

T.C.  
HOUSTON BAŞKONSOLOSLUĞU  
TİCARET ATAŞELİĞİ

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Konu: ATA - Houston

24 Temmuz 2012

EKONOMİ BAKANLIĞI  
İhracat Genel Müdürlüğü  
Faks 0312 2128881

Houston'da yerleşik Türkleri bir araya getiren American Turkish Association (ATA) Houston Derneği'nin Başkanı Deniz Demirörs ile 17 Temmuz 2012 tarihinde Ataşeliğimizde bir görüşme gerçekleştirilmiştir. Sayın Demirörs görüşmede her yıl yaklaşık 5000 kişinin ziyaret ettiği ve bu yıl 13-14 Ekim 2012 tarihlerinde Houston'da 22. si yapılacak olan Turkishfest hakkında bilgi vererek, Ticaret Ataşeliğimizin desteğini talep etmiştir.

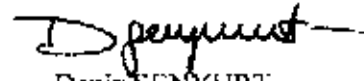
Ataşeliğimizce ATA Houston Derneği tarafından 2011 yılında organize edilen Turkishfest programına katılmış olup, Türklerin yanı sıra Amerikalıların da büyük ölçüde katılım sağladıkları Festival'de ülkemiz kültürünün tanıtımına bu vesileyle önemli katkı sağlandığı gözlemlenmiştir. Söz konusu Dernek, bahsekonu programı herhangi bir devlet desteği almadan, kendi özkaynakları ve üyelerinin gönüllü katılımıyla gerçekleştirmekte olup, Bakanlığımız tarafından verilecek her türlü desteğin programın daha etkin ve görünür olması açısından büyük katkı sağlayacağı değerlendirilmektedir.

Bu kapsamda, Makamlarınca da uygun görülürse ülkemiz ihrac ürünlerinin tanıtımına yönelik broşür, belge ve eşantyon (fındık, lokum vs.) ürünlerinin festivalin desteklenmesine yönelik olarak Ataşeliğimize gönderilmesi ve bu kapsamda ihracatçı birliklerimizin desteğinin alınmasının yerinde olacağı değerlendirilmektedir.

Diğer taraftan Sayın Demirörs görüşmemizde Bursa ili Nilüfer ilçesi Belediye Başkanı ile irtibatla olduklarını ve adı geçen belediyenin folklor ekibinin festivale getirilmesi yönünde çalıştıklarını ifade etmiştir. Bu bilgiler ışığında, Uludağ İhracatçı Birliklerimizin de festivale destek verebileceği akla gelmektedir.

Son olarak, Sayın Demirörs tarafından Festivale sponsor olmak (1000\$ bronz, 2000\$ gümüş, 5000\$ altın, 10000\$ elmas) isteyen firmalar için hazırlanan bilgi paketi ekte sunulmakta olup, ilgilenebilecek firmalarımıza duyurulmasında fayda mütalaa edilmektedir.

Bilgilerine ve gereğini izinlerine saygılarımla arz ederim.

  
Deniz ŞENYURT  
Ticaret Ataşesi

Ek: Turkishfest 2012 hakkında bilgi ve sponsor paketi  
[ihrevrak@ekonomi.gov.tr](mailto:ihrevrak@ekonomi.gov.tr) adresine gönderilmiştir.

One Riverway  
777 S. Post Oak Lane Suite:1375  
Houston, TX 77056 USA

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# Turkishfest 2012

brought to you by




"Let's make it happen... together!"

PERSONAL AND CONFIDENTIAL



*Turkishfest 2012*

22ND ANNUAL HOUSTON  
*Turkishfest* **2012**  
OCTOBER 13 & 14



BELLY DANCING  
AUTHENTIC TURKISH FOOD  
KIDS ACTIVITIES • TURKISH COFFEE  
FORTUNE TELLING • LIVE MUSIC  
TRADITIONAL DANCERS

**JONES PLAZA**  
601 LOUISIANA ST. HOUSTON, TX

Saturday Noon - 10PM • Sunday Noon - 8PM

Children Under 8 Free • Children age 8-16 \$3 • Adults \$5

[www.TurkishFestHouston.com](http://www.TurkishFestHouston.com)

