



EXPLORE THE WONDERS OF TURKEY IN THE HEART OF DC

2011 SPONSORSHIP KIT



**turkish
festival**
WASHINGTON, DC



Dear Business Owner and Friend:

On behalf of the American-Turkish Association of Washington, D.C. (ATA-DC), we are pleased to announce the **9th Annual Turkish Festival scheduled for Sunday, October 2, 2011** from 11:00 am to 7:00 pm on Pennsylvania Avenue NW between 12th and 14th Streets (NW), only two blocks away from the White House, in the heart of Washington, D.C.

With over 25,000 visitors, the Turkish Festival was once again a great success last year. And this year, we are excited to carry on the title of **Best Festival of DC**, awarded to the Turkish Festival by the readers of the Washington City Paper. As you know, the Turkish Festival was also the home for the Guinness World's Record for the Longest Shish Kebab! So with a Guinness Record and the "Best Festival of DC" title under its belt, Washington, DC Turkish Festival is positioned even better than before to be a success this year!

The primary purpose of the Festival is to promote Turkey and Turkey's rich and diverse culture in the nation's capital. The Festival also seeks to build bridges of friendship between Turkish and American people through cultural understanding and appreciation.

Last year's Festival was a great success, allowing us to reach over **25,000** 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.

As Turkish Americans we feel proud to see that the Turkish Festival has become a much looked-for tradition for all Washingtonians. Throughout the year we receive many calls and emails from Washingtonians asking for the date of the Festival. The "Best Festival of DC" title reinforces that the Turkish Festival is one of the premier cultural events in Washington, D.C.

One of the things that contributes greatly to the success of the Turkish Festival is our marketing and outreach campaign which

starts four months before the event date and 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 listserves. Our marketing campaign allows us to reach out to thousands of Washingtonians of diverse backgrounds.

By sponsoring the Turkish Festival you will get exposure to the broader Washington DC Metropolitan Area residents as well as the Turkish American community. Moreover, you will support the Turkish Festival which promotes the best of Turkish culture in the heart of Washington, DC. Our sponsorship levels and benefits are presented in the enclosed package. We look forward to receiving your valuable support and enhance our community through your contribution!

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 21, 2011. We look forward to your support and involvement in the 2011 Turkish Festival. For more information on the festival visit: www.turkishfestival.org Should you have any questions, please do not hesitate to contact us at president@atadc.org or 202-491-5869 (mb) or 202-469-0218 (mb).

With warm regards,

Demet Cabbar
President, ATA-DC

Patsy Jones
Chairperson, 2011 Turkish Festival Committee



2011 TURKISH FESTIVAL SPONSORSHIP INFORMATION

SPONSOR CATEGORIES

- 1 Diamond Level (\$5,000)**
- 2 Platinum Level (\$2,500)**
- 3 Gold Level (\$1,000)**
- 4 Silver level (\$750)**
- 5 Bronze Level (\$500)**
- 6 Media Sponsor**



CONTACT US

202-491-5869 | Demet Cabbar
202-469-0218 | Patsy Jones
president@atadc.org
www.turkishfestival.org



ATA-DC
The American Turkish
Association of Washington, DC
1526 18th St., NW
Washington, DC 20036
1-888-282-3236
www.atadc.org

2011 TURKISH FESTIVAL SPONSORSHIP INFORMATION

SPONSOR BENEFITS

1

DIAMOND LEVEL

(\$5,000)

- “Main Sponsor” recognition and mentioning of the company name/logo in all festival related advertising at the festival site, outdoor displays, and media.
- “Diamond Level 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.
- Prime logo exposure on the festival website (www.turkishfestival.org) with a direct link to your company’s website.
- Recognition on ATA-DC facebook and twitter pages
- 10’ x 10’ Booth at the Festival or Tent/Area Sponsorship category
- Company profile on the festival website (limit: 100 words)
- Three complimentary tickets for ATA-DC’s Republic Ball in October/November 2011.
- One full page advertisement in one issue of the ATA Newsmagazine
- Banner ad in ATA-DC’s monthly e-newsletter for 6 months
- Your Logo on the Turkish Festival Tote Bags to be distributed on the day of the festival
- Ten festival tote bags (see picture)
- Six Festival t-shirts

Sample Turkish Festival Tote Bags

Sponsor Logos will be printed on the back of the tote bag. Tote bags will be distributed at the Turkish Festival.

Logos of Diamond, Platinum and Gold sponsors will be printed on the tote bag.



