



# ONCE UPON A TIME

CELEBRATING TIRGAN, AN ANCIENT IRANIAN FESTIVAL

JULY 17 - 20, 2008

[ONCEUPONATIMEFEST.CA](http://ONCEUPONATIMEFEST.CA)

 Harbourfront centre

MUSIC | DANCE | THEATRE | CINEMA | VISUAL ARTS | LITERATURE | YOUTH ACTIVITIES | WORKSHOPS | FOOD | SHOPPING



# WELCOME LETTER

---

Dear Friend:

Hosted by the Iranian-Canadian Centre for Art and Culture (ICCAC) and in collaboration with Harbourfront Centre, **'Once Upon a Time,'** a four-day artistic and cultural summer festival, will be held at Toronto's Harbourfront Centre from July 17 to July 20, 2008.

**'Once Upon a Time'** celebrates 'Tirgan,' an ancient festival that promotes diverse ethnic backgrounds. We have planned a wide range of artistic and cultural events that correspond with our theme: "exploring diversity." Many of the showcases and performances at the festival will explore past events that have taken place throughout Iran's rich and remarkable history. Additionally, we aim to embrace current cultural changes by trying new ideas to expand the dimensions of the festival. We strongly believe the best way to establish such cross-cultural dialogue is by sharing our heritage with the public through high quality representations of various Iranian art forms.

Based on feedback from previous Harbourfront experiences, we expect an audience of at least 100,000 visitors from Toronto and the GTA.

Taking advantage of past experiences with the Harbourfront Centre, we have formed a dynamic team of people who possess a great deal of professional experience, and share a common vision and passion for the arts, culture, and community. Each member has been involved in a range of activities that have made significant impacts within the community. We are confident that by raising awareness through the arts, 'Tirgan' will surpass our past achievements and consequently display the richness of Toronto's multi-cultural scene.

This information package will provide you with the details you need regarding sponsoring this unique event.

We look forward to working with you!

Regards,

Nima Ahmadi  
Marketing Director  
E: [sponsorship@onceuponatimefest.ca](mailto:sponsorship@onceuponatimefest.ca)  
T: 416-704-0279









# ABOUT THE FESTIVAL

---



exploring  
diversity





# 4 DAY

## ARTISTIC & CULTURAL IRANIAN SUMMER FESTIVAL

### goals of the festival

- ✿ To contribute to the diverse cultural mosaic of Canadian society.
- ✿ To promote cross-cultural dialogue and understanding.
- ✿ To promote Iranian culture within Canadian society at large.
- ✿ To raise awareness of cultural identity among Iranian-Canadians; especially the youth.
- ✿ To entertain, engage, and educate the audience on Iranian Arts and Culture.

### festival theme

'Tirgan,' an ancient Iranian festival, is correlated with our theme of 'exploring diversity.' Usually 'Tirgan' is celebrated in the month of July (known as 'Tir' in the Persian calendar). There are many legends on the origins of Tirgan. One is associated with the legend of the arrow (Tir), a reference to 'Arash of the swift arrow,' who was the best Iranian archer of ancient times. To settle a land dispute, it was stipulated that Arash should ascend Mount Damavand, and discharge an arrow whose landing location would determine the boundary between the

two kingdoms, Iran and Turan. Arash climbed the mountain, and discharged an arrow, the flight of which continued from the dawn of day until noon. The arrow finally fell on the banks of the Jeyhun (the Oxus), and the boundaries of Iran expanded beyond all expectations. This development led to Tirgan festival, and the inclusion of multiple cultures into the nation of what is known today as Iran. In modern times, Iranians celebrate this historical occasion with dancing, singing, and reciting poetry.

### dates and times

Thursday, 17 July 2008	_____	6 pm - 11 pm
Friday, 18 July 2008	_____	6 pm - 1 am
Saturday, 19 July 2008	_____	11 am - 1 am
Sunday, 20 July 2008	_____	11 am - 7 pm

### accessibility



Harbourfront Centre is accessible by TTC or by Car. It is also within walking distance from Union Station. All venues are wheelchair accessible, and admission to most events is free to the public.



## venue

📍 Harbourfront centre

Toronto's Harbourfront Centre is an innovative, non-profit cultural organization that creates events and activities of excellence that enliven, educate, and entertain a diverse public. Since its inception, the Harbourfront Centre has been introducing Toronto

audiences to a variety of art forms that otherwise would not be displayed in commercial venues. The Harbourfront Centre provides a leading edge in creative expression.