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## **Inside the ATA-Houston Turkish Festival Sponsor Proposal**

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### **Why Sponsor the 22<sup>nd</sup> ATA-Houston Turkish Festival?**

- ATA-Houston is a 501 (c) 3 organization serving the Turkish-American and Greater Houston Community since 1980.
- ATA-Houston organized the first Turkish Festival in the U.S. in 1991.
- Since then, the Association organized 21 festivals in addition to many other cultural and artistic activities to introduce Houstonians to rich history, culture, music, folklore, arts, and crafts of Turkey.
- ATA-Houston partnered with, among others, MFAH, Rothko Chapel, Bay Area Youth Symphony, and Houston Archeological Society for various activities.
- Chances are your company has several Turkish or Turkish-American employees. There are several thousand engineers, doctors, medical researchers, management professionals, IT professionals, academicians and students from Turkey or of Turkish decent in the Greater Houston area.
- In the past 10 years trade between Turkey and Houston has gone from 500 million dollars to 2 billion dollars.
- The Houston Port is Turkey's second largest U.S. gateway for international trade.
- There are six Turkish restaurants in Houston.
- Every year, hundreds of patients from Turkey come to Houston for medical treatment. Medical institutions based in Houston are establishing partnerships in Turkey.
- Due to increased Turkish and Turkish-American population in Houston and business relations, Turkish Airlines is considering a direct flight between Istanbul and Houston.
- Past sponsors include Turkish Cultural Foundation, Houston Arts Alliance and the City of Houston, M.D. Anderson, Schlumberger, Chevron, ExxonMobil, Bud Light, Best Buy, Houston Press, and Turkish Airlines.
- <http://www.youtube.com/watch?v=L1o11UnQDJM&NR=1&feature=fvwp> Roughly 15 minute video from the 2010 festival.
- <http://www.flickr.com/search/show/?q=turkish+festival+houston+2010&m=&s=int> A great selection of photographs covering a wide range of the activities at the 2010 festival.

~~turkish~~fast 2012



## ATA-Houston

The American Turkish Association (ATA) of Houston, founded in 1980, is a 501 (c) 3 organization governed by an all volunteer Executive Committee and Board of Director with the mere aim of promoting a better understanding and friendship between the people of the United States and Turkey through social, educational, cultural and charitable activities. It also aims to help the members of the Turkish-American community living in Houston integrate into the multicultural society of the Houston area.

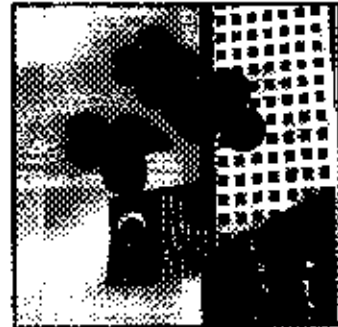
ATA-Houston contributes to the society by organizing, sponsoring and hosting cultural and social events such as Turkish classes, seminars, picnics, music nights, concerts, and many other activities, which help build a bridge

between the two cultures. Among the year-round activities organized by ATA-Houston, Turkish Festival is the biggest and most influential event. *The first Turkish Festival in Houston was held in the year 1991, which was a first in the United States and has become a tradition since then.* ATA-Houston has been able to expand and enrich its festivals every year in terms of the number of activities (musical and dance performances, arts and crafts displays and workshops, children activities, vendors, presentations, and food selection) and number of attendees it hosted. Houstonians have heterogeneous backgrounds and are very interested in learning differences among cultures.

This year marks the 22<sup>nd</sup> anniversary of our festival. It will be our fourth two-day festival after the successful 2009, 2010 and 2011 events. As our festival is getting bigger and better, we are planning to reach out to more than 6,000 visitors during this year's festival.

