



2011  
tirgan  
Iranian Festival

July 21-24, 2011

© Harbourfront centre

Toronto, Canada

[www.tirgan.ca](http://www.tirgan.ca)



Music • Dance • Theatre • Cinema • Visual Arts • Literature  
Youth Activities • Workshops • Food • Shopping • Contests

# tirgan

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tirgan

# WELCOME LETTER

Dear Friend:

July 2011 marks the return of 'Tirgan'! Hosted by the Iranian-Canadian Centre for Art and Culture (ICCAC) and in collaboration with Harbourfront Centre, this four-day Iranian art and culture festival will be the event of the summer as more than 100,000 art enthusiasts gather at Toronto's lakefront to celebrate diversity.

Tirgan 2011 with the theme 'Visions of Eternity', held from July 21 – 24, will commemorate Tirgan, an ancient Iranian festival that promotes diverse ethnic backgrounds by celebrating Iranian music, dance, theatre, cinema, literature, visual arts and cuisine.

The festival will offer visitors an extensive range of free and ticketed activities that will generate dialogue and buzz among all communities of professionals, amateurs, students, and aficionados of art and culture. Offering an array of workshops, live performances, events, and galleries the festival promises to capture the heart and imagination of both young and old alike.

With its unique scope and focus, Tirgan continues to grow and appeal to a cross-cultural, cross-disciplinary audience; drawing visitors, performers, and scholars from across Canada, United States, and Europe. The 2011 festival will see the launch of Tirgan's new logo and branding as well as the announcement of Tirgan's new Contest Series: Film and Short Stories sponsored by Interchange Financial Corp.

The immense success and popularity of Tirgan 2008 has paved the way for Tirgan 2011. However, the continued growth and success of Tirgan cannot be possible without the combined efforts and dedication of many individuals, including over 300 volunteers, 100 plus artists and performers, countless donors, corporate sponsors and government agencies, all of whom share the same vision of diversity.

Join the stream of corporations sponsoring a festival that showcases various art genres through space and time on a local, national and international scale!

Enclosed you will find all the information you need to get involved with this exciting and innovating festival. Thank you in advance for supporting Iranian art and culture and the community at large.

We look forward to working with you and seeing you at Tirgan 2011!

Regards,

Nima Ahmadi  
Marketing and Sales Director  
Tirgan Festival 2011  
E: [info@tirgan.ca](mailto:info@tirgan.ca)  
T: 416-704-0279







# ABOUT THE FESTIVAL

 Harbourfront



Tirgan 2008  
Djanbazian  
Dance Co.

Photo by Pegah Rahimian



# ABOUT THE FESTIVAL

## Goals:

- To promote cross-cultural dialogue and understanding through art 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

## Legend of Tirgan

Our theme of 'Visions of Eternity' is correlated with the legend of 'Tirgan', celebrated in the month of July (known as 'Tir' in the Iranian calendar). There are many legends on the origins of Tirgan. One is associated with 'Arash of the Swift Arrow,' who was the best Iranian archer of ancient times. To settle a land dispute between Iran and Turan kingdoms, it was stipulated that Arash ascend Mount Damavand, and discharge an arrow (also known as tir in Persian), the landing location of which would determine the boundary between the two kingdoms. Arash climbed the mountain, and discharged the 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) river, and the boundaries of Iran expanded beyond all expectations. This development led to the inclusion of multiple cultures into the nation of what is known today as Iran and the Tirgan festival. Arash is a legend, and as such, it is timeless and for as long as Iranians remember, it has symbolized our collective hopes, aspirations, and dreams and been an everlasting, eternal component of our being. In modern times, Iranians celebrate this historical occasion with dancing, singing, and reciting poetry.

