#### **TIRGAN INCOMPANY INCOMPAN**

• Harbourfront centre

**HIHH** 

**HEAL** 

Photo by Sam Javanrouh



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Tirgan Magazine 18

## WELCOME LETTER

Dear Valued Partner,

July 2013 marks the return of 'Tirgan'! Hosted by the Iranian-Canadian Centre for Art and Culture and in collaboration with Harbourfront Centre, this four-day Iranian art and culture festival will be the event of the summer. Join us as tens of thousands of visitors march into Toronto's lakefront to celebrate and embrace diversity in our community.

Since our last program in 2011, Tirgan has continued to grow and appeal to a cross-cultural, cross-disciplinary audience; drawing visitors, performers, and scholars from across Canada, United States, and Europe. The 2013 festival has built on this foundation and we are thrilled to announce our upcoming theme of "*Hope*".

Despite the growth we have experienced over the years, our vision to promote cross-cultural dialogue and understanding through art and culture remain unchanged. Our core purpose is rooted in everything that we do and in the heart and minds of our 300+ volunteers. So with that, I encourage you to join us to celebrate and embrace diversity in our community. Enclosed you will find all the information you need to get involved with Tirgan 2013.

Thank you in advance for supporting our cause and the community at large.

We look forward to working with you and seeing you at Tirgan 2013!

Regards,

#### Nima Ahmadi

Director, Marketing and Sales Tirgan Festival 2013 info@tirgan.ca



## **ABOUT THE FESTIVAL**

## VISION: TO PROMOTE CROSS-CULTURAL DIALOGUE AND UNDERSTANDING THROUGH ART AND CULTURE

#### Legend of Tirgan

There are many legends on the origins of Tirgan. One is associated with the legend of the arrow (Tir), a reference to 'Arash of the swift arrow,' who was the best Iranian archer of ancient times. To settle a land dispute, it was stipulated that Arash should ascend Mount Damavand, and discharge an arrow, of which the landing location would determine the boundary between two kingdoms, Iran and Turan. Arash ascended the mountain and discharged an arrow, the flight of which continued from the dawn of day until noon. The arrow finally fell on the banks of the Oxus (Jeyhun), and the boundaries of Iran expanded beyond all expectations, resulting in the inclusion of multiple cultures in the nation. This development led to the Tirgan festival, which in modern times is celebrated with dancing, singing, and reciting poetry.

#### Tirgan 2013 Will

- Contribute to the diverse cultural mosaic of Canadian society by celebrating Iranian art and culture.
- Build a stronger community through teamwork and open dialogue.
- Entertain, engage, and educate a diverse public.
- Provide an opportunity for all to visit the festival by offering over 90% of events free of charge.



**Date & Times:** Thursday July 18, 2013 6:00PM to 11:00PM

Friday July 19, 2013 6:00PM to 1:00AM

Saturday July 20,2013 11:00AM to 1:00AM

Sunday July 21, 2013 11:00AM to 7:00PM

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#### Accessibility

The Harbourfront Centre is accessible by the TTC or car. It is also within walking distance from Union Station. All venues are wheelchair accessible.

## Venue

#### Harbourfront centre

Toronto's Harbourfront Centre is an innovative, non-profit cultural organization that creates events and activities that educate and entertain a diverse public. Since its inception, Harbourfront Centre has been introducing audiences to a variety of art forms that would not normally be seen in commercial venues.



**Our Guests** With over 150,000 visitors expected, Tirgan 2013 will be the largest festival yet!



### DEMOGRAPHICS



50% Male / 50% Female

HOUSEHOLD INCOME Majority \$100,000+ **AGE RANGE** 



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

#### **GEOGRAPHICAL LOCATION**





# HOPE

## **PROGRAMS** OUR PASSION IS ART & CULTURE

The theme of Tirgan 2013 is 'Hope' and the festival's dance, music, theater, literature, film, and visual arts will be inspired by this central theme. We have designed a program that includes a variety of art forms and styles from various historical eras and geographic regions. We have also incorporated a blend of performances, workshops, panel discussions and lectures all intended to engage, educate and entertain our guests.

