

tirgan.ca

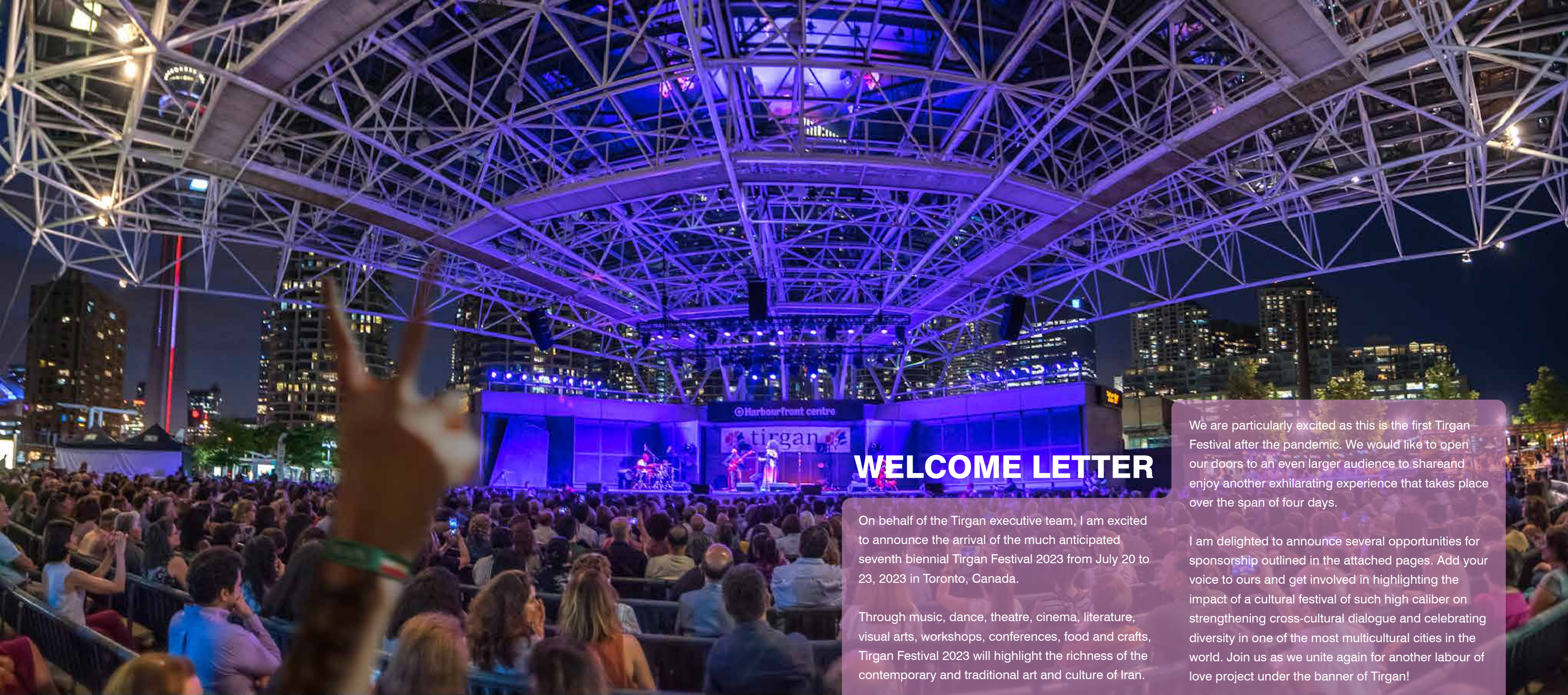


July 20-23  
TORONTO

# SPONSORSHIP PACKAGE







## WELCOME LETTER

On behalf of the Tirgan executive team, I am excited to announce the arrival of the much anticipated seventh biennial Tirgan Festival 2023 from July 20 to 23, 2023 in Toronto, Canada.

Through music, dance, theatre, cinema, literature, visual arts, workshops, conferences, food and crafts, Tirgan Festival 2023 will highlight the richness of the contemporary and traditional art and culture of Iran.

