

TIRGAN

TORONTO
CANADA

20-23
AUG
2015

MUSIC • DANCE • FILM • THEATRE • KIDS •
HISTORY & LITERATURE • VISUAL ARTS • WORKSHOPS •
FOOD • BAZAAR • TRADITIONAL TEAHOUSE



heart of toronto's waterfront

Harbourfront centre



for more information visit
www.tirgan.ca

Tirgan is the world's largest celebration of Iranian arts and culture,
taking place at the Harbourfront Centre, Toronto, Canada



Operatic Narration of Arash the Archer | Photo by Payam Ghaffari

WELCOME LETTER

CONTENTS

3 WELCOME LETTER

5 TIRGAN AT A GLANCE

10 PROGRAMS

12 2013 MEDIA SPONSORS

14 MEDIA PACKAGES

Dear Valued Partner,

Tirgan Festival is returning to Toronto's Harbourfront Centre from August 20-23, 2015, bringing together artists from around the globe to showcase the richness and diversity of Iranian art and culture through their mosaic of world-class talents.

It fills my heart with pleasure that from its modest beginnings in 2006, the festival has grown into the world's largest celebration of Iranian art and culture, with over 120 artists entertaining a diverse audience of 130,000 from all ages and backgrounds in 2013.

The festival offers something for everyone, from workshops and activities to performances in music, dance, theatre, cinema, literature and the visual arts. Tirgan is also a great opportunity to sample savory Iranian cuisine and a traditional bazaar, showcasing a range of items including arts and crafts, Persian literature, exotic sweets, spices, and even traditional musical instruments and much more.

The theme for Tirgan 2015 is Homeland, for hope is that which sustains us in hard times and calls us into the future.

We look forward to celebrating this year's festival with you in Toronto, a city that rightfully prides itself in welcoming diversity.

Yours truly,

Sara Dezfouli
Public Relations Director
Tirgan Festival
Toronto - Canada



TIRGAN AT A GLANCE

Goals:

- To promote cross-cultural dialogue and understanding through arts and culture
- To contribute to the diverse cultural mosaic of Canadian society by celebrating Iranian art, music, dance, theatre, cinema, and literature
- To build a stronger community through team work and celebration of art and culture
- To raise awareness of cultural identity among Iranian-Canadians; with special focus on youth
- To entertain, engage, and educate audiences from across Canada, United States, and Europe
- To become a global festival that can attract people from all around the world



Tirgan Audience | Photo by Maryam Afshar

TIRGAN 2013 | Photo by Maryam Afshar



Dates & Times:

Thursday August 20, 2015
6:00PM to 11:00PM

Friday August 21, 2015
6:00PM to 1:00AM

Saturday August 22, 2015
11:00AM to 1:00AM

Sunday August 23, 2015
11:00AM to 7:00PM



Reach

Unique visitors to website during the last week of Tirgan 2013: 10000+

Facebook fans: 5229

Twitter followers: 732

YouTube video views: 20,000+

Tirgan Magazine distribution: 10,000

Monthly e-newsletter distribution: 3,000+



Venue

© Harbourfront centre

Toronto's Harbourfront Centre is an innovative, non-profit cultural organization that creates events and activities of excellence that enliven, educate, and entertain a diverse public.



Our Guests

With over 150,000 visitors expected, Tirgan 2015 is going to be the biggest festival of its kind yet! Tirgan attracts a highly diverse and affluent demographic.

DEMOGRAPHICS

GENDER



56% Female / 44% Male

AGE RANGE

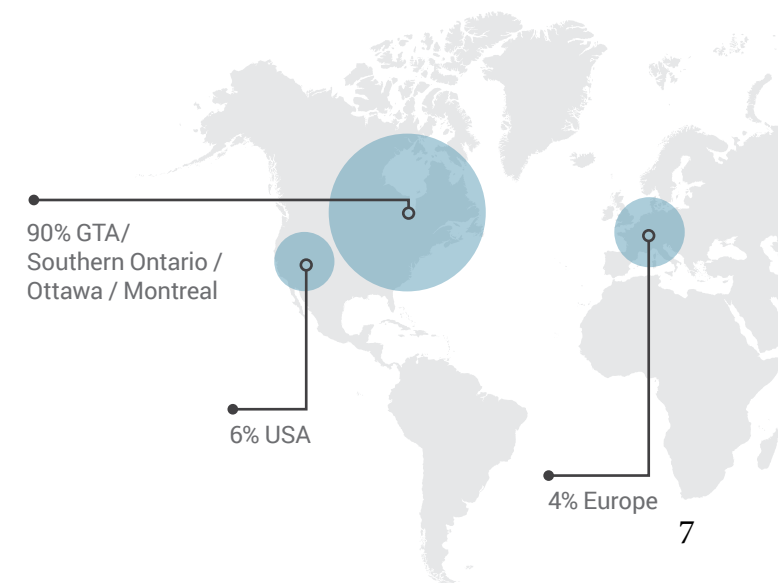


Over 80% fall within the 25-40 age range

HOUSEHOLD INCOME

Majority \$100,000+

GEOGRAPHICAL LOCATION



HOMELAND



PROGRAMS

OUR PASSION IS ART & CULTURE

The theme of Tirgan 2015 is 'Homeland' and all festival programs will be inspired by this central theme. We have designed a program that includes a variety of art forms and styles from diverse eras and geographic regions. Our programming incorporates a blend of performances, workshops, panel discussions and lectures all intended to engage, educate and entertain our guests.



