone...
...and Liberty for all!**

VISIT US AFTER THE FESTIVAL!

YONGE STREET	DANFORTH	THORNHILL	NORTH YORK	RICHMOND HILL
FINAL PHASE COMING SOON	NOW OPEN	GARDEN SUITES AVAILABLE!	MOVE IN NOW!	FINAL PHASE
WORLD 55+ YOUNG BILD 2011 PLACES TO GROW COMMUNITY OF THE YEAR (IN RISE) FINAL PHASE COMING SOON	TERRACE FAR FROM COMMUNITY on Danforth NOW OPEN	The Fountains IN THE HEART OF Thornhill MODEL SUITES NOW OPEN	METRO YOUR CONDO CONNECTION at Metro Place MODEL SUITES NOW OPEN	ROYAL GARDENS RICHMOND HILL YOUR SECRET GARDEN NOW OPEN
World@Yonge.ca 905-771-7010	Terrace@Danforth.ca 416-987-7575	TheFountains@Condo.ca 905-731-8302	Metro@Condo.com 416-630-5575	Royal@Garden@Condo.ca 905-889-9997

LIBERTY mylibertycondo.ca
SALES CENTRE HOURS: Mon-Thurs. Noon-7 p.m., Weekends & Holidays Noon-6 p.m., Closed Fridays

WestJet is proud to be the official airline sponsor of the TIRGAN Iranian Festival.

You'll find us at over 40 Fun 'n Festival events across Canada. If the TIRGAN Iranian Festival is your favorite Canadian festival, vote for it!

To vote for the TIRGAN Iranian Festival, go to westjettfestivals.com.

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Proud sponsor of Tirgan Festival



Signs – Sponsors Banner

Quantity: 40
 25 Size: 72"x36"
 Material: Vinyl
 Print: Full colour (4/4) CMYK
 Language: English, Persian





Signs – Event Signs

Quantity:	36
25 Size:	22"x28"
Material:	Coroplast 4mm
Print:	Printed full colour 2 sided (4/4) CMYK
Language:	English, Persian

Front

HOT SPOT summer
Liberty Post Authority

Tirgan Iranian Festival
July 21-24, 2011

STUDIO THEATRE

14:00 - 14:30
سپیده رایسات - Traditional
Sepideh Raissadat - Traditional
Music **FREE**

15:30 - 16:00
ایدا ساکی - رقص
Ida Saki - Contemporary dance
choreographed on Iranian music
Dance **FREE**

17:30 - 19:00
فیلم سایه های بلند باد
Film with Director - Tall Shadows of
the Wind (English subtitle)
Film **FREE**

20:30 - 21:00
ایدا ساکی - رقص
Ida Saki - Contemporary dance
choreographed on Iranian music
Film **FREE**

21:30 - 23:30
نمایش فیلم مرگ پزدگود
Film Screening - Death of the King
Film **FREE**

Back

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Sam Javanrouh

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m
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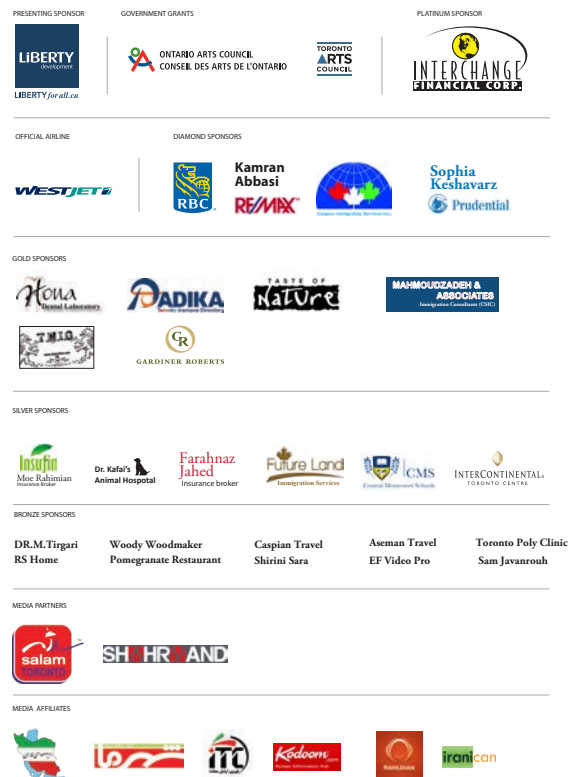
Signs – Directional Signs