This year's theme "*Rebirth*", honours the resilience of our community through the uprising in Iran.

Tirgan Festival 2023 is brought to you by a commendable group of volunteers at some of Toronto's most iconic performance venues including Harbourfront Centre, Koerner Hall, and University of Toronto.

We are particularly excited as this is the first Tirgan Festival after the pandemic. We would like to open our doors to an even larger audience to share and enjoy another exhilarating experience that takes place over the span of four days.

I am delighted to announce several opportunities for sponsorship outlined in the attached pages. Add your voice to ours and get involved in highlighting the impact of a cultural festival of such high caliber on strengthening cross-cultural dialogue and celebrating diversity in one of the most multicultural cities in the world. Join us as we unite again for another labour of love project under the banner of Tirgan!

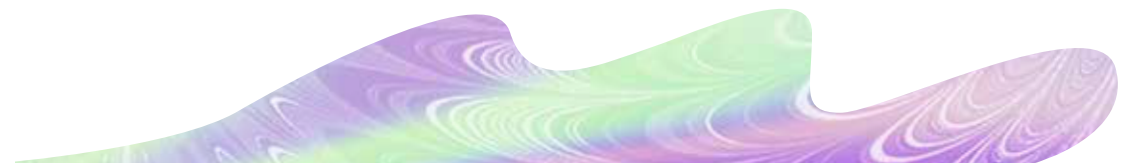
**Our team is ready to make history with you. Join us as a sponsor!**



**HOUSHANG SHANS**  
Director of Funding and Sponsorship  
Tirgan Festival 2023

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# TIRGĀN 2023: ABOUT TIRGAN

Tirgan is a non-partisan, non-religious registered charitable organization. We founded Tirgan in 2007 to resonate with the ever growing Iranian diaspora around the world and create a cohesive cultural framework for a thriving community.

Over the years, Tirgan has had a significant social, cultural and economic impact on the expatriate Iranian community and the broader Canadian society. Our extensive programs such as feature presentations, concerts and events including Tirgan and Nowruz Festivals, bring artists, patrons, sponsors and producers together to facilitate networking and interaction that is essential to further promote Iranian arts and culture globally.

## VISION

Tirgan strives to become a global hub for Persian/Iranian artistic and cultural activities and collaborations.

## MISSION

As a multidisciplinary Canadian arts and culture charity that is recognized as a cultural anchor for the Iranian-Canadian community in Canada and across the world, our mission is to serve as the catalyst for creating a cohesive cultural framework that fosters a thriving community through the arts. We aim to provide a platform of unity and equal opportunity to engage artists, art-enthusiasts, volunteers, and the community at large.



## OUR VALUES

**Equality** - We value and respect people of all backgrounds, religions and gender identities. We believe a diverse and inclusive community at Tirgan fosters innovation and creativity, and are committed to building a space where everyone feels valued, safe and respected.

**Excellence** - We strive for excellence in our artistic and cultural programming through various offerings to the public. We aspire to excellence in the governance of our resources and will exceed the expectations of our supporters because their loyalty and trust is vital to our future.

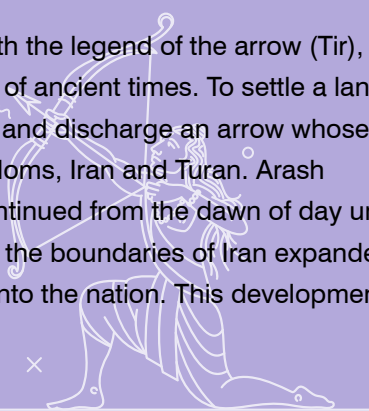
**Passion** - We are passionate about sharing a love for Iranian arts and culture that will enrich the lives of those around us.

**Partnership** - We value the power of partnership with other organizations, people and corporations through which our arts programming is enriched and made accessible to the greater community.

**Stewardship** - We value the trust of our greater community, people, corporations and fellow foundations that contribute time and effort to our organization and mission.