#### MUSIC

We showcase performances ranging in various styles of Iranian music including traditional and folkloric to jazz and electronic.

#### DANCE

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

#### THEATRE

Over the past decade, theatre has been thriving in Iran. The audience will get a flavor of famous theatrical styles ranging from traditional to contemporary musical dramas.

#### CINEMA

Prepare to learn and discuss cinematography with world-class Iranian directors and filmmakers.

### **VISUAL ARTS**

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



### LITERATURE

Poetry and literature are prominent aspects of the Iranian culture. Highly acclaimed writers and poets will read and recite from their novels and poetry collection and deliver talks.

### **YOUTH ACTIVITIES**

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

### TASTE OF IRAN

Featuring a wide range of cuisine that consists of regional food and drinks served by Toronto's most successful Iranian eateries.

#### IRANIAN BAZAAR

Have the opportunity to shop for delicacies and gifts. There will be a variety of shops including arts & crafts, jewelry, hand-made carpets, literature, sweets, dried fruits & nuts, spices and traditional musical instruments.

#### MAGAZINE

This highly sought after publication is exclusive to Tirgan and has become an iconic piece of the festival. For more details visit page 18

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CONTESTS

Tirgan 2013 will once again be holding its short story and photography contests. These contests provide an excellent opportunity for aspiring writers, and photographers to have their work recognized and assessed by renowned professionals. A selection of the entries will be showcased at the festival.



# HFC VENUE

heart of toronto's waterfront

#### • Harbourfront centre

Harbourfront Centre's facilities are contained in three buildings located on a 10-acre site.

	MULTI-PURPOSE VENUE	LOCATION	CAPACITY
A STATE	WESTJET STAGE	Outdoor by water	5,000
	REDPATH STAGE	Outdoor by water	5,000
- Sm	BRIGANTINE ROOM	York Quay Centre Main floor, North end	350 (theatre-style) 250 (cabaret-style)
	MARILYN BREWER Community centre	York Quay Centre Main floor, North end	200 standing
	LAKESIDE TERRACE	York Quay Centre Main floor, South end	250 (theatre-style) 150 (cabaret-style)
	MISS LOU'S ROOM	York Quay Centre 2nd floor, South end	100 (theatre-style) 150 (standing)
	ENWAVE THEATHRE	Between Queen's Quay Terminal and York Quay Centre, adjacent to the Power Plant	350 (theatre-style) 422 (full round)
	FLECK DANCE THEATRE (Former premier dance theatre)	3rd floor, Queen's Quay Terminal 207 Queen's Quay West	446 (theatre-style only)
	STUDIO THEATRE	York Quay Centre Main floor, North end	196 (theatre-style only)

# SPONSORSHIP

JOIN US ALONGSIDE TENS OF THOUSANDS OF VISITORS FROM JULY 18 - 21, 2013 IN THE HEART OF TORONTO TO CELEBRATE AND EMBRACE DIVERSITY, ART AND CULTURE. IN 2011, TIRGAN ATTRACTED AN AUDIENCE OF 120,000 TO THE HARBOURFRONT CENTRE OF TORONTO.

Tirgan Crowd . Photo by Saman Aghvami

# WHY TIRGAN?

Tap into a lucrative, attentive and highly diverse consumer base

Reach your target via multiple channels Satellin 1

Be an active participant in Toronto's rich cultural and ethnic landscape

Craft your partnership, with the help of Tirgan's specialized marketing consultants

