

بنیاد کانادا و ایران



# The Canadian Iranian Foundation 4<sup>th</sup> Annual Spring Festival

Sunday March 13, 2011

یکشنبه بازار نوروزی بنیاد کانادا و ایران



## 2011 Sponsorship Proposal

Mickey McDougall Gymnasium 200 block, East 23<sup>rd</sup> Street, North  
Vancouver, British Columbia, V7N 2L3  
Sunday March 13<sup>th</sup>, 2011, 11am – 6pm

# C.I.F 4th Annual Spring 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 20<sup>th</sup> of March each year.



The CIF's Spring Festivals of 2008, 2009 and 2010 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 three 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 4<sup>th</sup> CIF Spring Festival to be held on **March 13<sup>th</sup>, 2011 at Mickey MacDougall Gymnasium 200 Block East 23<sup>rd</sup> Street, North Vancouver.**

Previous years festival sponsors included corporate businesses such as: Scotiabank, Sears Canada, RE/MAX, UBC, SFU, TD Canada Trust, Destination Jeep Chrysler, BMO Bank of Montreal, Vancity, Mitsubishi, Sutton Place Hotel, CIBC, North Shore News, Outlook and many more...

**[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 4th Annual Spring Festival

Here are a few benefits of your participation in 2011 Spring Festival:

- Community involvement
- Branding
- Looking after your market share (If you are not there your competitors are!)
- Face to face contact with Vancouverites
- 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

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 4th Annual Spring Festival

## Event:

Spring Festival, Sunday Bazaar

## Projected Activities:

Live and DJ Music , International Folk Dance  
from (Azerbaijan, Afghanistan, Armenia, India, Arabia and  
different regions of Iran

Free Kids activities, arts and crafts, face painting  
provided by the North Van Rec Commission

Draw Prizes

International Musical Performances

Food and Beverages and many more

## Date/Time:

Sunday March 13<sup>th</sup>, 2011, 11:00am – 6:00pm

## Location:

Mickey McDougall Gymnasium

200 block East 23<sup>rd</sup>, Street, North Vancouver, B.C. V7N 2L3

## Contact:

Booth Rental and Marketing

Canadian Iranian Foundation:

INFO: C.I.F Office: 604-990-1117

C.I.F Voicemail: 604-696-1121

Email: [info@cif-bc.com](mailto:info@cif-bc.com) Website: [www.cif-bc.com](http://www.cif-bc.com)



# C.I.F 4th Annual Spring Festival

**Title Sponsorship: \$15,000**

Sponsoring Spring Festival and Norouz Gala

## ***Pre-Event:***

- One table for 10 guests at CIF Norouz Gala, March 2011
- One table for **on-site** promotion at the Spring Festival
- Corporate logo on all local paper advertisings including North Shore News
- Full page advertising in Persian newspapers will display the Title sponsors' name and logo
- Corporate logo on all posters
- Corporate logo on all display and distribution materials
- Corporate logo on CIF website
- The Title sponsor's name will be mentioned during the event and they can benefit two months of advertising on TV and in the local media
- Two minutes speech by the Title sponsor's representative at the Spring Festival and the Norouz Gala.
- Banner of the Title sponsor will be present on the stage of the Norouz Gala and the Spring Festival

## ***Event Day:***

- Recognition in announcements on stage.
- Premier signage and brand recognition on banners at key locations around the event.



# C.I.F 4th Annual Spring Festival

**Platinum Sponsor Benefit: \$1000**

## ***Pre-Event:***

- Corporate logo on all local paper advertisings
- Full page of advertising in Local news papers for 2 months
- Name mention (where possible) in TV promotion
- Corporate logo on all posters
- Corporate logo on all display and distribution materials
- Corporate logo on CIF website

## ***Event Day:***

- Recognition in announcements on stage.
- One table for on-site promotion



# C.I.F 4th Annual Spring Festival

## Gold Sponsor Benefit: \$800

### **Pre-Event:**

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

### **Event Day:**

- One table for on-site promotions
- Recognition in announcements at the Spring Festival
- On-site marketing opportunities

## Silver Sponsor Benefit : \$500

### **Event Day:**

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



# C.I.F 4th Annual Spring Festival

## List of 2010 sponsors:

### Corporations:

North Shore News, MBO Bank of Montreal, Vancity Savings Credit Union, Scotiabank, TD Bank, Service on Second Computer Experts (SOS), Iranian Golden Age Adult Day Care Center, Verico Yespros Mortgages, Atefeh Handicrafts, North Shore Multicultural Society, Dahn Yoga & Healing Centre, USC, Vancouver Bahai Radio, Culinary Vision, T & K Consulting Inc., Smile Photo, Island Hearing Services, Capilano University, Adverbyte Media Inc., Iranian Calligraphers Association of N. America, Canada U-Tel Inc., Meg Geothermal & Canada Drilling, PCU College of Holistic Medicine, CIBC, Westview Bakery, YWCA, World Financial Group, McComb Witten Lawyers, North Shore Credit Union, Just Dial Communications, Physician Skin Care Centre, Kandoo Restaurant, Franchiselink, Sutton Place Hotel, Edgewater Casino, Tala florist, Ararat Carpet ,Rotary Club, North Shore and Outlook

