



The Canadian Iranian Foundation 5th Annual Spring and Norouz Festival

Sunday March 11, 2012

یکشنبه بازار نوروزی بنیاد کانادا و ایران



**2012 Sponsorship Proposal
Mickey McDougall Gymnasium 200 block, East 23rd Street,
North Vancouver, British Columbia, V7N 2L3
Sunday March 11th, 2012, 10am – 6pm**

C.I.F 5th Annual Spring & Norouz Festival

Many cultures celebrate the coming of the spring and in particular, the spring equinox, one of the four great solar festivals of antiquity. At this time, day and night are equal, and it is the beginning of the days getting longer. In many cultures this is the start of the New Year. The spring festival of Norouz has been celebrated in Iran, Afghanistan, Tajikistan, Azerbaijan and parts of Turkey and Pakistan for almost 3000 years and commemorates the spring equinox at the exact moment it starts around 20th of March each year.



The CIF's Spring Festivals of 2008, 2009, 2010 and 2011 were well attended and popular events, with over 100 businesses showcasing their products and services along with tasty foods, live music, and activities for the entire family. The four festivals drew over twenty thousand 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 festival presents a strong image of Canada as a multicultural Community.

We are now planning the 5th CIF Spring Festival to be held on **March 11th, 2012 at Mickey MacDougall Gymnasium 200 Block East 23rd Street, North Vancouver.**

[Booths for the Spring Festival sell out quickly.](#)
[Reserve your booth now](#)

Many of our previous participants have indicated their willingness and interest in participating in our next event. We are confident that our booths will once again be assigned in a short period of time and we will have a sold out event once again.



C.I.F 5th Annual Spring & Norouz Festival

Here are a few benefits of your participation and sponsorship in 2012 Spring Festival:

- Community involvement
- Branding
- Looking after your market share (If you are not there your competitors are!)
- Face to face contact with Vancouver Residents
- Possibility of networking with other participating businesses (B2B)
- Celebration of spring and cultural event
- Local and national coverage by Media
- Sample a new product or service
- Attendance by Municipality, Provincial and Federal Government officials
- Perfect opportunity for direct contact with potential new and or existing clients
- Perfect opportunity for direct contact with local elected officials

Included with this package you will find sponsorship information for the festival. We will be more than 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 it's main objective is to celebrate the arrival of spring and bring the community together.



C.I.F 5th Annual Spring & Norouz Festival

Projected Activities:

Live and DJ Music , Local & International Folk
Dance from different regions of the World
Free Kids activities, arts and crafts, face
painting, Cinemazoo
Door Prizes
International Musical Performances
Food and Beverages and many more

Date/Time:

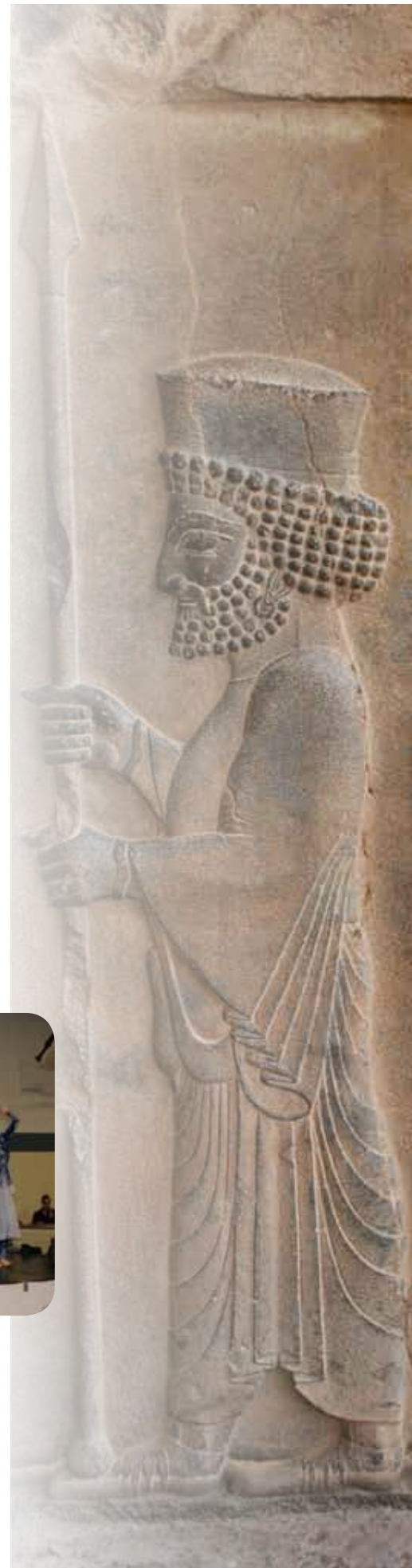
Sunday March 11th, 2012, 10:00am – 6:00pm