Quantity: 10
 25 Size: 22"x28"
 Material: Coroplast 4mm
 Print: Printed full colour 2 sided (4/4) CMYK
 Language: English

Front



Back





Signs – Roll Up Banner

Quantity: 2
Size: 31 1/2" x 79"
Material: Vinyl
Print: Printed full colour 1 sided (4/4) CMYK
Language: Persian





Tirgan Website - Footer

Logo prominently displayed on www.tirgan.ca footer.

Only applicable to Presenter Sponsor, Platinum Sponsor, Diamond Sponsor, Gold Sponsor

Webpage	Page Views	Value per Impression	Recognition Value
www.tirgan.ca	384,247	\$0.01	\$3,842.47

Thank You

Tirgan 2011 took place from Thursday July 21, 2011 until Sunday July 24, 2011. The festival proved to be a true hallmark of Iranian art and culture and its success surpassed all expectations. We are proud to announce that an estimated 120,000 visitors attended the festival, which makes Tirgan the largest Iranian festival in the world.

Tirgan 2011 was organized by more than 300 volunteers who worked tirelessly over the past year to make this cultural phenomenon a reality. The success of the festival is a testament to the hard work of each volunteer and special thanks is deserved by all who contributed to this history making event.

Tirgan 2011 showcased the talents of over 150 artists many of whom traveled thousands of kilometers to attend the festival. Exemplary performances in music, dance and theatre were presented, and world class masterpieces in cinema and the visual arts were made available to the public.

Tirgan 2011 was made possible as a result of the strong support of Tirgan's sponsors, affiliates, and donors and we thank them all for their generous contribution towards showcasing Iranian art and culture.

Last but not least, thanks to all of Tirgan's visitors who attended the festival or who watched the performances on Tirgan's live stream. Your appreciation for Iranian arts and culture drives us to make the festival even grander in the years to come, and we look forward to having you all at Tirgan 2013.

Quick Facts

Number of Visitors 120,000	Confirmed Artists 150+
No. of Volunteers 300+	Free Performances 70+
Retail Shops 16	Restaurants 6

Recent Blogs

- Good Times Pass,**
28.07.11 - Tirgan Festival 2011
Was A Success! Today, a week...
- دوشنبه ها**
20.07.11 - دوشنبه های تربت نشتی -
مطابق برنامه های ما که...

Sponsors:

- PRESIDENTIAL SPONSOR:** LIBERTY
- GOVERNMENT GRANT:** ONTARIO ARTS COUNCIL, TORONTO ARTS COUNCIL
- PLATINUM SPONSOR:** INTERCHANGE
- DIAMOND SPONSORS:** Kamran Abbasi, RBC, Sophia Keshavarz, Presidential Realty
- GOLD SPONSORS:** Pina, DADIKA, PASTE OF NATURE, MAHMOUDZADEH & ASSOCIATES, T.M.I., GARDINER ROBERTS
- MEDIA PARTNERS:** salam, SHARKWANO

Website Footer



Tirgan Website – Sponsors Page

Linked logo and name on sponsorship page.