## 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 whose landing location would determine the boundary between the two kingdoms, Iran and Turan. Arash climbed 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 Jeyhun (the Oxus), and the boundaries of Iran expanded beyond all expectations, resulting in the inclusion of multiple cultures into the nation. This development led to the birth of Tirgan Festival 2023, a celebration of diversity.





# TIRGĀN 2023: FACT SHEET



## VENUES

- Harbourfront Centre
- Koerner Hall
- University of Toronto (Downtown Campus)



WORLD'S LARGEST  
IRANIAN FESTIVAL

JULY 20 - 23  
2023

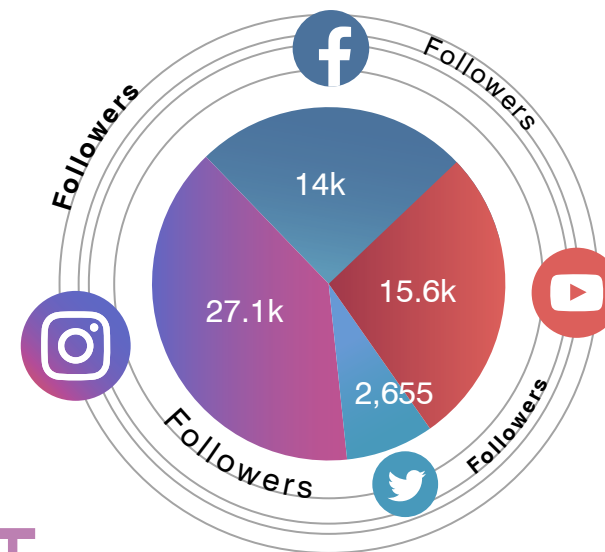
### Tirgan Festival 2019

- +160,000
- +250 artists
- +100 performances, talks, presentations, & workshops
- 8 Restaurants

### Tirgan organization

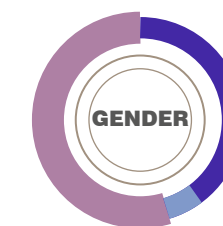
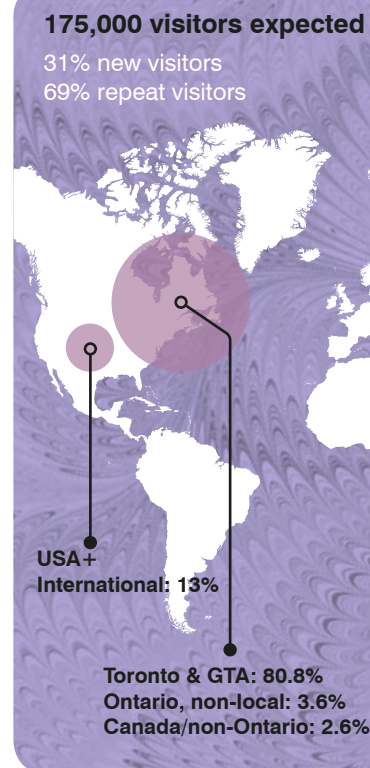
- +1000 minority artists
- +30 community partners
- +2000 dedicated volunteers

## SOCIAL MEDIA REACH

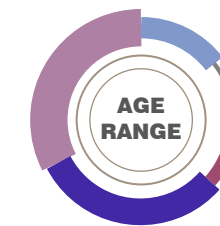


- Instagram Reach (2022) : 2.8M
- Facebook Reach (2022) : 346K
- Paid Reach (2022) : 37K

## TYPE OF VISITORS



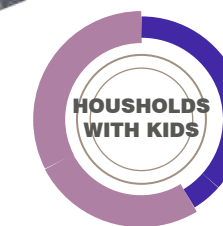
60% Female  
39% Male  
1% Other



18-24 (8%)  
25-34 (31%)  
35-33 (29%)  
45-54 (15%)  
55-64 (11%)  
65+ (6%)



