

20,000 VISITORS EVERY YEAR



EXHIBIT, MARKETING, AND SPONSORSHIP OPPORTUNITIES

**CONNECTING
CULTURES FOR
17 YEARS**



**turkish
festival**

2019 SPONSORSHIP KIT

**TURKISH HERITAGE MONTH
ANNUAL TURKISH FESTIVAL
CULTURAL EVENTS
AND MORE...**

ANTIOCH: MOSAIC OF CULTURES, LAND OF TOLERANCE

*D*ear Business Owner,

On behalf of the American-Turkish Association of Washington, D.C. (ATA-DC), we are pleased to announce the 17th Annual Turkish Festival scheduled for **Sunday, September 29, 2019**. The event will take place from 11:00 am to 7:00 pm on Pennsylvania Avenue, NW, between 12th and 14th Streets, only two blocks from the White House in the heart of Washington, DC. We invite you to join us as a sponsor of both the festival and Turkish Heritage Month. There will also be events throughout the DC Area, all geared to take Washingtonians on a magical tour of Turkey before the DC Festival.

The Turkish Festival is one of the premier cultural events in Washington, DC

With over **20,000 visitors**, the Turkish Festival was once again a tremendous success last year. From the lively folk dancing and musical performances to the coffee fortune reading, delicious Turkish cuisine, and colorful arts and crafts vendors, visitors of all ages enjoyed themselves. We are delighted to carry the title of **"2011, 2013, 2014, 2016 and 2019 Best Cultural Festival of DC,"** awarded to the Turkish Festival by readers of the Washington City Paper! The Turkish Festival was also home for the **"Guinness World's Record for the Longest Shish Kebab"** in 2010. So with a Guinness Record and many **"Best Festival of DC"** titles under its belt, the Washington, DC Turkish Festival is positioned even better than ever to be a success again this year!

We are proud to say that the Washington, DC Turkish Festival is a true grassroots effort driven, organized, and financed by the community. We take great pride every year that 95% of the festival is financed with sponsorships from area businesses, contributions from the community, fundraisers and sales income at the festival. **Last year, over 40 retail and food vendors participated in the Turkish Festival, 10 performing groups on stage, and more than 100 volunteers on the ground including many Americans helped us run the event.** Our marketing and outreach campaign, which starts two months before the event, includes a very strong grassroots movement as well as newspaper, radio, metro and bus advertisements, and distribution of more than 20,000 postcards, flyers, and posters. In order to expand our online presence, we utilize local art and cultural blogs and other social media sites including Facebook and Twitter, as well as neighborhood email list serves. Our marketing campaign allows us to reach out to tens of thousands of Washingtonians of diverse backgrounds.



Turkish Festival: Connecting Cultures for 17 Years

The annual celebration will once again showcase the rich cultural history of Turkey, authentic Turkish cuisine and fine arts in September 2019. We aim to continue building bridges and friendship between Turkish and American people while recognizing the contributions Turkish Americans have made to American society. In addition to our annual festival, ATA-DC is also the proud organizer of the 8th Turkish Heritage Month celebration.

ANTIOCH: MOSAIC OF CULTURES, LAND OF TOLERANCE



Highlight of the Month “Antioch: Mosaic of Cultures, Land of Tolerance”

2019 DC Turkish Festival and Heritage Month will feature **Antioch: Mosaic of Cultures, Land of Tolerance**. Antioch’s ancient history and rich culture is the source of inspiration for the 8th Turkish Heritage Month and 17th Turkish Festival in Washington DC. This year, a Nobel Peace Prize nominated music group from Antioch, Antakya Civilizations Choir, will perform at the Turkish Festival, to share the message of peace, tolerance and diversity through the language of music and Turkish hospitality.

The city of Antakya, known as Antioch, has been a mosaic of cultures and the land of tolerance with its Jewish, Christian and Muslim communities living in peaceful unity for many centuries. The earliest settlement in Antioch goes back to 40,000 BC and the city has been in the crossroads of many civilizations, from the Hittites to the Ottomans, since 9000 BC. As the great trading city on the silk route, Antioch is home to the finest Roman and Byzantine mosaics in the world. It was in Antioch that St. Peter built the first Christian Church and where Apollo fell in love with Daphne. Antioch’s rich and spicy cuisine is a testament to the city’s diverse background: UNESCO selected Antioch as “The City of Gastronomy” in 2017.

We are excited to bring Antioch’s historical, cultural and culinary treasures to the heart of nation’s capital together with your support.

Why Become a Sponsor?

By sponsoring the Turkish Festival and Turkish Heritage Month, you will get exposure to residents in the broader Washington DC Metropolitan Area as well as the Turkish American community. Our sponsorship levels and benefits are presented in the enclosed package. The entire month of celebration is no small undertaking. Our all-volunteer committee spends countless hours and great effort to organize and host the free event. We choose to have the Festival on Pennsylvania Avenue in order to attract the most attention; this of course comes at a price.

Last year, our Festival expenses were nearly \$120,000; but this is money well spent because our aim is to promote Turkey, Turkish culture, and offer an opportunity for our community to be a part of a high-visibility and high-impact event.

We invite and encourage you to **become a sponsor** of the Turkish Festival and the Heritage Month. In order to ensure that your business receives the appropriate recognition and to meet our publicity and promotion deadlines, we kindly ask that you respond no later than August 31, 2019. We look forward to your support and involvement in the 2019 Turkish Festival and Heritage Month.