<http://www.tirgan.ca/support/corporate>

Presenting Sponsor

Platinum Sponsor

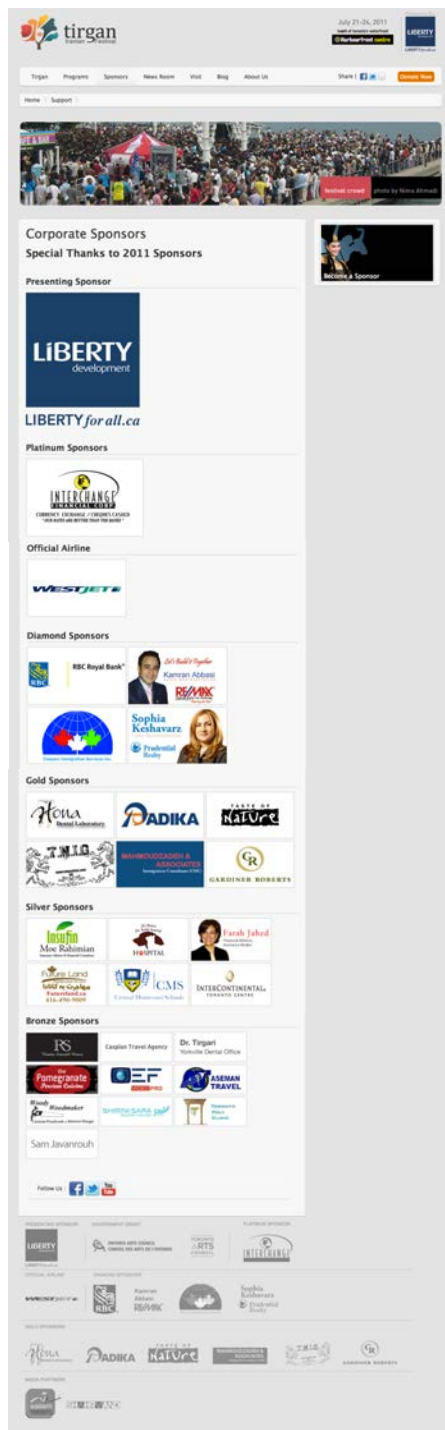
Diamond Sponsors

Gold Sponsors

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Bronze Sponsors

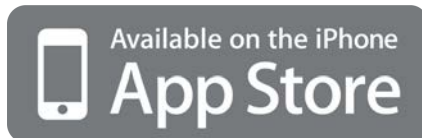
Website Footer





Tirgan 2011 iPhone Mobile Application

Language: English





Television Outreach Program & Advertisement

Program:
Duration: Three Month (April 1/2011 to Jun 30/2011)
Number of Programs: 6 Programs plus Rerun (Biweekly)
Program Duration: 50 Min.

Advertisement:
Duration: Four Month (Mar 1 2011 to Jun 30 2011)
Program Duration: 30 Second
Circulation: 8 times daily



Radio Outreach Program & Advertisement

Program:
Duration: Three Month (April 1/2011 to Jun 30/2011)
Number of Programs: 6 Programs plus Rerun (Biweekly)
Program Duration: 50 Min.

Advertisement:
Duration: Seven Month (Jan 1/2011 to Jun 30/2011)
Program Duration: 45 Second
Circulation: 8 times daily



Emcee Announcements

Emcee Verbal recognition at the beginning of all events (73 events) during four days of festival.

Type	Dedicated Impressions	Duration	Value per Impression	Recognition Value
On Stage	120,000	4 Days	\$0.03	\$3,600.00

Harbourfront Centre Electronic Signage

Name appearance on Electronic LED sign on the WestJet stage.
Only applicable to Presenter Sponsor, Platinum Sponsor, Diamond Sponsor, Gold Sponsor

Location	Dedicated Impressions	Value per Impression	Recognition Value
WestJet Stage	120,000	\$0.006	\$720.00



Sponsors Tent

Size: 10' x 10'
Duration: 3 Days (Fri July 22rd to Sun July 24th)
Impression: 120,000 Visitors

Typical Sponsors Tent





Free Tickets

Complimentary Tickets to Tirgan Festival Opening Concert.



Admission Pass to all non-ticketed free events.



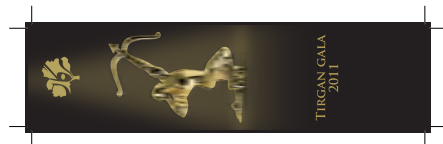
Private Opening Ceremony Invitation



Early Lineup Tickets



Closing Gala Tickets





INDIRECT EXPOSURE



Tirgan Short Story Book





Donation Campaign Flyer



Supporting art & your heritage has never been easier! Tirgan Festival 2011

is a rare opportunity for all to sample the magic of Iranian art and culture at its best.