As a non-profit organization ATA-Houston relies on donations and gifts to have the financial capability to carry out its activities throughout the year. As in the previous years, a festival committee has already been formed and is meeting regularly to make this year's festival even better than before. *Turkishfest 2012 will include live music and dance performances, demonstrations of traditional arts and crafts, hands-on workshops, informative presentation sessions on Biblical sites, ecological riches of Turkey, history, and more, children's corner, a variety of prized tournaments, a grand-bazaar and selections from the world-renowned Turkish cuisine.* The projected expense to organize such an enriched event is more than \$80,000. ATA-Houston's goal is to obtain over \$40,000 in gifts, donations and sponsorships so that the entrance fee to the festival can be kept low and a higher quality end product can be delivered to the community of Houston metropolitan area and visitors from all over the world.

*ATA-Houston is relying on your support in presenting this event as a contribution to the diversity of the Houstonian culture.*



# Turkishfest 2012

## About Turkishfest



Jones Plaza has become the home of the annual Turkish festival in Houston since the early 2000s. The location proved to be very convenient for an event of this scope. Downtown Houston, especially the Theatre District, has been a point of attraction for tourists from everywhere. Thanks to the efforts of the City of Houston, over the last decade Downtown Houston has become a lively place with many cultural and social activities not only on the weekends but also the weeknights.

Turkish Festival has always been held in the fall, which has been the season of festivals and conventions in Texas. This time of the year attracts a lot of visitors to the business center of Houston. With many new and existing, eminent hotels in the downtown area, festivals including the Turkishfest offer fun and relaxation along with unique performances and food to business and leisure travelers alike. Houston is a truly cosmopolitan city and we are proud to present some of the Turkish components of this mosaic.

***Turkishfest 2012 will take place on October 13-14. The doors will open at noon both days and will close at 10 PM with a "downtown party" on Saturday, October 13<sup>th</sup> and at 8 PM with a concert on Sunday, October 14<sup>th</sup>.***

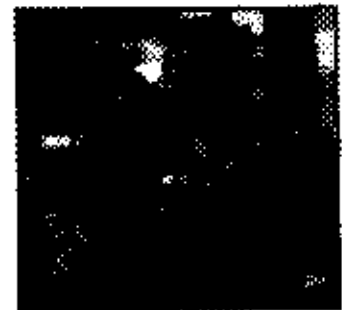
Every festival is different in terms of number of activities, the scope of presentations, vendors and music groups selection, but the goal of the festival



is still the same: increase, promote and foster friendships by raising the public knowledge level and understanding of Turkish culture and traditions in the process of entertainment and learning. Attraction of tourists, students and Turkish businesses to Houston is another goal of the festival. Business linkages between Turkey and Texas, and in particular Houston, have been increasing over the last decade; Texas is Turkey's largest trade partner in the U.S. Many Houston-based companies are seeking business opportunities in Turkey. Also, increasingly Turkish students prefer schools in Texas, especially those

in Houston for their graduate as well as undergraduate studies; Turkey regularly ranks among the top ten countries in terms students in the U.S. Each festival has a lot of activities for young generation. We welcome and encourage young volunteers to participate in the community services.

In 2006, Houston Turkish Festival was rated number one in Houston as being "the most colorful and the best organized" by Brian Watson, Festivals Coordinator of the City of Houston. "Entertainment was also unique at the Turkishfest..." according to attendees of the 2010 festival quoted in Houston Chronicle blog. During the festival, there is something for everyone at all ages to celebrate, learn, and savor Turkish hospitality, culture, heritage and cuisine. The first two-day festival in 2009 was considered best yet by most regular attendees with the participation of world-class folk dance troupe from Turkey and two more communities from Houston, Azerbaijanis and Bosnians. Local TV and radio, and Turkish TV stations covered the festival. The 20<sup>th</sup> anniversary festival in 2010 set a new



## Turkishfest 2012

record by attracting more than 4,000 attendees. We are striving for making the 2011 festival even more successful with a richer program.

Whole day of entertainment includes live music in Turkish, English, and other languages (mostly from the Balkan and Caucasus regions) by local bands (such as Greg Harbar and the Gypsies), famous bands from Turkey as the headliners, live Turkish Folk Dance Group and belly dancer performances. In 2009, the festival featured the TUANA Turkish Folk Dance and Art Club with their spectacular and signature dance shows such as "Whirling Dervishes" and "Drum Shows". TUANA also performed at the Bayou City Art Festival, mesmerizing the audience there. In 2010, Cankaya Municipality in Turkey sponsored HOY-TUR, another world champion folk dance group. They also participated in the Dallas festival.

