

June 27, 2006

Dear business owner and friend:

On behalf of the American-Turkish Association of Washington DC (ATA-DC), I am pleased to announce that the **4th Annual Turkish Festival is tentatively scheduled (pending DC Government permits) for Sunday, October 8, 2006** from 10:00 AM to 6:00 pm on Pennsylvania Avenue NW between 12th and 14th Streets (NW).

Last year's Festival was a great success, allowing us to reach over 5,000 visitors in a matter of eight hours to present the best that Turkey has to offer. 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 have already received numerous requests from additional vendors, performance groups, and the community to be a part of this year's Festival.

The Festival is no small undertaking. The Festival Committee has already formed and is meeting regularly to ensure this year's event is bigger and better than before. 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 \$43,000; but this is money well spent because our aim is to promote Turkey, Turkish culture, and offer an opportunity for Turkish businesses to be a part of a high-visibility event.

I am writing to ask for your support of the Turkish Festival. Our sponsorship levels and benefits are presented in the enclosed table. We have designed the levels to appeal to businesses of all sizes and budgets. We ask that you be as generous as possible with your contribution. *To maximize publicity, we also ask, if possible and appropriate, for you to provide a link on your business web site to ours www.turkishfestival.org*

This is a once-a-year event and the most visible when it comes to promoting our country, culture, and the Turkish-American community in the DC-area.

In order to ensure that your business receives the appropriate recognition and to meet our publicity and promotion deadlines, I kindly ask that you respond no later than August 10, 2006. We look forward to your support and involvement in the 2006 Turkish Festival. Should you have any questions, please do not hesitate to contact me at president@atadc.org or 703-625-4951 (cell).

With warm regards,

Pelin Aylangan
President, ATA-DC
Chairperson, 2006 Turkish Festival Committee



2006 Turkish Festival Sponsorship Form

Please respond no later than August 10, 2006

Business Information

Business Name	
Owner's Name (First Name, Last Name)	
Address (Street)	
Address (City, State, Zip)	
Phone	
Fax	
E-mail	
Web site	

Sponsorship Level

- Main Sponsor (\$5,000) Contributor (\$500)
 Premier Sponsor (\$2,500) Supporter (\$250)
 Benefactor (\$1,000) Donation only \$_____
- Patron (\$750)

I require a receipt for my contribution Yes No

I will provide a link on my web site to the Festival web site Yes No

T-shirt size requested ___ S ___M ___ L ___XL

In order to be included in the appropriate planning and recognition areas and materials, we kindly ask that you mail by August 10, 2006:

- 1) your tax-deductible contribution payable to *ATA-DC* (please add "Festival" in the memo area)
- 2) A current business card

**Send To: 2006 Turkish Festival
c/o Pelin Aylangan
12229 Fairfield House Dr. #212
Fairfax VA 22033**

ATA-DC is a section 501(c)(3), tax exempt, non-profit association



American-Turkish Association of Washington D.C. 1526 18th St. NW • Washington DC 20036
www.atadc.org 1-888-282-3236

2006 Turkish Festival • Washington DC Business Sponsorship Levels & Benefits

Sponsorship Level <i>(Note 1)</i>	Tickets to ATA-DC/ATAA Annual Ball (Nov. 11 th)	Festival T-Shirts (can be picked up Festival day)	Recognition on Festival Web Site turkishfestival.org <i>(Note 2)</i>	Ad in ATA-NEWS Newsletter November Issue (distributed to 300 homes) <i>(Note 3)</i>	Recognition in Media Advertising	Info table at Festival	Sponsorship of 1 Festival Area (e.g. Stage, Kids Tent, Coffee House etc.)	Recognition in Festival Program (day of Festival)
Main Sponsor (only available for 2 businesses) \$5,000	2	4	✓	Full page	✓ Also includes recognition in all Festival announcements	✓	✓	✓
Premier Sponsor \$2,500	2	3	✓	1/2 page	✓	✓		✓
Benefactor \$1,000	2	2	✓	1/4 page	✓	✓		✓
Patron \$750	1	2	✓	1/8 page	✓			✓
Contributor \$500		2	✓					✓
Supporter \$250		2						✓

Notes:

- (1) Please note that sponsorship will not be given for in-kind gifts unless solicited by the Festival Committee.
- (2) For recognition on the Festival web site, please send a JPEG file of your logo to festival@atadc.org
- (3) We will follow-up with you in October to receive the artwork/ad layout information