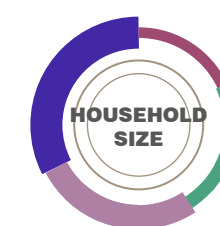
First Generation, 2012 or after (40%)  
First Generation, before 2021 (48%)  
2nd Generation (4%)  
+3rd Generation (1%)  
Other (6%)



No kids (79%)  
With kids (21%)



Less than \$60K (47%)  
\$60K to \$100K (35%)  
\$100K+ (18%)



Single (22%)  
Couple (35%)  
Group of 3 (16%)  
Group of +4 (27%)

\* Nordicity Evaluation Report, 2019



# REBIRTH

As we come together to celebrate this cultural occasion, we embrace the essence of Rebirth that is ingrained in Iranian traditions.

The notion of Rebirth is witnessed in the inner resilience of the Iranian people and their desire for progress and revival. This year, Tirgan Festival programs are planned to create cultural unity and shared experiences, evoking the spirit of rebellion and transformation through the power of arts and culture for broader communities.

Through the works of artists, writers, scholars, and musicians, we will showcase the diverse and vibrant culture of Iran while also reflecting on the challenges faced by its people. We hope to provide a space for healing and reflection, where we can come together as a community to celebrate an ancient culture and to support and honour the struggles of our fellow human beings.

We intend to generate cultural experiences hovering around the profound values of renewal and growth, rooted deeply in Iranian culture, and inspire our audience to realize that our choices give us the advantage to evolve and progress. Side by side, we will explore Rebirth, the core belief of Iranian heritage, to shine rays of hope and serve humanity.



# TIRGĀN 2023: PROGRAMS







## © Harbourfront centre

**Harbourfront Centre**, on Toronto's waterfront, is an innovative not-for-profit cultural organization that creates events and activities of excellence that enliven, educate and entertain a diverse public. Harbourfront Centre is a key cultural organization on the waterfront of Toronto, Ontario, Canada, situated at 235 Queens Quay West. Established as a crown corporation in 1972 by the federal government to create a waterfront park, it became a non-profit organization in 1991. Funding comes from corporate sponsors, government grants, individual donors and entrepreneurial activities. Harbourfront Centre has a seating capacity of 2,000.

### Address

235 Queens Quay W, Toronto, ON M5J 2G8

## KOERNER HALL

**Koerner Hall** is a 1,135 seat venue designed in the tradition of the classic "shoebox" venues of Europe, built without compromise and with a mission to provide acoustic perfection for music of all genres.

Classical, jazz, pop, opera, and world music are right at home in Koerner Hall. Its high ceiling and first-rate projection and communication technology make it perfect for films, lectures, and educational or corporate conferences. With its layered ribbon of wood forming a floating ceiling canopy, integrating an acoustic reflector, performance lighting, and technical bridges, Koerner Hall provides a dramatic yet intimate ambience between the audience and performers. The spectacular glass lobbies welcome guests to Koerner Hall and offer an extraordinary view of the city.