## Dates and Times

Thursday,	21 July 2011	06:00 PM to 11:00 PM
Friday,	22 July 2011	06:00 PM to 01:00 AM
Saturday,	23 July 2011	11:00 AM to 01:00 AM
Sunday,	24 July 2011	11:00 AM to 07:00 PM

## Accessibility



The Harbourfront Centre is accessible by TTC or car. It is also within walking distance from Union Station. All venues are wheelchair accessible, and 90% of events are free to the public.

## 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. Since its inception, the Harbourfront Centre has been introducing Toronto audiences to a variety of art forms that otherwise would not be displayed in commercial venues. The Harbourfront Centre provides a leading edge in creative expression.

## Snapshot

- Over 50 performances (45 FREE) with over 100 performers.
- Outdoor stage
- Food and licensed beverage area
- Workshops, meet the artists, and Q&A sessions
- Film and Short Story Contest
- Tirgan Award Ceremony
- Autograph signings
- Retails kiosks featuring Iranian food, art and festival merchandise

## Audience

With over 100,000 expected visitors Tirgan 2011 will be a hub of activity where art lovers, performers, scholars, students, sponsors and professionals alike gather to witness and celebrate art through time and space. The festival will target both Iranian and non-Iranian audiences, attracting a diverse group of, families, seniors, and youth. Audience attraction and retention will predominantly take place in Toronto and the GTA. However, 10% of visitors are expected to join the festival from across Canada, United States, and Europe.

**Age Range:** 5 years old to 80 years old

**M/F ratio:** 50 / 50

**Education:** Over 50% possessed post secondary education

## Reach

Editorial and Advertising Impressions including print and broadcast

Unique Visitors/Web site hits: 220,000 (Aug 2008)

Major Media Partners: Toronto Star Newspaper , National Post Newspaper , Toronto Sun Newspaper , CBC Radio, Salam Toronto Newspaper , Shahrvand Newspaper







# PROGRAM

## "VISIONS OF ETERNITY"



Tirgan 2008  
Saeed  
Shanbezadeh

Photo by Pegah Rahimian

# PROGRAM

## Passion for Art & Culture

Focusing on a theme, 'vision of eternity', we have designed a great program that includes a variety of art forms and styles from various historical eras and geographical regions. We have also considered diverse forms of activities including performances, workshops, panel discussions, and lectures. All activities focus on art and cultural themes that aim to engage, stimulate, entertain, and educate the audience.



### music

In order to appeal to a wide range of audiences, we aim to showcase performances ranging in various styles of Iranian music including traditional and folkloric to jazz and electronic.

### dance

Emphasizing on our internationally acclaimed artists, we are including styles from ballet to folklore. The contrast between these styles will offer an engaging and provocative opportunity to muse, enjoy, and learn all at the same time.



### theatre

As a form of art, theatre is perceived to be very alive and thriving in Iran. The audience will enjoy various theatrical styles from traditional to contemporary musical drama.





## cinema

World class Iranian directors and cinematographers will screen their work and hold lectures and workshops.



## visual arts

The works of Iranian artists will be displayed, ranging in various forms and styles.



## youth activities

Youth will enjoy a variety of fun activities such as face painting, and drawing. They will also have an opportunity to attend performances and workshops in music and dance as well as storytelling in English and Persian.



## literature

Poetry and literature are prominent aspects of the Iranian culture. Highly acclaimed writers will read from their novels and deliver talks. We will also commemorate a renowned literary figure, whose work has influenced Iranian literature and far beyond.



## contests

Tirgan 2011 presents contests in two categories, short film and short story. These contests provide great opportunities for writers, directors, and film makers to have their work assessed by renowned directors and writers. A selection of works will be chosen by the judges to be screened at Tirgan 2011 or published in a collection.



# PROGRAM

## festival theme "visions of eternity"

What is eternity? Is it timelessness? Is it boundlessness? Or is it an ideal? We posed a single question to artists, writers and poets around the world, "What do you deem eternal?" The response came in an amazing array of original creations in various artistic and literary forms. On July 21-24, 2011, we celebrate treasures of our past and embrace our future by bringing Visions of Eternity to Toronto's lakefront. In line with our theme of eternity, with youth and women in centre stage, we will present a multitude of world and Canadian premiers in traditional, contemporary, and transitional styles of dance, music, theatre, literature, film, and visual arts.

