

The Iranian New Year, Norouz: Origins & Symbolism

Norouz means “New Day” and it is a celebration of the spring Equinox. It has been celebrated for almost 3000 years, and is deeply rooted in the rituals and traditions of the ancient Iranian religion, Zoroastrianism. In particular, it has its roots in the creation myth of the Sassanian period (7th century AD) in which, the sky, earth, water, plants, animals, humans, and fire/sun were created.

The first few days of Norouz are spent visiting friends and family, where presents are exchanged. A major part of the New Year ritual is the ceremonial spread with many objects known as the Haft Sin (the seven “S”). Seven of the items on the spread start with the letter “S” (although this is relatively new). In the past, the items corresponded to the seven creations, and their protectors. Today, they are modified but most have kept their symbolism. Wheat or barley is grown in a flat dish a few days before the New Year and is called sabzeh (meaning green shoots) representing new growth/plants. It is kept until the last day to be thrown away in running waters on ‘sizdeh be dar’, the 13th day of Norouz, during the outdoor celebrations. In ancient times, this was part of making an offering to the deities protecting the waters. Live gold fish are placed in a fish bowl, representing the mythical fish Kara Mahi, which swims in a mythical sea and wards off harmful creatures. Mirrors are present with lit candles as a symbol of light and fire. Wine was always present, but it has been replaced by vinegar (serkeh) since alcohol is banned in Islam. Painted eggs are a universal symbol of fertility corresponding to the mother Earth Esfand. Fresh garlic (seer) is used to ward-off bad omens. Samanoo is a nutritious thick brownish paste made from wheat and was assumed to induce fertility. Coins (sekeh) symbolise wealth and prosperity. Apples (sib), senjed and the spice somagh represent fruits of the Earth. Special sweets and baked goods symbolize the hope for a sweet and happy life with plenty of food. For our ancestors, Norouz was a celebration of life with all its glory. For modern Iranians, it is a feast of renewal and freshness and a time to cherish and renew friendships and family ties.

Canadian Iranian Foundation Annual Norouz Gala 2010 Sponsorship proposal

The CIF annual Norouz Gala has been very well received by the public during the past few years. We are now planning for this year's Gala which will be held on March 21st. 2010 at the Vancouver Marriott Pinnacle Down Town.

We are confident that the event will be sold out quickly and would like to ask for your sponsorship and attendance to this very unique event.

Benefit of participating and or sponsoring in the Norouz Gala:

- Support for the community
- Face to face contact with the community in a social event.
- Possibility of networking
- Celebration of the Iranian heritage and culture
- Media coverage
- Attendance by the City, District, Provincial and Federal Government dignitaries.
- Direct contact with potential new and or existing clients
- CIF will provide a tax deductible receipt for your contribution (sponsorship only)

In this package you will find sponsorship information for the Norouz Gala.

I will be happy to meet with you at your convenience to discuss your selection of sponsorship level and provide further details on the event.

The projected Activities:

Live Persian Music and DJ
Buffet Dinner
Folk Dance by the local group
Silent Auction

Date: Sunday, March 21st. 2010

Time: 6:30 pm-12:00 am

Location: Marriott Pinnacle Down Town Vancouver
1128 Hastings Street, Vancouver, B.C.

Contact: Nassreen Filsoof

Voice Mail: 604-696-1121

E-mail: [info@ cif-bc.com](mailto:info@cif-bc.com)

Website: www.cif-bc.com

Title sponsor: \$8000+

- 12 complimentary tickets for the company guests
- Company Name and Logo on the event program, poster and the CIF web site for a year
- Recognition in announcements and on the screen projection
- Tax Receipt

Gold sponsor: \$5000

- 10 complimentary tickets for the company guest
- Company's name and logo on the event program, and CIF web site for a year.
- Recognition in announcements and on the screen projection
- Tax receipt

Silver Sponsors: \$4000

- 8 complimentary tickets for the company's guests
- Company name and logo on the event program, and CIF web site for a year.
- Recognition in the announcements and on the screen
- Tax receipt.

Bronze Sponsorship: \$3000

- 6 complimentary tickets for the company's guests
- Company's name and logo on the program and CIF web site
- Tax Receipt

CIF would also appreciate donated items for the silent auction.

Please be reminded that this is not a business venture and the proceeds from the Norouz Gala will provide much needed funds for the Canadian Iranian Foundation post secondary scholarship fund, resource centre, and other charitable causes.

Canadian Iranian Foundation is a charity organization with the aim of facilitating the social and cultural integration of the new immigrants to Canada.

Voice Mail: 604-696-1121 **Website:** www.cif-bc.com **e-mail:** cif-bc.com
PO Box 91231 West Vancouver, BC V7V 3N6
Charitable #: 855666632 R0001