It is **people like you**, who promote our national pride and identity, show your **support** for **Tirgan** by making a **donation** today and join many others working to help realize the dream.

Your contribution, however small, makes a difference.

Please take a moment to find out more and make your donation online at <http://tirgan.ca/support/donation> or simply use the enclosed mail in 'gift form' →



tirgan Tirgan Festival 2011 | www.tirgan.ca

☒ **YES, I want to help Tirgan**

Gift Amount :

☐ \$20 ☐ \$50 ☐ \$100 ☐ \$250 ☐ \$500 ☐ Other _____

I'd like to make my donation using:

☐ Personal cheque (enclosed)

☐ Credit Cards: ☐ Visa ☐ Mastercard ☐ Other _____

Name on Card:

Card Number:

Expiry Date:

Address: _____

City

Province

Postal Code

Country

Tirgan Mailing Address: 56 Forest Park Crescent
Thornhill, Ontario L3T-2M7



Community Presentations



Typical Fundraising Posters

**BACKGAMMON
COMPETITION
FUNDRAISING
EVENT**



When: Sunday June 12th 2011 at 10 a.m.
Where: Mel Lastman Square - Committee Room 3
Registration: \$20

Please contact Nima Ahmadi (amir_nima_a@hotmail.com) or call 416-704-0279 to confirm your spot.

Awards:
 1st Prize: \$100 Gift Card
 2nd Prize: \$60 Gift Card
 3rd Prize: \$40 Gift Card

All proceeds will go towards Tirgan Festival 2011, The upcoming Iranian Cultural Festival at the Harbourfront Centre, July 21st to July 24th




**1 hr BIKE RIDE +
BBQ by ISARU
IN SUPPORT OF
TIRGAN 2011**



Start Point:
Edwards Garden
Parking Lot

Path:
Don River Bike Trail

Age Group:
10 - 70

End Point:
Riverdale Park

Heart of Toronto's waterfront.
Harbourfront centre



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Shirini Sara

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Pomegranate Restaurant
Toronto Poly Clinic



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2011**



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B & S Magazine
Saba Magazine
GLVIZ.com

Bia2.com

Payvand
Persian Mirror
KiKoJa
760AN KIRN

Iranian Hotline

Shahrvand BC
Koodak TV
Persepolis
Chizomiz

Ottawa Persian Radio

Mehregon
Jooya online
Persianesque Magazine

DONORS

TIRGAN ART PATRON

\$10,000
Ahmad Reza Tabrizi

TIRGAN ART LOVER

\$5,000
Maryam Eskandari &
Ali Nakhaeizadeh
Houshang Shans &
Steve Tabrizi

TIRGAN ART

SUPPORTER \$2,500
Hessam Korhani

DONORS \$500 - \$999

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Nasser Arbab
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Marsia Food Inc.
Ali Nakhaeizadeh
Dr. Fereydoon Pourjabbar

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Pounal Kokeya
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Koroush Khalatbari
Anonymous

DONORS \$20 - \$49

Bahar Aminvaziri
Behrouz Amouzegar
Hossein Dialameh
Behnam Esfahani Zadeh
Sara Kashani
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Sadaf Khajeh
Mateen Khalatbari
Arteen Khalatbari
Leila Kassaian
Sadaf Mansour
Jinous Nejad-Satari
Hamed Sayah
Mahyar Soeizi
Reza Soltani
Parham Tabaei
Shiva Tohidi
Morteza Tehrani
Floria Varnoos
Mahmoud Reza Zareh
Anonymous



**AFFILIATES
&
SUPPORTERS
2011**



TIRGAN AFFILIATES

STUDENT ORGANIZATIONS

Columbia Iranian Students Association
Iranian Association at the University of Toronto
Iranian Student Association at York University
Iranian Student Association University of Ottawa
Iranian Students Association of Queen's University
Iranian Students Association of Waterloo
Iranian Students' Association of Ryerson University
Iranian Students' Union at University of Toronto
McMaster Iranian Students' Association
Nawrang Iranian Association
Persian Students in Stockholm