## taste of Iran

Iranians may have very diverse opinions on social, cultural, and political issues, but their love for Iranian food is unanimous. They take a great deal of pride in their cuisine, which offers a variety of regional meals that are very different in terms of staple and spice. Taste of Iran features a wide range of cuisine that consists of regional food and drinks, served by a number of successful and well known Iranian restaurants in Toronto.



## Iranian bazaar

The festival plans to have several shops in the market section. Such shops include arts and crafts, jewellery, hand-made carpets, English and Persian literature, sweets, dried fruits and nuts, spices, and Iranian musical instruments.



## magazine

Tirgan Magazine serves as an entertaining information source that intertwines events taking place at the festival with thought-provoking articles. Tirgan Magazine prides in presenting modern and original ideas about the Iranian culture, in addition to reaching out and relating to diverse communities worldwide. For more information about Tirgan magazine please go page 20.





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

Multi-purpose Venue	Location	Capacity
Sirius Stage	Outdoor by Water	5,000
Redpath Stage	Outdoor by Water	3,000
Brigantine Room	York Quay Centre, Main Floor, North End	350 (theatre-style) 250 (cabaret-style)
Marilyn Brewer Community Space	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)
Theatre	Location	Capacity
EnwaveTheatre	Between Queen's Quay Terminal and York Quay Centre, adjacent to The Power Plant	350 (theatre-style) 422 (full-round)
Fleck DanceTheatre (former Premiere Dance Theatre)	3rd Floor, Queen's Quay Terminal 207 Queens Quay West	446 (theatre-style only)
Studio Theatre	York Quay Centre Main Floor, North End	196 (theatre-style only)





Photo by Nima Ahmadi

Tirgan 2008  
Festival Crowd



# SPONSORSHIP

*Join* the stream of corporations sponsoring a festival that showcases various art genres through space and time, and is expected to attract

**100,000+**  
**VISITORS.**



# SPONSORSHIP

Tirgan 2011 has carefully developed a number of sponsorship opportunities to allow our corporate sponsors reach their target audience and maximize their sponsorship and marketing investments. Below is a list of benefits and rights available per-during-post festival (benefits will vary based on each unique sponsorship level):

## Benefits

- Editorial and advertising impressions including print, broadcast and web
- Direct exposure to over 100,000 visitors
- Integration in Tirgan 2011 Media Campaign
- Exposure of logo in Iranian-Canadian print and media broadcasting
- Exposure of logo in 40,000 promotional colour festival brochures
- Exposure of logo in 2,000 full- colour festival posters
- On-site event signage as appropriate
- Advertising in Tirgan Magazine. Circulations up to 10,000 print / full colour.
- Right to use the Tirgan name & logo in corporate promotions (ICCAC retains final approval on all artwork)
- Positioning of corporate logo on festival tickets
- Premier positioning of corporate logo in festival programs
- Dedicated festival sponsors page on [www.tirgan.ca](http://www.tirgan.ca).  
Unique Visitors/Web site hits: 220,000 (Aug 2008)
- Recognition in monthly Tirgan e-newsletters and e-blasts.  
Distribution: 3,000+ members.
- Indirect exposure on [www.harbourfrontcentre.com](http://www.harbourfrontcentre.com) through festival's live link on Harbourfront Centre's official website.
- Exposure and recognition through Harbourfront Centre's marketing campaign:  
Distribution of 250,000 flyer inserts in the Globe and Mail and the Toronto Star  
Distribution of e-newsletters to over 14,000 organizations and individuals.
- Acknowledgment during 50 performances (45 FREE) carried out by local and internationally acclaimed artists.