## organizers' background

We have a dynamic team whose members have been active in a wide range of artistic, cultural, social, and academic fields. Our common vision and diverse backgrounds will allow us to implement our ideas in an all-inclusive way. With community and youth leaders on the Board, we are in a strong position to plan 'Once Upon a Time' in a way that would include

specific events, emphasizing on youth, women, and seniors. With the success of Under the Azure Dome ([www.undertheazuredome.ca](http://www.undertheazuredome.ca)), the previous Iranian festival held at the Harbourfront Centre, we are confident that with the help of friends, volunteers, and sponsors, 'Once Upon a Time' will surpass our expectations in terms of quality and outreach.

## target audience

The festival is aimed at both Iranian and non-Iranian audiences, and attracts a diverse audience composition including, families, seniors, youth, and ethno-cultural groups. The primary target region of

the festival is the Greater Toronto Area. However, over one-quarter of the festival attendants are expected to visit from other cities in the province and abroad.





ENJOY THE COLOURS  
OF IRANIAN TUNES





# passion for art & culture

Focusing on our theme, 'exploring diversity', we have designed a great program that includes a variety of art forms and styles from various historical eras and geographical regions. We have also considered diverse forms of activities including performances, workshops, panel discussions, and lectures. All activities focus on art and cultural themes that aim to engage, stimulate, entertain, and educate the audience.



## music

In order to appeal to a wide range of audience, we propose to showcase performances ranging in various styles of Iranian music including traditional, folkloric, jazz, classic, fusion, pop, rock, and electronic.



## dance

Emphasizing on our internationally acclaimed artists, we are including styles from authentic to fusion and contemporary. The contrast between these styles will offer an engaging and provocative opportunity to muse, enjoy, and learn all at the same time.



## theatre

Theatre is an art form that is very much alive and thriving in Iran. The audience will enjoy a combination of ancient traditional and contemporary works.



## cinema

We plan to have world-class Iranian directors and cinematographers. They will bring with them screenings of their work, and the festival will provide lectures and workshops.







# CELEBRATING TIRGAN\*



## visual arts

The works of over forty Iranian artists will be displayed, ranging in various forms and styles. Additionally, we will include an exciting contest where ten of Iran's top artists will make up our judging panel. They will select the best works in photography and graphic design submitted by young local artists.



## literature

Poetry and literature are prominent aspects of the Iranian culture that have a far-reaching impact on different artistic expressions including music, dance, and painting. Panel discussions, lectures, and book readings will be presented by renowned and highly acclaimed Iranian literary figures.



## children activities

We intend to bring professional Iranian artists that will entertain and educate children. In order to appeal to all ages, there will be an assortment of entertaining activities in areas of dance, music, puppet shows, and storytelling.



## décor

To create a traditional ambiance, we will be decorating both indoor and outdoor venues. Our goal is to display various urban architectural spaces that will represent ancient and modern Iran.



## About Tirgan

There are many legends on the origins of Tirgan. One is associated with the legend of the arrow (Tir), a reference to 'Arash of the swift arrow,' who was the best Iranian archer of ancient times. To settle a land dispute, it was stipulated that Arash should ascend Mount Damavand, and discharge an arrow whose landing location would determine the boundary between the two kingdoms, Iran and Turan. Arash climbed the mountain, and discharged an arrow, the flight of which continued from the dawn of day until noon. The arrow finally fell on the banks of the Jeyhun (the Oxus), and the boundaries of Iran expanded beyond all expectations. This development led to Tirgan festival, and the inclusion of multiple cultures into the nation of what is known today as Iran.



## teahouse

We will have a traditional style teahouse set up for festival goers to enjoy Persian tea. Also, a number of performances and activities will be taking place. The audience will relax on benches and watch traditional theatre performances such as Zoor-khaneh and Naghali. We will also have a form of entertainment called

Fal-giri, a very popular traditional form of fortune-telling based on the poetry of Hafez (d.1320 A.D.). We are planning to have actors and actresses dressed in elaborate mystic clothing, portraying themselves as fortune tellers. Both English and Persian versions of the poems will be recited.