Location:

Mickey McDougall Gymnasium
200 block East 23rd, Street,
North Vancouver, B.C. V7N 2L3

Contact:

Booth Rental and Marketing
Canadian Iranian Foundation: INFO:
C.I.F Office: 604-982-8329
C.I.F Voicemail: 604-696-1121
C.I.F.Fax: 604-922-8584
Email: info@cif-bc.com
Website: www.cif-bc.com



C.I.F 5th Annual Spring & Norouz Festival

Title Sponsor:

Festival-\$10,000 Gala-\$6,000

Combined-\$15,000

Festival Benefits

- Corporate logo will be on all the advertising materials as Title Sponsor
- Corporate Logo on the C.I.F. website
- Advertising the event on Facebook
- Title Sponsor will be recognized and their representatives can make a two minute speech three times throughout the day in English and Persian
- Three tables space (in a U shape) will be provided for the Title sponsor by the North wall at the Mickey MacDougall Gymnasium where they can display their banner and tent
- Corporate banner displayed prominently on the stage
- A tent outside the Gymnasium with their staff for more publicity
- The Due date for this sponsorship package is December 31. 2011

Gala Benefits

- Ten seats for the 2012 Gala (March 24, 2012)
- Corporate Banner on the stage
- Stage time during the event
- Logo on promotional posters and event program
- The Due date for this sponsorship package is December 31. 2011



C.I.F 5th Annual Spring & Norouz Festival

Diamond Sponsors:

Festival-\$8,000 Gala-\$4,000

Combined-\$11,000

Festival Benefits

- Corporate logo will be on all the advertising materials
- Corporate Logo on the C.I.F. website
- Three tables space (in a U shape) will be provided by the North wall at the Mickey MacDougall Gymnasium where they can display their banner and tent
- Stage announcement time-two times in English and Persian each for two minutes.
- Corporate logo space on the gymnasium corridor wall
- The Due date for this sponsorship package is December 31. 2011

Gala Benefits

- Six seats for the 2012 Gala (March 24, 2012)
- Special recognition by CIF member during the event
- Logo on promotional posters and event program
- The Due date for this sponsorship package is December 31. 2011



C.I.F 5th Annual Spring & Norouz Festival

Platinum Sponsors :

Festival-\$7,000 Gala-\$3,000

Combined-\$9,000

Festival Benefits

- Corporate logo will be on all the advertising materials
- Corporate Logo on the C.I.F. website
- Three tables space (in a U shape) will be provided for by the North wall at the Mickey MacDougall Gymnasium where they can display their banner and tent
- Stage announcement time-once in English and Persian for two minutes.
- The Due date for this sponsorship package is December 31. 2011

Gala Benefits

- Four seats for the CIF 2012 Gala (March 24, 2012)
- Special recognition by CIF member during the event
- Logo on promotional posters and event program
- The Due date for this sponsorship package is December 31. 2011



C.I.F 5th Annual Spring & Norouz Festival

Gold Sponsor Benefit: \$1500

Pre-Event:

- Corporate logo on all local paper advertising
- Corporate logo on all posters
- Corporate logo on all display and distribution materials
- Corporate logo on CIF website

Event Day:

- One table for on-site promotion (No Tent)
- On-site marketing opportunities

Silver Sponsor Benefit: \$1000

Pre-Event:

- Corporate logo on CIF website

Event Day:

- One table for on-site promotions
- On-site marketing opportunities

Bronze Sponsor Benefit : \$500

Event Day:

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