A row of golden trophies, each featuring a stylized, abstract human figure in a dynamic, athletic pose, mounted on black rectangular pedestals. The trophies are arranged in a line, receding into the background. The scene is dimly lit, with a blue light source visible in the background, creating a dramatic atmosphere. The trophies are highly reflective, catching the light and showing intricate details of their design.

Tirgan Awards

Photo by Mehdi Zahed

# SPONSORSHIP

## Presenting Sponsor \$50,000

### Harbourfront Centre Marketing Campaign Benefits

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- **World Route Season Overview Ads**  
Size: Various Sizes
- **Now Magazine - Exclaim Magazine and other dependent magazines**
- **Tirgan Festival Specific Ads**  
Size: 3/5 page Circulation: 1 AD  
Now Magazine
- **Now Collectives**  
Circulation: 2 Ads
- **Ethno Specific Collectives**  
Listed in all newspapers: Sing Tao - hispano.com - mybindi.com  
The Bulletin - Share Magazine
- **30 second spot on CHIN Radio**  
Duration: 2-3 week campaign
- **30 second on spot on OMNI Television**  
Duration: 2-3 week campaign
- **TTC Transit Card campaign**  
330 faces x 2 lines x 2 month = 1320 faces
- **Go Transit poster campaign**  
Quantity: 110 posters Duration: 6 weeks
- **Harbourfront Centre Summer event guide**  
Quantity: 200,000
- **Harbourfront Centre What's On pamphlet**  
Quantity: 10,000 - 15,000
- **Tirgan Festival specific post card**  
Quantity: 5,000 - 10,000 Language: English
- **Tirgan Festival specific post card**  
Quantity: 5,000 - 10,000 Language: English
- **Harbourfront Centre Website**  
Average Visit: Approximately 10,000 unique visitors for festival site  
and in total, 347,000 on entire website annually
- **Harbourfront Centre E-newsletter**  
Circulation: More than 15,000 e-members
- **Ann Tindal Panel Signs**  
Quantity: 3 Due to construction this sign might be removed
- **Harbourfront Centre Season Overview backlit signs**  
Quantity: 6
- **Harbourfront Centre Lytek Signage at main stage**  
Duration: continuous all weekend
- **Festival contest signs**  
Quantity: 20

### Tirgan 2011 Marketing Campaign Benefits

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- **Name and Logo Recognition as the only Tirgan 2011 Presenting Sponsor**
- **Recognition as Tirgan 2011 Presenting Sponsor in all Contests' print AD campaigns.**
- **Tirgan Festival Specific Ads<sup>1</sup>**  
Circulation: 16 Weeks Size: Full Page Print: Full Colour
- **Tirgan 2011 pamphlet**  
Quantity: 15,000 copy
- **Tirgan 2011 Ticketed Event post card**  
Quantity: 5,000 copy Language: Persian
- **Tirgan 2011 poster campaign**  
Quantity: 250 Persian posters + 100 English Poster Duration: 8 weeks
- **Recognition as Tirgan 2011 Presenting Sponsor in all print AD campaigns within Iranian Community residing in Toronto and GTA**
- **Tirgan Contests Specific Ads<sup>7</sup>**  
Short Film, and Short Story Contests.  
Circulation: 4 Weeks Size: Full Page Print: Full Colour
- **Recognition as Tirgan 2011 Presenting Sponsor in festival magazine plus full page back cover advertisement space.<sup>4</sup>**  
Circulation: Up to 10,000 Print: Full Colour
- **Right to 10'x10' Sponsor tent at Harbourfront Centre premises with area for banner recognition.**
- **Roaming rights for entire 10 acre of Harbourfront Centre site.<sup>3</sup>**
- **Recognition as Tirgan 2011 Presenting Sponsor on all on-site signage.<sup>6</sup>**
- **Recognition as Tirgan 2011 Presenting Sponsor in Opening and Closing ceremonies.**
- **Emcee Verbal recognition at the beginning of all events during four days of festival.**
- **Name and Logo prominently displayed on www.tirgan.ca**  
Homepage header plus Linked logo in sponsorship page as Tirgan 2011 Presenting Sponsor.
- **Recognition as Tirgan 2011 Presenting Sponsor in the festival's e-newsletter**  
Circulation: More than 3,000 e-members
- **12 Complimentary Tickets.**  
Selected by sponsors on preferred ticketed shows
- **Opening and Closing ceremony Tickets.**  
Opening: 10 Tickets Closing: 6 Tickets
- **5 admission passes to VIP line for all non-ticketed free events.**
- **VIP lounge access.**



