



---

## *Iranian Heritage Day at the Royal Ontario Museum (ROM)*

### *An annual event*

Canada's ever-growing Iranian community reached a milestone in 2011 by establishing the Annual Iranian Heritage Day (IHD) at the Royal Ontario Museum (ROM). This enabled more Canadians to connect with the richness and diversity of Iranian culture and civilization at Canada's leading historical museum.

The Toronto Iranians Community Group, together with other leading Iranian-Canadian organizations, is proud to announce that the Fourth Annual Iranian Heritage Day at the ROM will be held on Saturday May 24 and Sunday 25, 2014, from 11:00 am-5:30 pm.

This annual event and other upcoming Iran-related programming at the ROM will enlighten thousands of culture enthusiasts regarding Iranian heritage and art. Such programs will strengthen the links between the Greater Toronto Area's Iranian community and one of Canada's leading cultural institutions, while instilling a greater appreciation for the Iranian rich cultural pedigree among Iranian-Canadian youth.

Since the ROM is focused on introducing the world's cultural and historical riches to Canadians, the Iranian Heritage Day is a great opportunity for the Iranian-Canadian community to showcase the richness of Iranian civilization to the broader Canadian society, and to build bridges of cross-cultural understanding.

The management of the ROM has dedicated the entire first floor, various galleries and the theater of the ROM to the Iranian Heritage Day on May 24 and 25 which enables thousands of cultural enthusiasts to connect with Iranian history and civilization in a unique and unprecedented way.

Special programs during Iranian Heritage Days will include authentic Iranian musical and dance performances, as well as displays of magnificent Persian works of art including paintings and works of calligraphy. In addition, having access to the large auditorium in the lower floor of the ROM, will provide an opportunity for screening documentaries and talks by leading Iranian artistic and literary figures.

Visitors to the Iranian Heritage Day will have the opportunity to spend the entire day at the ROM and survey the rich collection of art across the ROM's various sections.

Given the number and caliber of its expected participants and visitors, this is a great opportunity for the event's sponsors and collaborators to show their commitment to cross-cultural harmony, and their appreciation for Iranian heritage and the potential of the Iranian Diaspora.

*4<sup>th</sup> Annual Iranian Heritage Day At The Royal Ontario Museum, Toronto, May 24 & 25, 2014*

*[www.iranianheritageday.com](http://www.iranianheritageday.com), [events@torontoiranians.com](mailto:events@torontoiranians.com)*

Info: 416-477-1550



### ***The Institution/Venue***

The ROM's collections and research are the basis of its international reputation. Numbering almost six million objects, the Museum's diverse collections of world cultures and natural history have made the ROM one of the largest museums in North America. The ROM is also the largest field-research institution in Canada with research and conservation activities that span the globe. From fieldwork to onsite laboratory work, Museum staff study artifacts and specimens to further the understanding of the collections and the world. With the financial support of world renowned philanthropists such as Hillary and Galen Weston, as well as Michael Lee Chin, the ROM is the ideal avenue to build bridges of culture and understanding across the diverse Canadian family.

### ***Snapshot***

- Over fifty authentic Iranian music, dance, and other performances
- Workshops, documentary and/or historical films about Iran
- Displays of magnificent works of Iranian art including paintings and calligraphy
- Iranian themed kids zone, music and dance workshops and other interactive programs

Below are links to our previous events:

Short Video-2013: <http://youtu.be/xiMt00OaZW8>

Full Event part 1-2012: <https://www.youtube.com/watch?v=HjghCAT03dA>

Full Event part 2-2012: <http://www.youtube.com/watch?v=ywn3yh5ly-I>

### ***Audience***

With over 4500 expected visitors per day, Iranian Heritage Day at the ROM will be a hub where art and culture enthusiasts, performers, scholars, as well as leading figures from the Iranian community and other leading Canadians will gather for an entire day of cultural edification. Federal and provincial political figures, corporate and non-profit leaders from across the GTA and elsewhere, as well as other notable personalities will also be in attendance.