MUSIC

Showcasing 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.



FILM

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



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.



KIDS

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



HISTORY & LITERATURE

Poetry and literature are very prominent aspects of the Iranian culture. Highly acclaimed writers will read excerpts from their novels and engage in dialogue.



VISUAL ARTS

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



WORKSHOPS

The audience will find the opportunity to practice in a variety of artistic and literary workshop



FOOD

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



BAZAAR

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



CONTEST

Tirgan 2015 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



TIRGAN MAGAZINE

This highly sought after publication is exclusive to the festival and has become an icon that is collected by many.

2013 MEDIA SPONSORS:

MEDIA PARTNERS



MEDIA AFFILIATES



MEDIA SUPPORTERS

Bitarof
Mehregon
Parnian Magazine
Javanan Magazine
Negarestan Magazine

Iranian Hotline
Koodak TV
Radio Roya
Bia2
Haftah Magazine

Chizomiz
Jooya Online
Radiodoost
Payvand
Perisa Town

Radio Seda-ye Iran
Zarvaragh
Shahrgon
Persian Mirror



MEDIA PACKAGES

MEDIA PARTNER \$10,000

- LED sign at the main stage of the Festival
- Name and/or logo inclusion in the advertisements of the Harbourfront Centre that are issued for the promotion of the festival
- Two (2) VIP passes to non-ticketed events at Tirgan*
- Name and/or logo advertised in the 2015 Tirgan magazine on one half-page colour advertisement
- A location at the Harbourfront Centre for the purposes of distributing newspapers
- Name and/or logo displayed on the official Tirgan webpage, www.tirgan.ca, as a media partner of the Festival

- Acknowledgement as a media partner of the festival once during every scheduled festival event
- Six (6) complimentary tickets to preferred festival ticketed events*
- Integration into Tirgan Social Media channels as appropriate (i.e. blog mentions, FB post shares, twitter following)
- Inclusion in Tirgan e-newsletter
- Six (6) tickets to the festival's opening & closing ceremonies event*
- Access to the VIP lounge at the festival
- Name and/or logo inclusion as a media partner, in all print advertisements associated with the festival, with the exception of the contest print advertisements
- Name and/or logo inclusion on the page and/or section designated to media partners in the 2015 Tirgan magazine
- Name and/or logo appearance on all applicable site signage as allocated to the festival by the Harbourfront Centre
- Name and/or logo displayed on the media sponsorship page of the official Tirgan webpage, www.tirgan.ca with a direct link to the sponsor's own webpage, if applicable.
- One reserved seat during all festival press conferences
- One half-hour interview with a festival official prior to the festival

Love Stories of the Shahnameh | Photo by Mahsa Khalilipour

MEDIA AFFILIATE \$5,000-\$9,999

- Two (2) VIP passes to non-ticketed events at Tirgan*
- Name and/or logo advertised in the 2015 Tirgan magazine on one quarter-page colour advertisement
- A location at the Harbourfront Centre for the purposes of distributing newspapers
- Four (4) complimentary tickets to preferred festival ticketed events*
- Integration into Tirgan Social Media channels as appropriate (i.e. blog mentions, FB post shares, twitter following)
- Inclusion in Tirgan e-newsletter
- Two (2) tickets to the festival's opening ceremony event and two (2) tickets to the festival's closing ceremony event*
- Access to the VIP lounge at the festival
- Name and/or logo appearance on all applicable site signage as allocated to the festival by the Harbourfront Centre
- Name and/or logo displayed on the media sponsorship page of the official Tirgan webpage, www.tirgan.ca with a direct link to the Sponsor's own webpage, if applicable.
- One half-hour interview with a festival official prior to the festival

MEDIA SUPPORTER \$200-\$4,999

- Name and/or logo advertised in the 2015 Tirgan magazine
- "Liking" of supporter's Facebook page and "Following" of Twitter page by Tirgan
- Name and/or logo displayed on the media sponsorship page of the official Tirgan webpage, www.tirgan.ca with a direct link to the Sponsor's own webpage, if applicable.
- Submission rights of ten (10) questions to festival representatives. Questions will be pooled from all media supporters and answered in an FAQ format in writing back to all participating media supporters



Tirgan Festival is organized by a not-for-profit, non-partisan.
And non- religious organization

www.tirgan.ca
sponsorship@tirgan.ca