## **SPONSORSHIP** Presenting sponsor benefits



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IndexI		Logo feature on Tirgan.ca	104,000+ annual visitors
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SOCIAL MEDIA   Pre-festival social media promotion   2,800+ followers     Exposure via Tirgan's social media   2,800+ followers     Facebook and Twitter posts with exclusive sponsored messages   2,800+ followers     EVENT   Dedicated 10' x 10' space for event/sampling   150,000+ expected     Rights to distribute marketing collateral during festival <sup>4</sup> 150,000+ expected     Recognition during opening ceremony/closing reception   1300+ guests     Emcee verbal recognition at the beginning of all events   70+ events     15 Complimentary tickets on select ticketed events   10 Opening ceremony tickets     10 Opening ceremony tickets   10 Cossing reception tickets     10 Complimentary tickets on all fundraising events   Jouring festival cource     VIPLOURE   VIP Lounge Access     OUTDOOR   Exposure during the festival outreach program     Logo placement on all on-event signage   During festival (QTY1)     Ann Tindal Panel Sign*   During festival (QTY1)     Matis Sin		Logo feature in Tirgan's e-newsletters	8,000+ members
Pre-festival social media promotion2,800+ followersExposure via Tirgan's social media2,800+ followersFacebook and Twitter posts with exclusive sponsored messages2,800+ followersEVENTPedicated 10' x 10' space for event/sampling150,000+ expectedRights to distribute marketing collateral during festival'150,000+ expectedRecognition during opening ceremony/closing reception1300+ guestsThree verbal recognition at the beginning of all events70+ events10 Opening ceremony tickets on select ticketed events70+ events10 Opening ceremony tickets10 Closing reception tickets10		Rolling banner advertisement on Tirgan's mobile app	2,700+ Users
Pre-festival social media promotion2,800+ followersExposure via Tirgan's social media2,800+ followersFacebook and Twitter posts with exclusive sponsored messages2,800+ followersEVENT	Social Media		
Facebook and Twitter posts with exclusive sponsored messages   2,800+ followers     EVENT   Dedicated 10' x 10' space for event/sampling   150,000+ expected     Rights to distribute marketing collateral during festival <sup>4</sup> 150,000+ expected     Recognition during opening ceremony/closing reception   1300+ guests     Emcee verbal recognition at the beginning of all events   70+ events     15 Complimentary tickets on select ticketed events   100 pening ceremony tickets     10 Opening ceremony tickets   100 complimentary tickets on all fundraising events     Admission to VIP line for all non-ticketed events <sup>5</sup> VIP Lounge Access     OUTDOOR   Exposure during the festival outreach program   During festival     Logo placement on all on-event signage   During festival (QTY1)     Backlit Sign*   During festival (QTY6)		Pre-festival social media promotion	2,800+ followers
EVENT   Dedicated 10' x 10' space for event/sampling   150,000+ expected     Rights to distribute marketing collateral during festival <sup>4</sup> 150,000+ expected     Recognition during opening ceremony/closing reception   1300+ guests     Emcee verbal recognition at the beginning of all events   70+ events     15 Complimentary tickets on select ticketed events   10 Opening ceremony tickets     10 Opening ceremony tickets   10 Closing reception tickets     10 Complimentary tickets to all fundraising events   4dmission to VIP line for all non-ticketed events <sup>5</sup> VIP Lounge Access   VIP Lounge Access     OUTDOOR   Exposure during the festival outreach program     Logo placement on all on-event signage   During festival (QTY1)     Backlit Sign*   During festival (QTY1)     What's On Screens*   During festival (QTY6)		Exposure via Tirgan's social media	2,800+ followers