# Sponsorship Categories

Bronze  
\$1000


Silver  
\$3000

Gold  
\$5000

Diamond  
\$10,000

Platinum  
\$25,000

**SOLD OUT**

	Bronze \$1000	Silver \$3000	Gold \$5000	Diamond \$10,000	Platinum \$25,000
Naming Right for Tirgan 2011 Competition. 1 Sponsorship Opportunity ONLY for both Short Film, Short Story Competitions.					
Recognition in Tirgan 2011 Competitions print AD campaigns.					●
Maximum number of sponsors within your industry.			3	2	1
Harbourfront Centre website recognition for the summer 2011 festival.				●	●
Name appearance on Electronic LED sign on the festival main stage.				●	●
Recognition in advertisements by Harbourfront Centre dedicated to the Summer 2011 Route Festivals. <sup>1</sup>				●	●
Right to 10'x10' Sponsor tent at Harbourfront Centre premises with area for banner recognition.				●	●
Admission to VIP line for all non-ticketed free events. <sup>2</sup>				● 2 Passes	● 3 Passes
Sampling right for entire 10 acre of Harbourfront Centre site. <sup>3</sup>			●	●	●
Logo prominently displayed on www.tirgan.ca Homepage.			●	●	●
Emcee Verbal recognition at the beginning of all events during four days of festival.			●	●	●
Tirgan Magazine advertisement space. <sup>4,5</sup> Circulation: Up to 10,000 Print / Full Colour		● ¼ Page	● ¼ Page	● ½ Page	● Full Page
Complimentary Tickets. Selected by sponsors on preferred ticketed shows		2	4	6	10
Opening and Closing ceremony Tickets.	Opening	2	2	4	5
	Closing	-	2	2	4
VIP lounge access.	●	●	●	●	●
Business name and sponsorship category will appear in all print AD campaigns.	●	●	● Plus LOGO	● Plus LOGO	● Plus LOGO
Business name and sponsorship category recognition in festival magazine. Circulation: Up to 10,000 Print / Full Colour	●	●	● Plus LOGO	● Plus LOGO	● Plus LOGO
Business name and sponsorship category will appear on all on-site signage. <sup>6</sup>	●	●	● Plus LOGO	● Plus LOGO	● Plus LOGO
Business name and sponsorship category will appear in festival's monthly e-newsletter (More than 3,000 e-members).	●	●	● Plus LOGO	● Plus LOGO	● Plus LOGO
Linked logo and name www.tirgan.ca sponsorship page.	●	●	●	●	●

<sup>1</sup> To be determined by Harbourfront Centre. <sup>2</sup> Subject to availability <sup>3</sup> Some limitation applies. <sup>4</sup> AD, design layout, and position subject to Tirgan approval. <sup>5</sup> Size upgrade available upon request.

<sup>6</sup> Signage design layout subject to Harbourfront Centre approval. \* Platinum, Diamond, Gold opportunities available on first come first serve base. Tirgan 2008 Diamond and Gold Sponsors will be given first right of refusal in their corresponding categories. <sup>7</sup> Magazine to be determined by Tirgan Organization.