Each festival has a featured visiting musician, band, dance groups or DJ. In the past years ATA brought groups like "AYNA", "Yeni Turku", "Bulutsuzluk Ozlemi", Sertab Erener & Demir Demirkan, and Omar Faruk Tekbilek with his group from New Jersey, United States. One of the most memorable endings of our festivals was witnessed in 2007 when we opened the doors at 8 PM for a Turkish Disco Night. Many people walked in to enjoy the Turkish and international dance favorites played by our DJ. In 2010, we repeated this idea and had another wonderful Turkish Disco Night. This year, we plan to do a similar Disco Night on Saturday and finish it with a concert on Sunday – the beauty of a two-day festival!



*also the place to enjoy a cup of worldwide known Turkish coffee and fortune reading from the coffee cup.*

Demonstrations of traditional art have been the most attractive part of the festival in the previous years. Visitors can get involved in the creation of the art pieces of **Ebru (paper marbling)**, jewelry design, wood painting, rug weaving, pottery, ceramic painting and more. This year, we plan to enhance these demonstrations and presentations so that festival attendees can try their hands at these crafts and leave the festival with a souvenir of their own creation.



# Turkishfest 2012

**Grand Bazaar, having over 20 booths and stands, also offers a wide variety of handcrafts and souvenirs reflecting the art and traditions of Ottoman and Turkish culture.** The variety of crafts and products available at the Bazaar has increased significantly over the years as more Turkish businesses opened stores in the U.S. There are also many artists and crafts people in Texas and elsewhere in the U.S., who come to the festival to display their art.

At the presentation booth, brief informational sessions are held throughout the day with the purpose of bringing facts about and scenes from Turkey to the visitors. In the past, the favorite topics included Biblical Sites in Turkey and Tourism in Turkey. **In 2010, professional tourist guide, Nilgun Kural presented on various historical sites to visit in Turkey; professional photographer, Vedat Konyali, gave a tour of Turkey in photographs.** This year, we are planning to add more presentations on Ecotourism opportunities in Turkey as well as on unique art forms such as Ebru and Karagoz-Hacivat, which is a traditional shadow play. Although it is typically presented to entertain the young ones, the craft of making the figures for shadow play and its history (various forms of shadow play has been popular throughout the world, especially in the Far East) should be of interest "older" children.



Each year at the festival, an area is dedicated to children to play, dance, do creative handwork and paint under the supervision of volunteer adults. Children's corner also features a moonwalk, playing ground full of toys, and face painting. Children take the center stage as well when they dance under the guidance of volunteer adults; this is often a favorite moment at the festival, as everyone seems to enjoy watching kids dance and laugh so uninhibitedly. This year, we plan to have even more activities for children; we celebrate April 23<sup>rd</sup>, the only national holiday in the world dedicated to children, every year with a picnic. In Turkey, the celebration involves hosting children from all countries of the world for festivities. This year, in our own picnic, we were able to include children performers from the U.S., Mexico, China, India and Russia among others. We will invite these groups back to our festival to entertain kids of all ages.



Naturally, a key focus of any festival is food! Turkishfest is no different. The rich selection of kebobs, doners, pilafs is enhanced by home-made pastries, and drinks. In years past, we had Café Pita+, the one and only Bosnian restaurant in Houston, showcased in the Food Network's Diners, Drive-Ins and Dives show hosted by Guy Fieri; Turquoise Grill, which was voted as Best Mediterranean Restaurant in Houston by Channel 2. Ephesus Grill, the new and only Turkish restaurant in the Katy area, also participated with its delicious humus, ezme and haydari. Empire Grill, well established in the Memorial area, served its famous baklava. Firehouse Pizza, produced the famous Turkish Pizza ("lahmacun") exclusively for our festival. This year we expect to have an equally rich menu.



