



Presenting Sponsor:

BMO  Bank of Montreal

Canadian Iranian Foundation Annual Norouz Gala 2009 Sponsorship Proposal

**Saturday March 21, 2009
Marriot Pinnacle Hotel
1128 West Hastings
Vancouver, B.C.
Canada**

Iranian New Year, Norouz, Origins and Rituals, Summary

Norouz means new day and 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, particularly from the Sassanian period, 7th century AD.

The first few days are spent visiting friends and family, and presents are exchanged. A major part of the New Year ritual is the Haft Sin. In the past, each one of the seven items corresponded to one of the seven creations, and the immortals. Today, they are modified but most have kept their symbolism. The seven items present all start with the letter 'S' (though this was not the case in ancient times). 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. It is decorated with colourful ribbons and is kept until the last day to be thrown away in running waters on 'Sizdeh be dar', the 13th day, during the outdoor celebrations. In the 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 the mythical Vourukæa Sea and wards off harmful creatures. Mirrors are placed on the spread 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 Wine was always present, but it has been replaced by vinegar (Serkeh) since alcohol is banned in Islam. Still present is the egg as a universal symbol of fertility corresponding to the mother earth Esfand. The eggs are hard-boiled and traditionally are coloured in red, green or yellow, colours favoured by Zoroastrians. Fresh garlic (Seer) is used to ward off bad omens. In ancient times, it was one of the seven herbs grown for the occasion. Samano is a thick brownish paste also present at the celebration. It is a nutritious meal that could have been part of the feasts and it was assumed to induce fertility. Coins (Sekeh) symbolize wealth and prosperity. Apples (Sib), Senjed and the spice Somagh represent fruits of the earth. Special sweets and baked goods wish 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.

Massoume Price

Canadian Iranian Foundation Annual Norouz Gala 2009 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. 2009 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 music by the Persian Harmony Band
- Live Cuban music by the Havana band directly from Cuba
- Buffet Dinner
- Folk Dance by the local group
- Silent Auction

Date: Saturday, March 21st. 2009

Time: 7:30pm- 1:00 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

Website: www.cif-bc.com

Major sponsors: \$5000+

- Fourteen complimentary tickets for the company guests value of \$1680
- Company Name and Logo on the event program, poster and the CIF website for a year
- Recognition in announcements and on the screen projection
- Tax Receipt

Gold sponsor: \$4000

- 12 complimentary tickets for the company guest value of \$1440
- Company's name and logo on the event program, and CIF website for a year.
- Recognition in announcements and on the screen projection
- Tax receipt

Silver Sponsors: \$3000

- Ten complimentary tickets for the company's guests value of \$1200
- Company name and logo on the event program, and CIF website for a year.
- Recognition in the announcements and on the screen
- Tax receipt.

Bronze Sponsorship: \$2000

- Six complimentary tickets, value of \$720
- Company's name and logo on the program and CIF website
- 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.

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
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