Dedicated 10' x 10' space for event/sampling150,000+ expectedRights to distribute marketing collateral during festival4150,000+ expectedRecognition during opening ceremony/closing reception1300+ guestsEmcee verbal recognition at the beginning of all events70+ events15 Complimentary tickets on select ticketed events10 Opening ceremony tickets10 Opening ceremony tickets10 Closing reception tickets10 Closing reception tickets10 Closing reception tickets10 Complimentary tickets to all fundraising events10 Closing reception tickets10 Complimentary tickets to all fundraising events10 Closing reception tickets10 Complimentary tickets to all fundraising events10 Closing reception tickets10 Complimentary tickets to all fundraising events10 Closing reception tickets10 Complimentary tickets to all fundraising events10 Closing reception tickets10 Complimentary tickets to all fundraising events10 Closing reception tickets10 Complimentary tickets to all fundraising events10 Closing reception tickets10 Complimentary tickets to all fundraising events10 Closing reception tickets10 Complimentary tickets to all fundraising events10 Closing reception tickets10 Closing ecent on all on-event signage10 Closing festival10 Closing festival outreach program10 Closing festival (QTV1)10 Closing festival (QTV1)10 Closing festival (QTV1)10 Closing festival (QTV2)10 Closing festival (QTV3)10 Closing festival (QTV4)10 Closing festival (QTV4)		Facebook and Twitter posts with exclusive sponsored messages	2,800+ followers
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15 Complimentary tickets on select ticketed events     10 Opening ceremony tickets     10 Closing reception tickets     10 Complimentary tickets to all fundraising events     Admission to VIP line for all non-ticketed events <sup>5</sup> VIP Lounge Access     OUTDOOR     Exposure during the festival outreach program     Logo placement on all on-event signage     Ann Tindal Panel Sign*     During festival (QTY1)     Backlit Sign*   During festival (QTY6)		Recognition during opening ceremony/closing reception	1300+ guests
10 Opening ceremony tickets10 Closing reception tickets10 Complimentary tickets to all fundraising events10 Complimentary tickets to all fundraising eventsAdmission to VIP line for all non-ticketed events <sup>5</sup> VIP Lounge AccessOUTDOORExposure during the festival outreach programLogo placement on all on-event signageDuring festivalAnn Tindal Panel Sign*During festival (QTY1)Backlit Sign*During festival (QTY2)What's On Screens*During festival (QTY6)		Emcee verbal recognition at the beginning of all events	70+ events
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10 Complimentary tickets to all fundraising events     Admission to VIP line for all non-ticketed events <sup>5</sup> VIP Lounge Access     OUTDOOR     Exposure during the festival outreach program     Logo placement on all on-event signage     Ann Tindal Panel Sign*     During festival (QTY1)     Backlit Sign*   During festival (QTY6)			
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DUTDOOR   Exposure during the festival outreach program     Logo placement on all on-event signage   During festival     Ann Tindal Panel Sign*   During festival (QTY1)     Backlit Sign*   During festival (QTY1)     What's On Screens*   During festival (QTY6)			
DUTDOOR   Exposure during the festival outreach program     Logo placement on all on-event signage   During festival     Ann Tindal Panel Sign*   During festival (QTY1)     Backlit Sign*   During festival (QTY1)     What's On Screens*   During festival (QTY6)		VIP Lounge Access	
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Backlit Sign*During festival (QTY1)What's On Screens*During festival (QTY6)			
What's On Screens* During festival (QTY6)		-	
		-	
		Video Screens*	During festival (QTY4)