# Turkishfest 2012

## Festivals at a glance



Live music

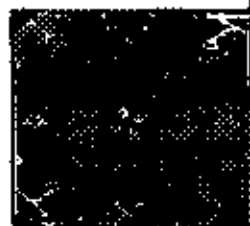


Outdoor disco at the heart  
of downtown Houston

Turkish  
Folk Dances



ART



World-renowned



Turkish coffee and fortune telling at  
"Sark Kosesi"



delicious Turkish cuisine at your service



Shopping at Grand Bazaar



## About ATA-Houston Activities

Successful events organized by ATA-Houston in the past are the indicators of what can be achieved in future.

### Concerts

Over the years, ATA-Houston sponsored many concerts by artists such as Dünya Group performing a wide range of Turkish classical music, Latif Bolat playing Sufi music, Yeni Türkü, a popular modern folk band, Tolga Ünalı, playing the ney, Sertab Erener and Demir Demirkan, two famous musicians from Turkey in their USA tour of *Painted on Water*, a jazz-rock offering with Turkish themes, and Idil Biret, world renowned classical pianist. Some played at our annual festival or the annual republic ball, or they were invited for special concerts. We increased such activities in 2009 and intend to continue with more variety of concerts in the future.



Latif Bolat is a Turkish Mystic Sufi musician singer and composer, living in the U.S. In a 2006 concert, he and his band presented music, poetry, Sufi mystic stories and images from the ancient land of Turkey. ATA-Houston's own folk dancing band joined this show with a performance.

In collaboration with the *The Rothko Chapel* and Rice Turkish Student Association, ATA-Houston presented Turkish musician Tolga Ünalı, who plays the ney, a traditional Turkish end-blown reed flute that has been played for thousands of years, making it one of the oldest musical instruments in continuous use. In this early 2009 concert, Tolga played classical and modern Sufi music.



The world-renowned Turkish pianist Idil Biret ([www.idilbiret.org](http://www.idilbiret.org)) honored us with her performance in Houston at the Wortham Center in early 2009. Her program

included pieces from Beethoven, Liszt, Schubert and Wagner. She was interviewed by KUHF for the Front Row program.



In 2007 Republic Ball, celebrating the foundation of the modern Turkish Republic on October 29, 1923, organized at the *Junior League* the group, Istanbul 12, performed a collection of popular music favorites in several languages and entertained the crowd for hours.

ATA-Houston also established a library of Turkish books (literature, history, current affairs) with the help of *Houston Public Library*. The collection, housed at the Jungman branch of the HPL, includes books in Turkish and those translated into English. Recently, a book club was also initiated by some ATA members; the club contributes to presenting Turkish literature to Houstonians and maintaining HPL collection's currency.



### Regular Events

Every year, ATA organizes several regular events including the Turkish Festival, the Turkish Republic Ball, several holiday dinners and a April 23 Children's Day picnic. April 23 is the anniversary of the opening of the new Turkish Parliament in Ankara in 1920, and it is the only national holiday dedicated to children. Every year, children from around the world are hosted in Turkey





by Turkish families and participate in various festivities. In 2010, ATA-Houston's own picnic became a mini-festival for children with the participation of several children groups from local high school drum band, Indian, Chinese, and Russian communities in Houston among others.

#### Communication

The main communication channel for ATA-Houston is [www.atahouston.org](http://www.atahouston.org). Through its web site, ATA offers many other services to its membership as well as friends and visitors, including discussion boards, community news, classifieds, a business directory, a page for job postings, resume board and helpful information for newcomers. The organization also publishes a weekly electronic newsletter and there is an email list based on yahoogroups. To promote the Turkish history, culture, people and art, ATA offers lessons on Turkish language, folk dancing and Turkish music. Turkish lessons are typically provided at three levels, beginning, intermediary, and advanced.



Presentations by knowledgeable experts in their fields also offered opportunities for learning about history, culture and nature of Turkey and Anatolia. Some presentations of great interest in the past included:

- Mr. Nihat Gokyigit, founder of Tekfen Foundation, presented "Flora and Fauna of Turkey".
- Mr. Kamuran Kadipasaoglu gave a series of lectures on art, ceramics and tiles, and Biblical sites in Turkey.

#### Cultural Events

Cultural events include lectures on a wide variety of topics from history of Sufism and Rumi to Christian sites of Turkey, from ecological and biological treasures of Turkey to its economic role in the Eurasia region, and concerts of various artists. These lectures are typically done at our annual festival, or other special occasions such as the Turkey Day organized by the *Houston World Affairs Council* for area high school teachers.



