

SPONSORSHIP PACKAGE



www.turkishfestival.org



June 28, 2007

Dear business owner and friend:

On behalf of the American-Turkish Association of Washington DC (ATA-DC), we are pleased to announce that the **5th Annual Turkish Festival is scheduled for Sunday, October 14, 2007** from 10:00 AM to 6:00 pm on Pennsylvania Avenue NW between 13th and 14th Streets (NW), only two blocks away from the White House, at the heart of Washington, DC.

The Turkish Festival has become a tradition in Washington, DC and we are proud of it: We hope that you would like to become a part of this tradition too. 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. This year we plan to bring a jumbotron unit (giant TV screen) to the center of the festival site to show Turkish promotional videos as well as to promote our business sponsors.

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 \$45,000; but this is money well spent because our aim is to promote Turkey, Turkish culture, and offer an opportunity for businesses to be a part of a high-visibility event.

We are 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.

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, we kindly ask that you respond no later than September 10, 2007. We look forward to your support and involvement in the 2007 Turkish Festival. For more information on the festival please visit: www.turkishfestival.org Should you have any questions, please do not hesitate to contact us at president@atadc.org or 202-491-5869 (cell).

With warm regards,

A handwritten signature in black ink that reads "Demet Cabbar".

Demet Cabbar
President
ATA-DC

A handwritten signature in black ink that reads "Allen Lawrence".

Allen Lawrence
Chairperson
2007 Turkish Festival Committee



2007 TURKISH FESTIVAL SPONSORSHIP INFORMATION
OCTOBER 14TH 2007 ? Washington, DC

SPONSOR CATEGORY 1 (Principal Sponsor)

\$10,000

1. "Principal Sponsor" recognition and mentioning of the company name/logo in all festival related advertising at the festival site, outdoor displays, and media.
2. "Principal Sponsor" prime logo exposure in all festival promotional material; i.e., main brochure, direct mail, local websites, print, online and print media advertising, and press releases.
3. Prime logo exposure on the festival website (www.turkishfestival.org) with a direct link to your company's website.
4. 10' x 10' Booth at the Festival or Tent/Area Sponsorship category
5. Company profile on the festival website (limit: 100 words)
6. Displaying of the company logo or a 30-second commercial advertisement on the jumbotron screen at the festival site every 20 minutes during the festival.
7. Four complimentary tickets for ATA-DC's Republic Ball in October/November.
8. Two full page advertisement in one issue of the ATANEWS (ATA-DC's monthly newsletter)
9. Eight Festival t-shirts

SPONSOR CATEGORY 2 (Platinum Sponsor)

\$5,000

1. "Festival Tent/Area Sponsor" recognition and the company name given to a designated area or tent in the Festival Plaza.
2. Tent/Area Sponsorship category and secondary logo exposure in the festival brochure and all festival promotional materials; i.e., main brochure, direct mail, local websites, print, online and print media advertising, and press releases.
3. Secondary logo exposure on the festival website (www.turkishfestival.org) with a direct link to your company's website.
4. Brief company profile on the festival website (limit: 75 words).
5. Displaying of the company logo or two 30-second commercial advertisements on the jumbotron screen at the festival site every hour during the festival.
6. One Table at the festival site
7. Two complimentary tickets for ATA-DC's Republic Ball in October/November.
8. One full page advertisement in one issue of the ATANEWS (ATA-DC's monthly newsletter)
9. Six Festival t-shirts

SPONSOR CATEGORY 3 (Premier Sponsor)

\$2,500

1. "Festival Sponsor" recognition.
2. Logo exposure on the festival promotional materials i.e., main brochure, direct mail, local websites, print, online and print media advertising, and press releases.
3. Logo exposure on the festival website (www.turkishfestival.org) with a direct link to your company's website.
4. Brief company profile on the festival website (limit: 50 words).
5. Displaying of the company logo or a 30-second commercial advertisement on the jumbotron screen at the festival site every hour during the festival.
6. One Table at the festival site
7. Two complimentary tickets for ATA-DC's Republic Ball in October/November.
8. Half-a-page advertisement in one issue of the ATANEWS (ATA-DC's monthly newsletter)
9. Four Festival t-shirts