COMMUNITY & PROFESSIONAL GROUPS

Behnam Foundation of Ontario
Café Litt
COHAN
Farvardin Cultural Centre
Iranian Alliance Across Borders
Iranian Canadian Congress
Iranian Canadian Real Estate Professionals
Iranian Women's Organization of Ontario
Iraniane Toronto
Magic of Persia
Persian Cultural Centre - North Carolina
Persian Cultural Centre - San Diego
Toronto Iranians

ARTISTIC GROUPS

American Foundation for Contemporary Iranian Art
Arya Entertainment Inc.
Barbaad Music
Butterfly Buzz
Link Music Lab
Small World Music

BUSINESS AFFILIATE ORGANIZATIONS

Canada Expert Immigration Services
Cooking and Cooking
Home Leader Reality
kasebkar

FOUNDATIONS

Levantine Cultural Centre
Parya Trillium Foundation
Persian Cultural Foundation

TIRGAN SUPPORTERS

NON-PROFIT-ORGANIZATIONS

Farhang Foundation
IC Network
Ontario Zoroastrian Community Foundation

COMPANIES

CANIRAN Printing Ltd.
EF Video Production Levantine Cultural Centre
Parya Trillium Foundation
Persian Cultural Foundation
High Print Company Inc.

INDIVIDUALS

Ali Dolatabadi Professor of Mechanical Engineering, Concordia University
Ali G. Dizboni
Ali Moayedian Founder of Payvand.com
Ali-Akbar Mahdi Emeritus Professor of Sociology, Ohio Wesleyan University
Anousheh Ansari
Arzoo Osanloo Associate Professor of Law, University of Washington
Azar Nafi si Writer and Professor of Aesthetics, Culture, and Literature, Johns Hopkins University
Bagher Moazen Iranian-Canadian Classical Guitarist and Composer
Behzad Razavi Professor of Electrical Engineering, University of California
Ehsan Yarshater Professor Emeritus of Iranian Studies, Columbia University
Farhad Azadifar Professor of Mechanical Engineering, University of Massachusetts Dartmouth
Fariborz Lachini Musician
Fariborz Mokhtari Professor of Political Science, National Defense University in Washington, DC
Farrokh Zandi Professor of Economics, York University
Gholamhossein Nami Visual Artist
Haideh Moghissi Professor of Sociology, York University
Majid Ahmadi Professor of Electrical and Computer Engineering, University of Windsor
Marina Nemat Author of "Prisoner of Tehran" and "After Tehran"
Maz Jobrani Iranian-American Actor and Comedian
Mehdi Javanfar Musician, University of Toronto
Mehrzad Boroujerdi Professor of Political Science, Syracuse University
Minoo Derayeh Associate Professor of Equity Studies, York University
Mohammad Mehdi Khorrami Professor of Persian Studies, New York University
Mojdeh Baratlou Adjunct Associate Professor of Architecture, University of Colombia
Nader Namazi Professor of Electrical Engineering and Computer Science, The Catholic University of America
Nasrin Rahimieh Professor of Comparative Literature, University of California
Nazila Fathi Reporter at New York Times
Nima Naghibi Associate Professor of English, Ryerson University
Niyayesh Afshordi Assistant Professor of Astrophysics, University of Waterloo
Pardis Minuchehr Assistant Professor of Persian Studies, George Washington University
Pardis Sabeti Assistant Professor of Organismic and Evolutionary Biology
Ramin Jahanbegloo Professor of Political Science, University of Toronto
Saeed Gazor Professor of Electrical and Computer Engineering, Queen's University
Saeed Rahnema Professor of Political Science, York University
Saeid Shanbehzadeh Artist
Shahram Yousefi Professor of Electrical Engineering, Queen's University
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Yahya Kamalipour Professor and Head, Department of Communication, Purdue University Calumet