## taste of iran

Iranians have very diverse opinions on social, cultural, and political issues, but their love for Iranian food is unanimous. They take a great deal of pride in their cuisine, which offers a variety of regional meals that are very different in terms of staple and spice. Taste of Iran features a wide range of cuisine that consists of regional food and drinks, served by a number of successful Iranian restaurants in Toronto.



## market and crafts

The festival plans to have several shops in the market section. Such shops include arts and crafts, jewelry, hand-made carpets, English and Iranian literature, sweets, dried fruits and nuts, spices, and Iranian musical instruments.





WATCH AGE-OLD IRANIAN  
LEGENDS COME TO LIFE





SPONSORSHIP

---

*Join* the stream of corporations  
sponsoring a festival that  
showcases various art genres through space and  
time, and is expected to attract

OVER  
**100,000**  
VISITORS.












































# sponsorship benefits

- ❁ Direct exposure to thousands of Canadian and Iranian art and culture enthusiasts who will be attending the event.
- ❁ Create business opportunities for participating sponsors, vendors, and artists.
- ❁ Gaining recognition by being included in our festival marketing campaign that integrates print and press releases, advertising, media coverage, and signage.
- ❁ Advertising in Iranian-Canadian print and media broadcasting.
- ❁ Advertising in 40,000 promotional full-colour magazine, and 10,000 full-colour brochure dedicated to the festival.
- ❁ Direct exposure to our festival website: **[www.onceuponatimefest.ca](http://www.onceuponatimefest.ca)**
- ❁ Being recognized in our monthly e-newsletters that are distributed to over 3,000 members.
- ❁ Additional exposure that extends beyond festival goers, since our website will receive a direct link on the Harbourfront Centre website: **[www.harbourfrontcentre.com](http://www.harbourfrontcentre.com)**
- ❁ Being recognized on a larger scale, since our festival will be included in Harbourfront Centre's extensive marketing campaign, which includes the distribution of 250,000 flyer inserts being placed in the Globe and Mail and the Toronto Star newspapers.
- ❁ Being acknowledged in over 60 festival performances carried out by local and internationally acclaimed artists.
- ❁ Exposure within the large population of Canadian and Iranian youth.
- ❁ Gaining prestigious exposure by supporting a cultural festival.
- ❁ Gaining the respect and recognition of the Iranian-Canadian community.



# sponsorship categories

	friend up to \$999	bronze \$1000	silver \$3000	gold \$5000	diamond \$10,000
Maximum number of sponsors within your industry.				2	1
Harbourfront Centre website recognition for the summer 2008 festival.					
Electronic LED sign on Sirius stage during festival.					
Recognition in advertisements dedicated to the summer 2008 festival (i.e. NOW Magazine, What's On, etc).					
Sponsor tent with area for banner recognition.					
Roaming and sampling rights for entire 10 acre site.					
Logo prominently displayed on the festival website.					
Emcee announcements <i>Verbal recognition of Title Sponsors at the beginning of all events during four days of festival (in English and Persian).</i>					
Access to all non-ticketed free events without lineup. <sup>1</sup>				 1 guest	 1 guest
Complimentary Tickets <i>(Selected by you on preferred ticketed show)</i>			2	4	6
VIP lounge access for Title Sponsors and their guest(s) performances. <i>(When attending festival)</i>					
Business name and sponsorship category will appear on on-site directional signage. <i>(Name &amp; sponsorship category)</i>				 plus logo	 plus logo
Business name and sponsorship category recognition in designated section in festival magazine. <i>Quantity: 40,000 prints / Size: 8.5 x 11 inches</i>				 plus logo	 plus logo
Business name and sponsorship category will appear on all print AD campaigns.		 selected		 plus logo	 plus logo
Business name and sponsorship category will appear in festival's monthly e-newsletter <i>(More than 3,000 e-members).</i>				 plus logo	 plus logo
Linked logo and name on the festival website sponsorship page <i>(Name and sponsorship category).</i>					
Thank-you plaque for display in corporate office.					
Sponsor's name will be mentioned on the common 'Friends of the Festival' page on the festival website. <sup>2</sup>					

<sup>1</sup> Subjected to availability. | <sup>2</sup> Names will be sorted by the amount you pay.







CELEBRATING TIRGAN,  
AN ANCIENT IRANIAN FESTIVAL





**ONCE UPON A TIME**

[www.onceuponatimefest.ca](http://www.onceuponatimefest.ca)