2011 TURKISH FESTIVAL SPONSORSHIP INFORMATION

SPONSOR BENEFITS

2

PLATINUM LEVEL SPONSOR

(\$2,500)

- "Festival Tent/Area Sponsor" recognition and the company name given to a designated area or tent in the Festival Plaza.
- 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.
- Secondary logo exposure on the festival website (www.turkishfestival.org) with a direct link to your company's website.
- Recognition on ATA-DC facebook and twitter pages
- Brief company profile on the festival website (limit: 75 words).
- One Table at the festival site
- Two complimentary tickets for ATA-DC's Republic Ball in October/November 2011
- One full page advertisement in one issue of the ATA Newsmagazine
- Banner ad in ATA-DC's monthly e-newsletter for 3 months
- Your Logo on the Turkish Festival Tote Bags to be distributed on the day of the festival
- Eight festival tote bags
- Four Festival t-shirts

3

GOLD LEVEL SPONSOR

(\$1,000)

- Logo/Company Name on the festival brochure and other festival promotional materials such direct mail and local websites.
- Logo/Company Name exposure on the festival website (www.turkishfestival.org) with a direct link to your company's website
- Recognition on ATA-DC facebook and twitter pages
- One Table at the festival site
- One complimentary ticket for ATA-DC's Republic Ball in October/November 2011.
- 1/2 page advertisement in one issue of the ATA Newsmagazine
- Banner ad in ATA-DC's monthly e-newsletter for 2 months
- Your Logo on the Turkish Festival Tote Bags to be distributed on the day of the festival
- Four Festival tote bags
- Two Festival t-shirts

2011 TURKISH FESTIVAL SPONSORSHIP INFORMATION

SPONSOR BENEFITS

4

SILVER LEVEL SPONSOR

(\$750)

- Logo/Company Name exposure on the festival brochure and other festival promotional materials such as direct mail and local websites.
- Logo exposure on the festival website (www.turkishfestival.org) with a direct link to your company's website
- One Table at the festival site
- 1/4 page advertisement in one issue of the ATA Newsmagazine
- Banner ad in ATA-DC's monthly e-newsletter for 1 month
- Two Festival tote bags
- Two Festival t-shirts

6

MEDIA SPONSOR

(Available only for Media Organizations)

- Logo/Company Name exposure on the festival website (www.turkishfestival.org) with a direct link to your company's website
- 1/4 page advertisement in one issue of the ATA Newsmagazine
- Two Festival tote bags
- Two Festival t-shirts

5

BRONZE LEVEL SPONSOR

(\$500)

- Logo/Company Name exposure on the festival website (www.turkishfestival.org) with a direct link to your company's website
- 1/4 page advertisement in one issue of the ATA Newsmagazine
- Two Festival tote bags
- Two Festival t-shirts

7

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.

2011 TURKISH FESTIVAL SPONSORSHIP INFORMATION

SPONSORSHIP LEVELS & BENEFITS

SPONSORSHIP LEVEL (Note 1) BENEFITS	DIAMOND SPONSOR \$5000	PLATINUM SPONSOR \$2,500	GOLD SPONSOR \$1,000	SILVER SPONSOR \$750	BRONZE SPONSOR \$500	MEDIA SPONSOR
Sponsorship of 1 Festival Area (e.g. Stage, Kids Tent, Coffee House etc.)	✓	✓				
Tickets to ATA-DC Annual Ball	3	2	1			
Logo/Name on Turkish Festival Tote Bag (Note 4)	✓	✓	✓			
Info table at Festival	10'x10' booth	✓	✓	✓		
Banner Ad on ATA-DC e-newsletter	for 6 months	for 3 months	for 2 months	for 1 month		
Recognition in Media Advertising before the Festival (Note 2)	✓	✓	✓	✓		
Recognition in Festival Program (day of Festival)	✓	✓	✓	✓	✓	✓
Recognition on Festival Web Site and Social Media (Note 3)	✓	✓	✓	✓	✓	✓
Ad in ATA-NEWS Magazine (distributed to 450 homes)	Full page	Full page	1/2 page	1/4 page	1/4 page	1/4 page
Festival T-Shirts	6	4	2	2	2	2
Gift Tote Bags (Note 4)	10	8	4	2	2	2

Notes:

- (1) Please note that sponsorship will not be given for in-kind gifts unless solicited by the Festival Committee.
- (2) In the previous years, media advertising included Washington Post Weekend Section, Express, the Examiner, CityPaper and other.
- (3) For recognition on the Festival web site, please send a JPEG file of your logo to festival@atadc.org
- (4) Please see a picture of the tote bags on page 4 of the sponsorship package.

2011 TURKISH FESTIVAL SPONSORSHIP FORM

BUSINESS INFORMATION

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

SPONSORSHIP

- Diamond Level (\$5,000)
- Platinum Level (\$2,500)
- Gold Level (\$1,000)
- Silver level (\$750)
- Bronze Level (\$500)
- Media Sponsor
- 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 **August 21, 2011**:

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

Send To:

2011 Turkish Festival
c/o Demet Cabbar / ATA-DC
1021 N Garfield St. #848
Arlington, VA 22201

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