SPONSOR CATEGORY 4 (Benefactor)

\$1,000

1. Logo exposure on the festival brochure and other festival promotional materials such direct mail and local websites.
2. Logo exposure on the festival website (www.turkishfestival.org) with a direct link to your company's website
3. Displaying of the company logo or a 15-second commercial advertisement on the jumbotron screen at the festival site every hour during the festival.
4. One Table at the festival site
5. One complimentary ticket for ATA-DC's Republic Ball in October/November.
6. ¼ page advertisement in one issue of the ATANEWS (ATA-DC's monthly newsletter)
7. Two Festival t-shirts

SPONSOR CATEGORY 5 (Patron)

\$750

1. Logo exposure on the festival brochure and other festival promotional materials such direct mail and local websites.
2. Logo exposure on the festival website (www.turkishfestival.org) with a direct link to your company's website
3. Displaying of the company logo or a 15-second commercial advertisement on the jumbotron screen at the festival site every 2 hours during the festival.
4. 1/8 page advertisement in one issue of the ATANEWS (ATA-DC's monthly newsletter)
5. Two Festival t-shirts

SPONSOR CATEGORY 6 (Contributor)

\$500

1. Logo exposure on the festival website (www.turkishfestival.org) with a direct link to your company's website
2. Displaying of the company logo or a 15-second commercial advertisement on the jumbotron screen at the festival site every 2 hours during the festival.
3. 1/16 page advertisement in one issue of the ATANEWS (ATA-DC's monthly newsletter)
6. Two Festival t-shirts

FRIENDS OF THE TURKISH FESTIVAL

\$0-499

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.

2007 Turkish Festival • Washington DC Business Sponsorship Levels & Benefits

Sponsorship Level (Note 1)	Displaying of company logo or commercial on jumbotron at the Festival Site (Note 2)	Tickets to ATA-DC/ATAA Annual Ball	Festival T-Shirts (can be picked up Festival day)	Recognition on Festival Web Site turkishfestival.org (Note 3)	Ad in ATA-NEWS Newsletter (distributed to 300 homes) (Note 4)	Recognition in Media Advertising before the Festival (Note 5)	Info table at Festival	Sponsorship of 1 Festival Area (e.g. Stage, Kids Tent, Coffee House etc.)	Recognition in Festival Program (day of Festival)
Principal Festival Sponsor \$10,000 (only available for 2 businesses)	For 30 seconds in every twenty minutes	4	8	✓	2 Full pages	✓	✓ 10' x 10' booth	✓	✓
Platinum Sponsor \$5,000	For two 30 seconds every hour	2	6	✓	Full page	✓	✓	✓	✓
Premier Sponsor \$2,500	For 30 seconds every hour	2	4	✓	1/2 page	✓	✓		✓
Benefactor \$1,000	For 15 seconds every hour	1	2	✓	1/4 page	✓	✓		✓
Patron \$750	For 15 seconds every two hours		2	✓	1/8 page	✓			✓
Contributor \$500	For 15 seconds every two hours		2	✓	1/16 page				✓

Notes:

- (1) Please note that sponsorship will not be given for in-kind gifts unless solicited by the Festival Committee.
- (2) Jumbotron is a giant TV screen to be set up in the center of the festival site.
- (3) For recognition on the Festival web site, please send a JPEG file of your logo to festival@atadc.org
- (4) We will follow-up with you in October to receive the artwork/ad layout information
- (5) In the previous years media advertising included Washington Post Weekend Section, Express, and other

2007 Turkish Festival Sponsorship Form
Please respond no later than September 10, 2007

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

- Principal Sponsor (\$10,000) Platinum Sponsor (\$5,000)
 Premier Sponsor (\$2,500) Benefactor (\$1,000)
 Patron (\$750) Contributor (\$500)
 Donation only \$_____

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 September 10, 2007:

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

Send To: 2007 Turkish Festival
c/o Demet Cabbar
1021 N Garfield St. #848
Arlington, VA 22201

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