# TIRGAN MAGAZINE

understanding the voice of cross-cultural

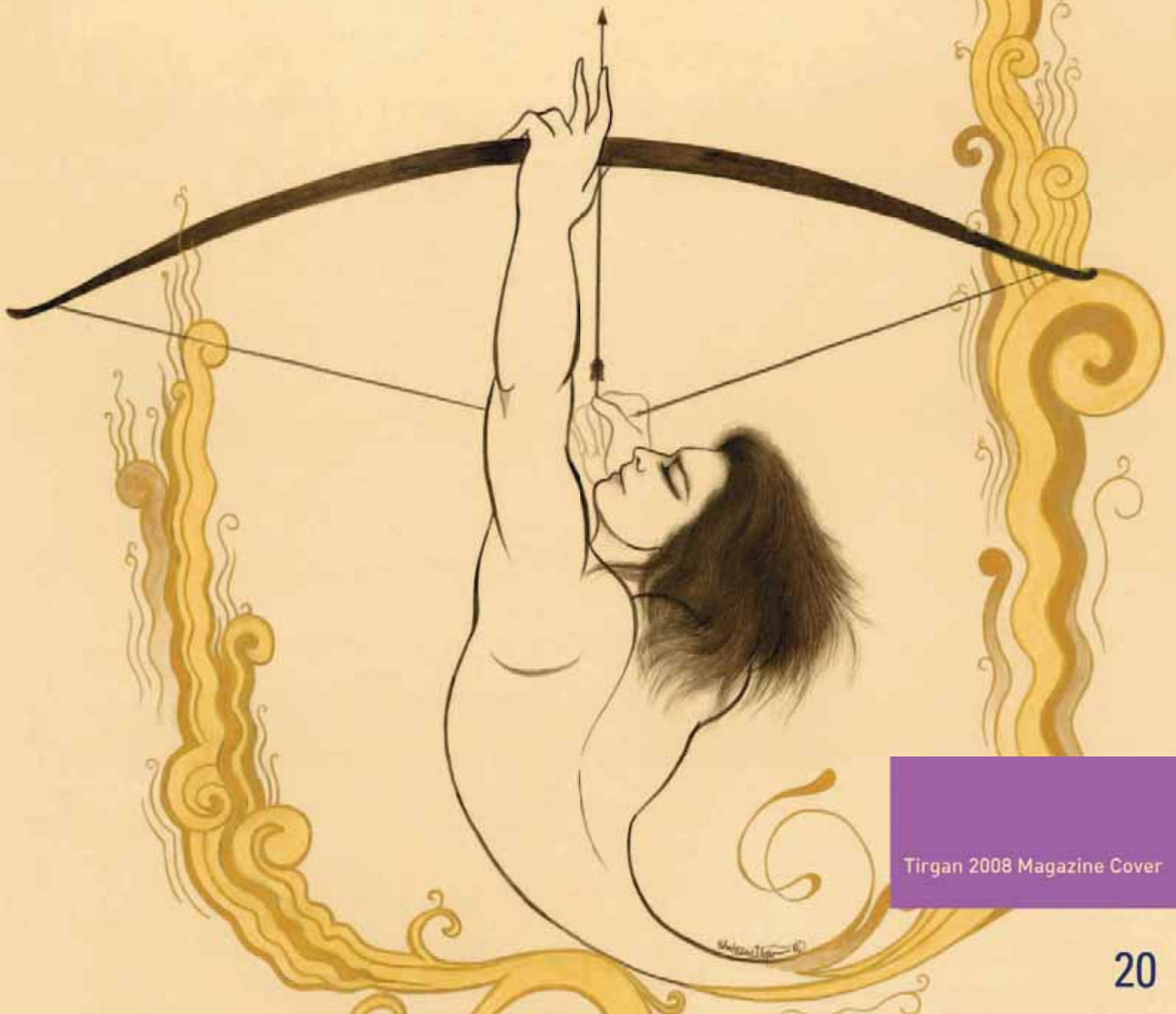
A circular inset image showing three women standing side-by-side, smiling. They are wearing traditional, colorful clothing. The woman on the left is in a yellow and green outfit with a red headscarf. The woman in the middle is in a white and red outfit with a white headscarf. The woman on the right is in a pink and white outfit with a yellow headscarf. The background of the inset is dark.