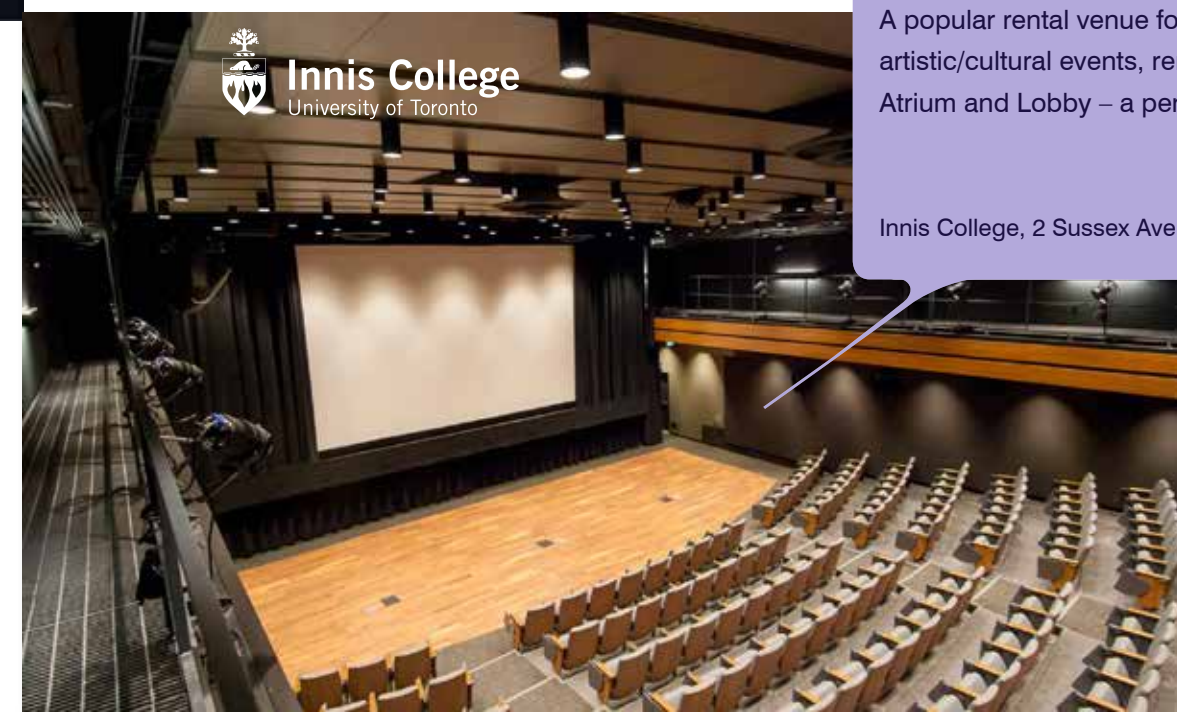
273 Bloor St W, Toronto, ON M5S 1V6



## INNIS TOWN HALL

The heart and hub of Innis College, Town Hall (IN112) is a purpose-built, fully equipped, 4K-digital theatre with a warm and inviting ambience. A popular rental venue for film festivals and artistic/cultural events, rental also includes the East Atrium and Lobby – a perfect space for a reception.

Innis College, 2 Sussex Ave, Toronto, ON M5S 1J5





**TIRGÁN**  
**2023:**

**WHY SPONSOR TIRGAN?**



**Exclusive Site Activation  
and Audience Insights**

**Tap into a Dynamic and Highly  
Diverse Client Base and Boost  
Brand Recognition**

**Reach Your Target Audience  
via Multiple Channels**

**Give Back to Your Community**



# TIRGAN 2023: SPONSORSHIP PACKAGE



**GOLD**  
\$6,000

**PLATINUM**  
\$10,000

**EMERALD**  
\$30,000

**DIAMOND**  
\$70,000

**PRESENTING**  
\$150,000

## EXCLUSIVITY

- Business exclusivity in your industry within all sponsorship levels.
- Business logo placement at the top of sponsors list in all print advertising campaigns.
- Naming opportunity for exclusive events.
- Prominent logo featured on Tirgan Festival Book.
- Work with sponsors for a la carte requests.
- Exclusive one-minute video showcasing your corporate support.
- Mentioned as presenting sponsor on all radio and television ads.
- Harbourfront Centre marketing campaign.

## WEB & SOCIAL MEDIA

- Prominent logo featured on tirgan.ca sponsorship page with a dedicated link to your website.
- Prominent logo featured on Tirgan app.
- Prominent logo featured on all tirgan.ca web page footers.
- Prominent logo featured in Tirgan Festival e-newsletter (12,000 subscribers).
- Campaign poster includes prominent sponsor logo for social media posts.

## PRINT

- Advertisement in the 2023 Tirgan Festival Book.
- Recognition in Tirgan Festival program pamphlet.
- Featured mentions in Tirgan Festival print ads in two Iranian publications in Ontario.
- Prominent logo featured on Tirgan Festival postcards distributed prior to the festival.
- Exposure during festival outreach programs.