Tirgan is committed to driving value-added partnerships with all of its supporters and sponsors. As your partner, we promise mutual value creation and executional excellence. We look forward to working with you and crafting a package that is tailored to your business needs and objectives.

		PLATINUM	DIAMOND	GOLD	SILVER	BRONZE
		\$30,000	\$10,000	\$6,000	\$4,000	\$1,500
Recognition in Tirgan's short story and photo contests		•				
Number of sponsors <sup>1</sup>		2	3	4		
ΓV						
Rolling banner advertisement on mobile/web TV	On-air during festival	•	٠			
.ogo placement on mobile/web TV	On-air during festival	•	•	•	•	•
ΠΟΙΝΤ						
PRINT	21 EOOL circulation	•		•	•	•
thnic Newspaper Print Campaign (logo placement)	21,500+ circulation	•	•	•	•	•
estival pamphlets	27,500 QTY	•	•	•	•	•
estival Magazine	10,000 QTY		-	1/2 Daga	1/10000	•
Festival Magazine Advertisement <sup>2</sup>	10,000 QTY	Full Page	Full page	1/2 Page	1/4page	
		(inside covers)				
RADIO						
Fag on 30 secs advertisement on Sedayeh Iran	June/July	•				
DIGITAL						
_ogo feature on Tirgan.ca	104,000+ annual visitors	•	•	•	•	•
.ogo feature in Tirgan's e-newsletters	8,000+ members	•	•	•	•	•
Rolling banner advertisement on Tirgan's mobile app	2,800+ Users	•				
SOCIAL MEDIA	2 000 - 6 11	-				
Pre-festival social media promotion	2,800+ followers	•				
Exposure via Tirgan's social media	2,800+ followers	•				
Facebook and Twitter posts with exclusive sponsored messages	1300+ guests	•				
EVENT	150,000,					
Dedicated 10' x 10' space for event/sampling <sup>3</sup>	150,000+ expected	•	•	•		
Rights to distribute marketing collateral during festival <sup>4</sup>	150,000+ expected	•	•	•		
Recognition during opening ceremony/closing reception	1300+ guests	•	•	•		
Encee verbal recognition at the beginning of all events	70+ events	•	•	•	2	
Complimentary tickets on select ticketed events		10 F	6	4	2	r
Opening ceremony tickets		5	4	2	2	2
Closing reception tickets		5	4	2	2	2
Complimentary tickets to all fundraising events		•	•	•	•	•
Admission to VIP line for all non-ticketed events <sup>5</sup>		•	•	•	•	•
/IP Lounge Access		•	•	•	•	•
DUTDOOR	70	•	•	•	-	•
Exposure during the festival outreach program	70+ events	•	•	•	•	•
Logo placement on all on-event signage	During festival	•	•	•	•	•
Ann Tindal Panel Sign*	During festival (QTY1)	•	•			
Backlit Sign*	During festival (QTY1)	•	•			
What's On Screens*	During festival (QTY6)	•	•			

All quantities subject to change. Sponsor will always receive equal or greater value. High-res logo and all creative materials must be provided by the sponsor. "Provided by Harbourfront Centre 1 Presenting package is limited to 1 sponsor only. Platinum package is limited to 2 sponsors only. Diamond and Gold packages are limited to 3 (Diamond) and 4 (Gold) sponsors within each industry. 2 Creative must be provided two months in advance of festival launch by the sponsor for approval. Inside front vs. back cover is granted on a first come first served basis. 3 As per Tirgan's approval of the booth concept and space availability. Booth set up is sponsor's responsibility. 4 As per Tirgan's approval and only in designed areas. 5 Must arrive 15 mins before the start of the event - subject to VIP seat availability. 6 Recognition for the presenting sponsor on the short story and photo contest is based on and limited to all advertisements leading up to the festival.



# **TIRGAN MAGAZINE** About US:

This highly sought-after publication, containing thought-provoking pieces about contemporary and traditional facets of Iranian culture, is exclusive to Tirgan and over the years has become an iconic part of the festival. Many have began to collect and archive this limited publication. Our aim is to:

- Highlight the events taking place at the 2013 Tirgan festival.
- Celebrate diversity with a focus on Iranian art and culture.

#### **OUR RATES:**

Full page colour	\$2,500
Half page colour	\$1,700
Quarter page colour	\$1,300

#### **OUR READERS:**

50% male / 50% female Average Age 38 Average house hold income \$100,000+ Average magazine is read 4.4 times

#### **DISTRIBUTION:**

- Over 5,000 copies are handed out free of charge at the festival
- Over 5,000 copies are distributed off site via partner partnerships

Tirgan Magazine . Photo by Pendar Yousef



Tirgan Festival is organized by a not-for-profit, non-partisan and nonreligious organization, registered in Ontario, Canada. Our vision is to celebrate and showcase Iranian art, culture, and history at its best to raise public awareness and to facilitate a cross-cultural dialogue.

WWW.TIRGAN.CA info@tirgan.ca



Saeed Shanbehzadeh . Photo by Peter Lear