### ***Reach***

The ROM will promote the Iranian Heritage Day through:

- ROM General Visitor E-Newsletters - 35,000+ recipients
- ROM Members E-Newsletters - 30,000+ recipients
- ROM Group & Corporate Client E-Newsletters - 5,000+ recipients
- ROM website - 200,000+ online visitors/month

The event organizers will outreach at least 20,000 individuals, and dozens of key institutions in the GTA and beyond through their marketing material (social media, posters, postcards, and brochures), and their extensive advertising campaign

*4<sup>th</sup> Annual Iranian Heritage Day At The Royal Ontario Museum, Toronto, May 24 & 25, 2014*

[www.iranianheritageday.com](http://www.iranianheritageday.com), [events@torontoiranians.com](mailto:events@torontoiranians.com)

Info: 416-477-1550



---

## Sponsorship Opportunities

We have developed numbers of sponsorship opportunities to allow for the event sponsors to reach a sizeable and influential audience and maximize the impact of their investment.

### *Sponsorship Categories:*

#### **Platinum Sponsor: \$5,000**

- Dedication of a full-page to the sponsor's ad on the back cover or inside cover of the event booklet (5000 copies)
- Recognition by event MC
- Printing the sponsor's name on all advanced tickets
- A table to distribute promotional materials
- Prominent display of the sponsor's name and logo on 3 giant size screens on main stage and Chen Court throughout the event (one slide every minute)
- Displaying the sponsor's name and logo IHD's marketing campaign that integrates print and press releases, media coverage, media advisories, event poster, brochures, roll up banner, advertising in Iranian-Canadian print and in IHD's website [www.iranianheritageday.com](http://www.iranianheritageday.com)
- Displaying sponsor's logo, name and hyperlink on the Iranian Heritage Day page of the ROM website (200,000+ online visitors/month).
- Inclusion of the sponsor's name on the announcement of the event that is sent to 70,000 ROM's E-Newsletters subscribers
- Invitation to VIP Behind the Scenes Tour at Royal Ontario Museum for six (6) people
- Invitation to VIP reception for eight (8) people

#### **Gold Sponsor: \$3,500**

- Dedication of a full-page to the sponsor's ad in a prominent place in the event booklet (5000 copies)
- Recognition by event MC
- A table to distribute promotional materials
- Prominent display of Organization/corporate/ name and logo on 3 giant size screens on main stage and Chen Court throughout the event (one slide every other minute)
- Displaying the sponsor's name and logo in IHD's marketing campaign that integrates print and press releases, media coverage, media advisories, event poster, brochures, roll up banner, advertising in Iranian-Canadian print and in IHD's website [www.iranianheritageday.com](http://www.iranianheritageday.com)
- Displaying the sponsor's logo, name and hyperlink on the Iranian Heritage Day page of the ROM website (200,000+ online visitors/month).
- Inclusion of the sponsor's name on the announcement of the event that is sent to 70,000 ROM's E-Newsletters subscribers

*4<sup>th</sup> Annual Iranian Heritage Day At The Royal Ontario Museum, Toronto, May 24 & 25, 2014*

*[www.iranianheritageday.com](http://www.iranianheritageday.com), [events@torontoiranians.com](mailto:events@torontoiranians.com)*

**Info: 416-477-1550**



- Invitation to VIP Behind the Scenes Tour at Royal Ontario Museum for four (4) people
- Invitation to VIP reception for six (6) people

### **Premier Event Sponsor: \$2,000**

- Dedication of a 3/4-page to the sponsor's ad in the event booklet (5000 copies)
- Recognition by event Emcee as the sole sponsor of the premier event
- A table to distribute promotional materials
- Prominent display of Organization/corporate/individual name and logo on 3 giant size screens on main stage and Chen Court throughout the event (one slide every 3 minutes)
- Displaying the sponsor's name and in IHD's marketing campaign that integrates print, media coverage, event poster, brochures, roll up banner, advertising in Iranian-Canadian print and in IHD's website: [www.iranianheritageday.com](http://www.iranianheritageday.com)
- Inclusion of the sponsor's name and hyperlink on the Iranian Heritage Day page of the ROM website (200,000+ online visitors/month).
- Inclusion of the sponsor's name on the announcement of the event that is sent to 70,000 ROM's E-Newsletters subscribers
- Invitation to VIP Behind the Scenes Tour at Royal Ontario Museum for two (2) people
- Invitation to VIP reception for four (4) people