## DURING EVENT

- Dedicated space on festival premises for event/sampling.
- Logo placement on Harbourfront electronic signage.
- Verbal recognition during opening performance.
- Verbal recognition at select events.
- Logo placement on all event signage.
- Tirgan Festival appreciation plaque with designated sponsorship level.
- Corporate Sponsors lounge access.

## COMPLIMENTARY TICKETS

- Complimentary premium tickets for select ticketed performances.
- Opening cocktail party and opening performance premium ticket.
- Premium Tirgan Soiree ticket.
- Admission to Tirgan Annual Fundraising Gala.

|  | <b>GOLD</b><br>\$6,000 | <b>PLATINUM</b><br>\$10,000 | <b>EMERALD</b><br>\$30,000 | <b>DIAMOND</b><br>\$70,000   | <b>PRESENTING</b><br>\$150,000 |
|--|------------------------|-----------------------------|----------------------------|------------------------------|--------------------------------|
|  |                        |                             | *                          | *                            | <b>Festival Name</b>           |
|  |                        |                             | *                          | *                            | *                              |
|  |                        |                             | *                          | *                            | *                              |
|  |                        |                             | *                          | *                            | *                              |
|  |                        |                             |                            | *                            | *                              |
|  |                        |                             |                            |                              | *                              |
|  |                        |                             |                            |                              | *                              |
|  | *                      | *                           | *                          | *                            | *                              |
|  | *                      | *                           | *                          | *                            | *                              |
|  | *                      | *                           | *                          | *                            | <b>Header</b>                  |
|  | *                      | *                           | *                          | *                            | <b>Header</b>                  |
|  |                        |                             | *                          | *                            | <b>Header</b>                  |
|  | <b>Quarter Page</b>    | <b>Half Page</b>            | <b>Full Page</b>           | <b>Premium Page</b>          | <b>Premium Double Page</b>     |
|  | <b>Name</b>            | *                           | *                          | *                            | *                              |
|  | <b>Name</b>            | *                           | *                          | *                            | *                              |
|  | <b>Name</b>            | *                           | *                          | *                            | <b>Double Page</b>             |
|  | <b>Name</b>            | *                           | *                          | *                            | *                              |
|  |                        | <b>2x6 ft table</b>         | <b>10x10 ft</b>            | <b>10x10 ft Premium Spot</b> | <b>10x20 ft Main Stage</b>     |
|  |                        |                             | *                          | *                            | *                              |
|  |                        | *                           | *                          | *                            | <b>All</b>                     |
|  |                        | *                           | *                          | *                            | *                              |
|  | *                      | *                           | *                          | *                            | *                              |
|  | *                      | *                           | *                          | *                            | *                              |
|  | <b>4</b>               | <b>6</b>                    | <b>10</b>                  | <b>15</b>                    | <b>30</b>                      |
|  | <b>2</b>               | <b>4</b>                    | <b>6</b>                   | <b>18</b>                    | <b>12</b>                      |
|  | <b>2</b>               | <b>2</b>                    | <b>6</b>                   | <b>8</b>                     | <b>10</b>                      |
|  | <b>2</b>               | <b>2</b>                    | <b>6</b>                   | <b>6</b>                     | <b>8</b>                       |

1 Creative must be provided two months prior to the festival launch for approval  
 2 As per Tirgan approval of the booth concept and space availability  
 3 As per Tirgan approval and only in designated and assigned area  
 4 There is a separate list of benefits given by Harbourfront Centre



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GOVERNMENT SUPPORT



Conseil des arts  
du Canada    Canada Council  
for the Arts



ONTARIO ARTS COUNCIL  
CONSEIL DES ARTS DE L'ONTARIO  
an Ontario government agency  
un organisme du gouvernement de l'Ontario



FUNDED BY  
THE CITY OF  
TORONTO

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DIAMOND SPONSOR



**TD READY  
COMMITMENT**

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