

20,000 VISITORS EVERY YEAR



EXHIBIT, MARKETING, AND SPONSORSHIP OPPORTUNITIES

**CONNECTING
CULTURES FOR
15 YEARS**



**turkish
festival**



2017 SPONSORSHIP KIT

TURKISH HERITAGE MONTH
ANNUAL TURKISH FESTIVAL
TURKISH RESTAURANT WEEK
CULTURAL EVENTS
AND MORE...

EXPLORE THE WONDERS OF ISTANBUL



*D*ear Business Owner,

On behalf of the American-Turkish Association of Washington, D.C. (ATA-DC), we are pleased to announce the 15th Annual Turkish Festival scheduled for Sunday, September 24, 2017. 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, D.C. We invite you to join us as a sponsor of both the festival and Turkish Heritage Month. Before the DC Festival, there will also be events throughout the DC Area, all geared to take Washingtonians on a magical tour of Turkey, with a focus on a magical city; Istanbul, Turkey!

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

With over 15,000 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. And this year, we are delighted to carry on the title of **"2015 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 the **"Best Festival of DC"** title 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, **16 Turkish food vendors** participated at the food court, more than **25 retail vendors** at the Turkish Bazaar, **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 15 Years

The annual celebration will once again showcase the rich cultural history of Turkey, authentic Turkish cuisine and fine arts in September 2017. 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 6th Turkish Heritage Month celebration.

EXPLORE THE WONDERS OF ISTANBUL

Highlight of the Month: Istanbul

Described by the historian Procopius as the city surrounded by a wreath of water, Istanbul boasts an exquisite geographical position and deep roots in history. With a history going back 8500 years, Istanbul is an ancient city that is simultaneously modern and fresh. Old world and modern world, Islamic and Mediterranean coexist in its captivating atmosphere. The distinctive characteristic skyline of the city, combining monumental minarets with modern skyscrapers, is perhaps the best proof. The outstanding universal value of Istanbul resides in its unique unification of diverse architectural styles of many eras and civilizations. Roman aqueducts, Byzantine churches, Venetian towers, Ottoman palaces, modern buildings and contemporary plazas give the city its matchless beauty.

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 \$90,000; 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, 2017. We look forward to your support and involvement in the 2017 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 202-469-0218 (mobile). We look forward to receiving your valuable support!

Sincerely,

Hande Ayan
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 (\$2,500)

Gold Level (\$1,000)

Silver Level (\$750)

Bronze Level (\$500)

Media Sponsor

SEE BENEFITS ON
THE NEXT PAGE



OTHER EXCLUSIVE OPPORTUNITIES

Festival Tent Sponsorship (\$3,000)

**Please choose from Bazaar (x2),
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
- ▶ 10' x 10' Booth at the Festival
- ▶ Company name on festival brochure
- ▶ Two festival t-shirts

Friends of the Festival (\$500)

- ▶ 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.

SERVICE Sponsorships

- ▶ Entertainment, Band, Stage Performance Sponsorship
- ▶ Broadcast Sponsorship
- ▶ Printed Materials Sponsorship

Please contact us for more information



	EXECUTIVE LEVEL SPONSOR (\$10,000)	DIAMOND LEVEL SPONSOR (\$5,000)	PLATINUM LEVEL SPONSOR (\$2,500)	GOLD LEVEL SPONSOR (\$1,000)	SILVER LEVEL SPONSOR (\$750)	BRONZE LEVEL SPONSOR (\$500)	MEDIA SPONSOR
Recognition as the Sponsor of 2017 Turkish Heritage Month & Turkish Festival	Executive Level Sponsor	Diamond Level Sponsor	Platinum Level Sponsor	Gold Level Sponsor	Silver 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 specialty 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	One time Full-page	One time 1/2 page	One time 1/2 page		
Your logo/name on the stage banner	✓	✓	✓	✓	✓	✓	✓
Booth at the Festival	20' x 10'	10' x 10'	10' x 10'	10' x 10'			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 (+3000 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 	✓	✓	✓	✓	✓	✓	✓
ATADC membership	✓	✓	✓	✓			
Festival t-shirts	10	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)

- | | | |
|---|--|--|
| <input type="checkbox"/> Executive Level (\$10,000) | <input type="checkbox"/> Silver Level (\$750) | <input type="checkbox"/> Festival Tent Sponsorship (\$3,000) |
| <input type="checkbox"/> Diamond Level (\$5,000) | <input type="checkbox"/> Bronze Level (\$500) | <input type="checkbox"/> Service Sponsorships |
| <input type="checkbox"/> Platinum Level (\$2,500) | <input type="checkbox"/> Media Sponsor | |
| <input type="checkbox"/> Gold Level (\$1,000) | <input type="checkbox"/> Friends of the Festival (\$500) | |

Total Due: \$ _____

Full Payment must be received by August 31, 2017

- 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, 1200 18th Street NW, Suite 700 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)