Should you have any questions, please do not hesitate to contact us at festival@atadc.org (202) 491-5869 (mobile) or (703) 439-0557 (mobile). We look forward to receiving your valuable support!

Sincerely,

Sitki Kazanci
ATA-DC President

Demet Cabbar
Festival Co-Chair





EXHIBIT, MARKETING, AND SPONSORSHIP OPPORTUNITIES

SPONSORSHIP PACKAGES

Executive Level (\$10,000)

Diamond Level (\$5,000)

Platinum Level (\$2,000)

Gold Level (\$975)

Bronze Level (\$495)

Media Sponsor

SEE BENEFITS ON
THE NEXT PAGE



OTHER EXCLUSIVE OPPORTUNITIES

Festival Stage Sponsorship (\$5,000)

- ▶ Sponsor Banner in front of the Festival stage
- ▶ Company name and logo featured on the web site and event banners
- ▶ 10x10 Booth at the Festival
- ▶ Company name on festival brochure
- ▶ Two festival t-shirts

Festival Area Sponsorship (\$3,000)

Please choose from Bazaar, Business Network, Culture, and Turkish Coffee tents

- ▶ Premium signage locations around the tent throughout the Festival (*ATA-DC will make the banners*)
- ▶ Company name / logo featured on the website and event banners
- ▶ 10x10 Booth at the Festival
- ▶ Company name on festival brochure
- ▶ Two festival t-shirts

Friends of the Festival (\$250)

- ▶ Any business or person who makes a donation to the Turkish Festival will be recognized as a "Friend" of the Festival. Friends of the Festival will get name exposure on the festival website (www.turkishfestival.org) with a direct link to your company's website, in the "Special Recognition for Friends of the Turkish Festival" section.



	EXECUTIVE LEVEL SPONSOR \$10,000	DIAMOND LEVEL SPONSOR \$5,000	PLATINUM LEVEL SPONSOR \$2,000	GOLD LEVEL SPONSOR \$975	BRONZE LEVEL SPONSOR \$495	MEDIA SPONSOR
Recognition as the Sponsor of 2019 Turkish Heritage Month & Turkish Festival	Executive Level Sponsor	Diamond Level Sponsor	Platinum Level Sponsor	Gold Level Sponsor	Bronze Level Sponsor	Media Sponsor
Designated as the Turkish Heritage Month & Turkish Festival's only Lead Sponsor & Industry Exclusivity	✓					
Sponsor thank-you plaque presented on the festival stage and 1-minute speaking opportunity	✓	✓				
eBlast compaign specially design for your company	4 times	2 times	1 time			
Special interview about your company, published in the ATA News Magazine	Two pages					
Your advertisement published in the ATANews magazine	One year Full-page	Three times Full-page	Two times Full-page	One time 1/2 page		
Your logo/name on the stage banner	✓	✓	✓	✓	✓	✓
Booth at the Festival	Booth 20' x 10'	Booth 10' x 10'	Booth 10' x 10'	Table		Booth 10' x 10'
Prime logo exposure on the festival website (www.turkishfestival.org) with a direct link to your company's website	✓	✓	✓	✓	✓	✓
Prominent display of sponsor logo on all Turkish Festival promotional brochures and direct mailing	✓	✓	✓			✓
Recognition on Turkish Festival Facebook page (+5000 followers)	✓	✓	✓	✓	✓	✓
Acknowledgement of the company's sponsorship with the logo/name <ul style="list-style-type: none"> ▶ all printed and online materials ▶ festival program ▶ outdoor signage ▶ website ▶ eNewsletter ▶ press materials 	✓	✓	✓	✓	✓	✓
ATA-DC event sponsorship (i.e happy hours, picnic, Republic Day Ball, Children's Day, etc)	4	2	1			
ATADC membership	✓	✓	✓	✓	✓	
Festival t-shirts	8	6	4	3	2	2



FESTIVAL & HERITAGE MONTH SPONSORSHIP FORM

Business Name _____

Name of Contact Person _____

Title _____

Address _____

City _____

State _____

Zip _____

Phone _____

Fax _____

E-mail (required) _____

Website _____

(please mark your choice)

Executive Level (\$10,000)

Gold Level (\$975)

Media Sponsor

Diamond Level (\$5,500)

Bronze Level (\$495)

Festival Stage Sponsorship (\$5,000)

Platinum Level (\$2,000)

Friends of the Festival (\$250)

Festival Area Sponsorship (\$3,000)

Total Due: \$ _____

Full Payment must be received by August 31, 2019

Check Enclosed

Credit Card / Visa / American Express / Mastercard

Card Number _____

Expiration Date _____

3 or 4 Digit CSV # _____

Name as it appears on the Card (Please Print) _____

Signature _____

Date _____

Please mail your form and payment to **ATADC, 1526 18th St NW Washington, DC 20036** and make your contribution payable to **ATADC**

T-shirt size requested S _____ M _____ L _____ XL _____

The American Turkish Association of Washington DC is a 501(c)(3) organization, donation to which is tax deductible to the fullest extent allowed by law.

For questions and concerns, please contact us at **202-491-5869** or **festival@atadc.org**

For program updates and further information, please visit **www.turkishfestival.org**

LOGO USE:

All sponsors are requested to provide a large high-resolution logo (preferably EPS-vector file. If you don't have it JPEG, PDF is acceptable)