# Tirgan

July 2008 Harbourfront Centre • Toronto Canada

*Magazine*



Tirgan 2008 Magazine Cover

# TIRGAN MAGAZINE

## About

Tirgan Magazine is a publication for the Tirgan, the largest Iranian diaspora festival in the world. One of our main objectives is to serve as an entertaining information source that intertwines events taking place at the festival with thought-provoking articles.

Tirgan Magazine prides in presenting modern and original ideas about the Iranian culture, in addition to reaching out and relating to diverse communities worldwide.

Tirgan Magazine represents every Iranian who is proud of their heritage, and every person who would love to become engaged in Iran's ancient, rich and remarkable culture.

## Objectives:

- To promote Iranian culture within Canadian society at large.
- To promote cross-cultural dialogue and understanding.
- To entertain, engage, and educate the audience culturally and artistically.
- To raise awareness of cultural identity among Iranian-Canadians across all generations.
- To educate and enrich our readers by displaying aspects of the Iranian culture in areas of music, dance, cinema, theatre, literature, and visual arts.

## What Advertisers Need to Know:

By placing your advertisement in Tirgan Magazine, you are associating your company's name with a one-of-a-kind publication. The simplicity, usefulness, and richness of Tirgan Magazine make it a great information source for all festival goers.

## Distribution:

The Tirgan Festival is planning on printing and distributing up to 10,000 copies of Tirgan Magazine. This publication will be presented to guests free of charge at the front doors of the festival, and will also be available at designated booths or stations. The potential to reach festival goers and their families is available to companies and organizations that reflect the objectives and virtues of the Tirgan festival.

## Quick Facts:

Distribution: 10,000 copies
Number of Pages: 68+
Presentation: Full Colour, Glossy
Size: 8.5" X 11"

## Ad Rates:

Front Inside Cover: \$5,000
Back Inside Cover: \$5,000
Full Page: \$2,500
Half Page: \$1,700
Quarter Page: \$1,300



## Who are the Readers?

The festival is aimed at both Iranian and non-Iranians and attracts a diverse audience composition which includes families, seniors, youth, and ethno-cultural groups. The primary target region of the festival is the Greater Toronto Area. However, over 10% of the festival attendants are expected to visit from other cities and abroad.

The overall exposure of Tirgan Magazine is not limited to the 10,000 copies being distributed, as print material often finds its way into the hands of others. The average amount of people arriving together to the festival is an estimated 2.5. Considering one copy of Tirgan magazine can be shared by more than one person, the benefits you receive by participating grow exponentially.

## Benefits of Advertising with Tirgan:

- Because Tirgan Magazine is a festival publication, your company receives the one-time opportunity for 2011 to reach upwards of 100,000 readers.
- As is the case with most content-based printed material, readers typically pass along the publication or add it to an already existing collection; thus, extending your company's presence in the lives of your valued consumers.
- The quality of Tirgan Magazine will be second to none. Our full-colour, glossy-cover magazine adheres to the finest industry standards.
- The cost of participating in this exciting and exclusive event comes at a fraction of the cost to similar publications in different venues.
- With the options of full, half, and quarter page advertisements, the possibility for companies and organizations of all sizes to participate is very realistic.
- As the festival continues to grow, your participation will give you the added benefit of being involved in future festival additions.

## Questions?

For questions or to obtain a copy of Tirgan Magazine's Media Kit, please contact:  
Tel: 416-704-0279 e-mail: [info@tirgan.ca](mailto:info@tirgan.ca)

## advertising price list



Back Inside Cover/  
Front Inside Cover  
\$5000  
8.25" X 10.75"



Full Page  
\$2500  
8.25" X 10.75"



1/2 Page Top  
/Bottom  
\$1700  
4.12" X 10.75"



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[www.tirgan.ca](http://www.tirgan.ca)