



TIRGAN

JULY
18-21 2013

TORONTO, CANADA





Ida Saki . Photo by Babak Rajabi

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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



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

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!



Tirgan Audience | Photo by Babak Rajabi

DEMOGRAPHICS

GENDER



50% Male / 50% Female

AGE RANGE

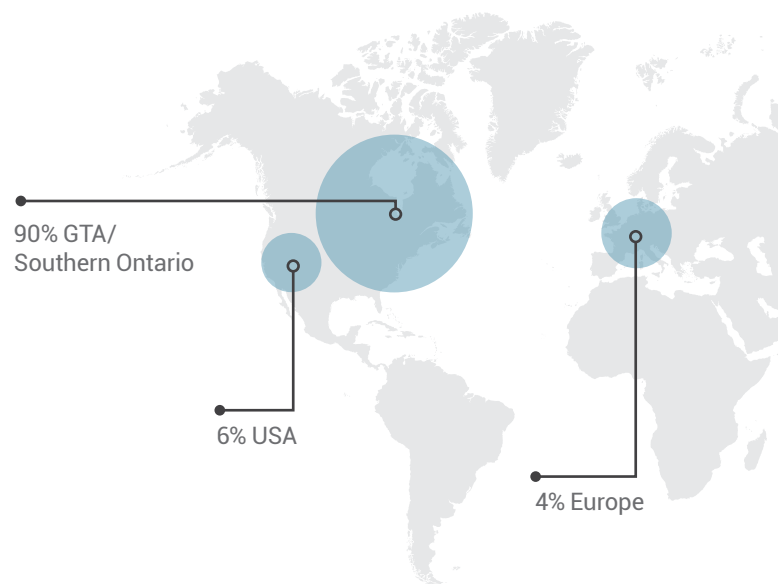


5-80 .
Over 80% fall within the
25-40 age range

HOUSEHOLD INCOME

Majority \$100,000+

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



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

MULTI-PURPOSE VENUE	LOCATION	CAPACITY
WESTJET STAGE	Outdoor by water	5,000
REDPATH STAGE	Outdoor by water	5,000
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 THEATRE	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

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

\$75,000

Prominent logo placement as sole presenting sponsor
 Recognition in Tirgan's short story and photo contests
 Number of sponsors¹

1

TV

Logo appearance on 15 secs spot on OMNI TV* (June + July) 7 spots/week
 Logo appearance on 30 secs spot on Tasvire Iran satellite TV (June + July) 8 weeks
 15 secs advertisement on mobile/web TV On-air during festival
 Rolling banner advertisement on mobile/web TV On-air during festival
 Logo placement on mobile/web TV On-air during festival

PRINT

Toronto Star (logo placement)* ½ page
 Metro News (logo placement)* ¼ page
 The Grid (logo placement)* ¼ page + U-Shaped
 Harbourfront Centre summer event guide* 350,000 QTY
 Ethnic Newspaper Print Campaign (logo placement) 21,500+ circulation
 Festival pamphlets 27,500 QTY
 Festival Magazine 10,000 QTY
 Festival Magazine Advertisement² 10,000 QTY
 Harbourfront Centre's What's On brochure* 5,000 QTY
 Inclusion in the Summer Season Overview Ads* Varies sizes/QTY

RADIO

Tag on 30 secs advertisement on CHIN radio* June/July
 Tag on 30 secs advertisement on Radio Javan **June/July**
 Tag on 30 secs advertisement on Sedayah Iran **June/July**

DIGITAL

Logo feature on Harbourfront Centre's website* Over 2 million annual impressions
 Logo feature on Tirgan.ca 104,000+ annual visitors
 Logo feature in Harbourfront Centre's e-newsletter* 16,000+ members
 Logo feature in Tirgan's e-newsletters 8,000+ members
 Rolling banner advertisement on Tirgan's mobile app 2,700+ Users

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 festival⁴ 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 Closing reception tickets
 10 Complimentary tickets to all fundraising events
 Admission to VIP line for all non-ticketed events⁵
 VIP Lounge Access

OUTDOOR

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)
 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 \$30,000	DIAMOND \$10,000	GOLD \$6,000	SILVER \$4,000	BRONZE \$1,500
Recognition in Tirgan's short story and photo contests		●				
Number of sponsors ¹		2	3	4		
TV						
Rolling banner advertisement on mobile/web TV	On-air during festival	●	●			
Logo placement on mobile/web TV	On-air during festival	●	●	●	●	●
PRINT						
Ethnic Newspaper Print Campaign (logo placement)	21,500+ circulation	●	●	●	●	●
Festival pamphlets	27,500 QTY	●	●	●	●	●
Festival Magazine	10,000 QTY	●	●	●	●	●
Festival Magazine Advertisement ²	10,000 QTY	Full Page (inside covers)	Full page	1/2 Page	1/4page	
RADIO						
Tag on 30 secs advertisement on Sedayah Iran	June/July	●				
DIGITAL						
Logo feature on Tirgan.ca	104,000+ annual visitors	●	●	●	●	●
Logo feature in Tirgan's e-newsletters	8,000+ members	●	●	●	●	●
Rolling banner advertisement on Tirgan's mobile app	2,800+ Users	●				
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	1300+ guests	●				
EVENT						
Dedicated 10' x 10' space for event/sampling ³	150,000+ expected	●	●			
Rights to distribute marketing collateral during festival ⁴	150,000+ expected	●	●	●		
Recognition during opening ceremony/closing reception	1300+ guests	●	●			
Emcee verbal recognition at the beginning of all events	70+ events	●	●	●		
Complimentary tickets on select ticketed events		10	6	4	2	
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 ⁵		●	●	●	●	●
VIP Lounge Access		●	●	●	●	●
OUTDOOR						
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 designated and assigned 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.



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BEHIND THE SCENES WITH
ERRATIM
GOLISTAN

INSIDE THE WORLD OF
DANCING DOLPHINS WITH
MAHD ABBASI

INTERVIEW WITH
KIM
FERRELL

THE
FESTIVAL PROGRAM
2018



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 begun 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

Tirgan Festival is organized by a not-for-profit, non-partisan and non-religious 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