### **Silver Sponsor: \$1,000**

- Dedication of Half-page ad to the sponsor's in the event booklet (5000 copies)
- Prominent exposure of Organization/corporate/individual name and logo on 3 giant size screens on main stage and Chen Court throughout the event (one slide every 5 minutes)
- Displaying the sponsor's name and logo in IHD's marketing campaign that integrates print, media coverage, event poster, brochures, roll up banner, advertising in Iranian-Canadian print and in IHD's website: [www.iranianheritageday.com](http://www.iranianheritageday.com)
- Inclusion of the sponsor's name and hyperlink on the Iranian Heritage Day page of the ROM website (200,000+ online visitors/month).
- Inclusion of the sponsor's name on the announcement of the event that is sent to 70,000 ROM's E-Newsletters subscribers
- Invitation to VIP Behind the Scenes Tour at Royal Ontario Museum for two (2) people
- Invitation to VIP reception for two (2) people

### **Bronze Sponsor: \$500**

- Dedication of quarter-page ad to the sponsor's in the event booklet (5000 copies)
- Displaying the sponsor's name and logo in IHD's marketing campaign that integrates: event poster, brochures, roll up banner, advertising in Iranian-Canadian print and in IHD's website: [www.iranianheritageday.com](http://www.iranianheritageday.com)



- Inclusion of the sponsor’s name and hyperlink on the Iranian Heritage Day page of the ROM website (200,000+ online visitors/month).
- Inclusion of the sponsor’s name on the announcement of the event that is sent to 70,000 ROM’s E-Newsletters subscribers
- Invitation to VIP Behind the Scenes Tour at Royal Ontario Museum for two (2) people
- Invitation to VIP reception for two (2) people

**Ad in the event booklet: \$250**

- Quarter-page ad in the event booklet (5000 copies)

**Sponsorship Confirmation**

YES, I AM WILLING TO SPONSOR THE IRANIAN HERITAGE DAY AT THE ROM AS A,

- Platinum... ..... \$5,000
- Gold Sponsor ..... \$3,500
- Premier Event Sponsor ..... \$2,000
- Silver Sponsor ..... \$1,000
- Bronze Sponsor..... \$500
- Ad in the booklet..... \$250

**PAYMENT INFORMATION:**

- Cheque – Payable to the “Toronto Iranians Community Group”  
Please mail your cheque to:

**Toronto Iranians Community Group  
700 Bay St, Suite 2307, Box 211  
Toronto, ON, M5G 1Z6**

- Credit Card, Visa & Master Cards

Please fill out the attached form and email it to: [events@torontoiranians.com](mailto:events@torontoiranians.com)

Forward corporate logo to [events@torontoiranians.com](mailto:events@torontoiranians.com) in JPG, BMP, PNG and EPS formats with 300 DPI resolution no later than May 1, 2014

Full page 8 X5 inches, half page 5 X 3.75 inches and Quarter page 5 X 2 inches



## SPONSORSHIP FORM / PAYMENT:

PAYMENT BY CREDIT CARD FOR SPONSORSHIP OF THE “Iranian Heritage Day”

NAME / LAST NAME	
BILLING ADDRESS	
CITY	
PROVINCE	
POSTAL CODE	
PHONE NUMBER	
CREDIT CARD	VISA <input type="checkbox"/> MASTER CARD <input type="checkbox"/>
CREDIT CARD NUMBER	
EXPIRY DATE:	
EMAIL ADDRESS	

This is to authorize Toronto Iranians Community Group to Withdraw:

\$ \_\_\_\_\_ Amount in writing: \_\_\_\_\_

From my credit card:

(Caspian Information Systems Inc. will process this amount on behalf of Toronto Iranians)

I \_\_\_\_\_ approve this transaction for the purpose of

Sponsorship of the Iranian Heritage Day held on May 24<sup>th</sup> and 25<sup>th</sup> 2014 at the Royal Ontario Museum.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_