



Putting you in touch with over 10,000 locals in one day

2nd annual CIF

Iranian Day Festival



2009 Sponsorship Proposal
Mahon Park, North Vancouver, March 15th, 2009





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No-Rooz, New Day or New Year as the Iranians call it, is a celebration of spring Equinox. It has been celebrated by all the major cultures of the ancient civilizations in one form or another. What we have today as No-Rooz with its uniquely Iranian characteristics has been celebrated for at least 3000 years.

The CIF Iranian New Year (No-Rooz) Festival, held earlier in March 2008, was a great success! With over 70 businesses showcasing their products and services, along with tasty foods (provided by participating restaurants), live musical entertainment and many activities for the entire family. The festival drew over **10,000** attendees, making it the largest of its kind on the North Shore.

In addition to being an important event for tens of thousands of Iranian-Canadians, the event presents a strong image of Canada as a multicultural community.

We are now planning for the 2nd CIF Iranian Day Festival to be held on **March 15th, 2009 at Mahon Park, North Vancouver**. With the experience gained from last years event, combined with the exciting new programs that will be incorporated in the 2009 festival (the free concert), we are confident that the attendance to this year's event will be substantially higher.

Last years festival included nationally known corporate businesses such as: *Sears Canada, RE/MAX, UBC, SFU, TD Canada Trust, Destination Jeep Chrysler, Colliers International, BMO, Vancity, Mitsubishi, Sutton Place Hotel, CIBC, Blenz Coffee, North Shore News and many more...*

The 2008 Iranian Day Festival was a sold out event.





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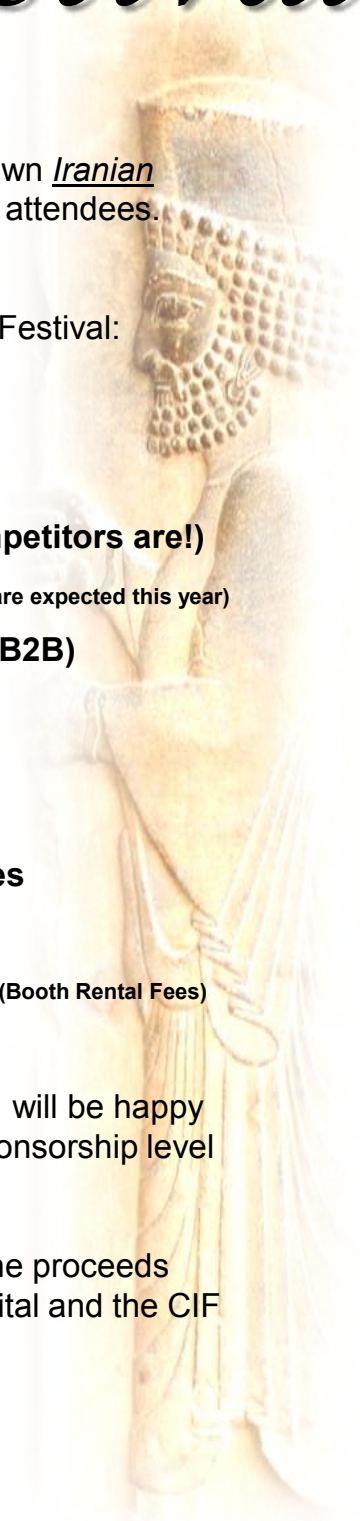
The 2009 Festival will include a free concert performed by a well known Iranian Music Pop Star, (Shahram Shabpareh), hence attracting even more attendees.

Here are a few benefits of your participation in the 2009 Iranian Day Festival:

- **Demonstrating your support of the community.**
- **Branding**
- **Looking after your market share (If you are not there your competitors are!)**
- **Face to face contact with over 10,000 Vancouverites** (more people are expected this year)
- **Possibility of networking with other participating businesses (B2B)**
- **Celebration of Iranian heritage and culture**
- **Media coverage (Local and national)**
- **Sample a new product or service**
- **Attendance by City, District and Federal Government dignitaries**
- **Direct contact with potential new and or existing clients**
- **CIF will provide a tax deductible receipt for your contribution** (Booth Rental Fees)

In this package you will find sponsorship information for the festival. I will be happy to meet with you at your convenience to discuss your selection of sponsorship level and provide further details on the festival.

Please be reminded that this festival is not a business venture and the proceeds from this event will provide much needed funds for Lion's Gate Hospital and the CIF Scholarship Fund.





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Event:

Celebration of the Iranian New Year (No-Rooz)

Projected Activities:

Live Concert Performed by Pop Super Star Shahram Shabpareh
Belly dancing
International Food Court
Kids activity, play ground and face painting
Draw prizes
Other Performances

Date:

Sunday, March 15th 2009

Time:

11:00am – 5:00pm

Location:

Mahon Park, 17th St. and Jones Ave. North Vancouver, B.C.

Contact:

Brian Hooshi
(Booth rental and Marketing)

778-836-8215
info@hooshi.com

Canadian Iranian Foundation
(Voice mail)

(604) 696-1121





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Platinum Sponsor Benefit: \$1500

A tax donation receipt will be issued

Pre-Event:

- Corporate logo on all local paper advertisings.
- Name mention (where possible) in TV promotions.
- Corporate logo on all posters.
- Corporate logo on all display and distribution materials.
- Corporate logo on CIF website.

Event Day:

- 2 tables for on-site promotions.
- Recognition in announcements on stage.
- Premier signage and brand recognition on banners at key locations around the event.
- On-site marketing opportunities.
- Optional Heater and generator (extra charges apply)





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Gold Sponsor Benefit: \$1000
A tax donation receipt will be issued

Pre-Event:

- Corporate logo on all local paper advertisings.
- Corporate logo on all displays and distribution materials.

Event Day:

- 1 table for on-site promotions.
- Recognition in announcements on Iranian Day .
- Signage and brand recognition on banners around the event.
- On-site marketing opportunities.
- Optional Generator (extra charges apply)

Silver Sponsor Benefit: \$500
Non-Profit Organizations: \$250

Event Day:

- 1 table for on-site promotions.
- On-site marketing opportunities.
- Limited number of spaces for Non-Profit Organizations





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Spaces are limited!

Contact us today for the best selection

(778) 836-8215

info@hooshi.com

Ask us about special festival booklets and calendars.





Canadian Iranian Foundation

2nd annual CIF Iranian Day Festival

Sunday March 15th, 2009 11AM - 5PM

Mahon Park; 17th Street and Jones Ave, North Vancouver

Free Concert

Entrance by donation

Presenting
Shahram Shabpareh



- Live Concert By Shahram Shabpareh (Renowned Iranian Pop Star)
- Kids activities and playground
- International food Court
- DJ Music and dance
- Belly Dancing
- Showcase of over 70 international and local businesses
- Door prizes and lots of other fun activities

**For booth reservation or more information
Call 778.836.8215 or email: info@hooshi.com**

Few of the corporate sponsors of the 2008 festival:



For what matters.



THE UNIVERSITY OF BRITISH COLUMBIA
(ENGINEERING)



Proceeds from this event will benefit the Lions Gate Hospital Foundation and the CIF Scholarship Fund.