We also seek opportunities to collaborate with area museums or galleries for special projects. For example, we collaborated with the *MFAH* for the showing of *Three Monkeys*, an award-winning film by Turkish director Nuri Bilge Ceylan. Prof. Nurhan Atasoy, sponsored by the Turkish Cultural Foundation, gave a lecture at the MFAH on life in Istanbul in the 1500s. Dr. Cemal Pulak from the Texas A&M University gave a lecture for the Houston Archeological Society on underwater shipwrecks in Turkey.

#### Social activities

Social events such as Turkish disco nights, happy hour gatherings, holiday dinners, and movie nights allow the community to come together and reach out to our American friends in the Houston area in a relaxed and fun environment while presenting a closer look at current Turkish music and movie scene, an opportunity to socialize across cultures.



#### **ATA Turkish Community Center**

ATA-Houston has a new Turkish Community Center, which opened its doors in April 2011 with an inaugural Sunday brunch; more than 100 people attended. The Center will provide a central location for community members and friends to come together. It will also house many of ATA-Houston's cultural activities such as Turkish movie nights, seminars on Turkish history, arts and crafts, folklore, ancient sites, Biblical sites, Turkish lessons for adults and kids, a book club, and much more.



There will be a library of books in Turkish and English, a classroom for teaching Turkish to adults and kids, computer skills and other professional enhancement courses, family room, children's room, TV room, ATA shop and office space.





## Giving Back to the Community

As part of our commitment to promote better understanding between cultures we strive to enhance the cultural landscape of Houston and make a positive impact. The indicator of a successful activity is the number of attendees, vendors and presentations. We are planning to attract closer to 6,000 people for Turkishfest 2012, and increase the number and variety of our performers, presentations, children activities and vendors. The promotion and preservation of cultural heritage is a vital need to secure an enriched and understanding society. Encouraging people from different nations and origins to spend time together and to learn more about each other's cultures and traditions serves a great purpose of dialogue and friendship. Where there is communication and understanding, there is less conflict. Of course, a cosmopolitan city like Houston already knows the value of diversity.

It is no surprise that the need for financial help escalates dramatically as ATA-Houston prepares for its largest event of the year, the Turkish Festival, in its 21<sup>st</sup> anniversary. Turkish community in Houston is growing with many Turkish-Americans are serving the key industries of Houston, especially the medical and energy sectors. Chances are your company employs someone from the Turkish-American community. Becoming a sponsor of the 21<sup>st</sup> Annual Turkish Festival organized by ATA-Houston, a 501 (c) 3 organization, will be a great service to our community in particular and to Houston in general. We hope that you will consider it.

### Projected Budget

TURKISHFEST 2012 BUDGET	
ATA Booth	\$1,000
Children's activities	\$3,000
Misc (tickets, etc.)	\$500
<b>Entertainment</b>	
Airfare from Turkey (4x\$1,500)	\$6,000
Accommodation (10x\$100x4)	\$4,000
Per diem/transport (10x\$100x5)	\$5,000
Sound system	\$4,000
<b>Logistics</b>	
Site rental	\$4,500
Tent, tables & chairs rental	\$13,000
Insurance	\$3,000
Security	\$5,000
Movers/Truck Rental	\$1,500
Custodial services	\$1,500
Publicity	\$10,000
Food Vendors	\$12,000
Permits	\$1,400
Beer	\$2,000
Wine	\$2,000
Soft drinks	\$2,000
Coffee, tea, pastry	\$1,000
Ice & refrigerated truck	\$1,200
<b>TOTAL BUDGET</b>	<b>\$82,400</b>

INCOME	
General admission	\$12,000
Booth rentals	\$500
Inventory sale	\$1,000
Food & drink sale	\$25,000
Sponsorships & donations	\$34,000
<b>TOTAL</b>	<b>\$82,500</b>

We are anticipating that this year's festival will cost about \$80,000. Since we always try to make the festival accessible to everyone in Houston, especially families with children, festival admission is priced low for adults as compared to many other festivals, and children below a certain age enter free. Also, we want to make sure that there is plenty of food for everyone and a great variety of it; hence many restaurants are encouraged to come to the festival without charge. Most importantly, we offer one of the most culturally rich experiences for our visitors with many performers, presenters, arts & crafts people travelling from Turkey. Accordingly, we rely heavily on sponsorships and donations to cover the cost of the event. The tables above provide our expected expenses and revenues based on years of experience putting this event together. We depend on sponsorships and donations for about half of the festival expenses.



### What Does This Mean to Your Company?

As a supporter of Turkishfest 2012, your company will be offered a variety of means to access a large number of participants. The composition of the attendees at Turkish Festivals has been quite unique and impressive. Recent festivals have attracted people of different ages, backgrounds, and occupations.

- With the support of the Turkish Student Associations at different area universities, we have been able to attract many students and faculty from different schools representing many different countries.
- Thanks to the efforts of the Turkish community in spreading the word to their companies, the festivals have been visited by individuals working in all types of industries including oil and gas, energy, arts, electronics, information technology, real estate, architecture, lawyer, finance, entertainment and food industries.
- Through advertisements on local radio and TV stations, Houston Press, Houston Chronicle, neighborhood papers, downtown hotels, ethnic radio stations, restaurants, cafes and clubs, we reach a large number of Houstonians who has an interest in experiencing different cultures.
- Tourists from all over the country and all over the globe found our festivals attractive and entertaining.

Turkishfest 2012 is an ideal platform for any company to advertise themselves. Past sponsors of our festival include Turkish Cultural Foundation, Houston Arts Alliance and the City of Houston, Schlumberger, Chevron, ExxonMobil, Best Buy, Turkish Airlines, Mid-State Wine & Liquor, Turx Travel, and Houston Press among others. We offer the following standardized levels of sponsorship:

<u>Levels</u>	<u>Amount of Support</u>
Diamond	Exceeding \$10,000
Gold	\$5,000-\$9,999
Silver	\$2,000-\$4,999
Bronze	\$1,000-\$1,999

As a supporter, your company's name and logo may be publicized in the following ways:

# TurkishFest 2012

	Company Banners <sup>1</sup>			Company Logo			Company name mentioned in media (TV, radio, newspapers, newsletters, billboards, etc.)	Company name mentioned in between performances	Company name given to particular areas of the festival (e.g. "Company" Stage, "Company" Art Corner) <sup>3</sup>	Company booth at the festival site <sup>4</sup>	Company merchandise, flyers, coupon, etc. <sup>5</sup>	Tickets to the festival <sup>6</sup>
	Size	Location <sup>2</sup>	Flyers <sup>2</sup>	Brochures <sup>2</sup>	T-shirts <sup>2</sup>	Websites						
Diamond	20'x90'	NTS or Perimeter	Yes	Yes	Yes	Yes	Yes	Several	Applicable (inc. stage)	Applicable	Yes	100
Gold	20'x50' or 20'x90'	NTS or Perimeter	Yes	Yes	Yes	Yes	Yes	Several	Applicable (exc. stage)	Applicable	Yes	75
Silver	20'x50'	Perimeter	Yes	Yes	Yes	Yes	-	Time permitting	-	-	Yes	40
Bronze	20'x50'	Perimeter	Yes	Yes	Yes	Yes	-	-	-	-	Yes	20

<sup>1</sup> NTS – Next To the Stage. All banners should be submitted by September 30<sup>th</sup>. Subject to ATA publicity guidelines. Decision is based on the preferred size, location and availability.

<sup>2</sup> If contributed/donated before August 30th (based on availability thereafter).

<sup>3</sup> Should be discussed with sponsor.

<sup>4</sup> Negotiable and based on availability.

<sup>5</sup> For Diamond and Gold levels, merchandise, flyers and coupons are placed at the company booth or corner (other options are available). For all other levels, items are placed at the ATA booth or allowed at the point of entry/exit of the festival.

<sup>6</sup> Tickets have been \$5 in the past.

Companies are responsible for providing their logos and banners, which are subject to ATA publicity guidelines.

*If you have suggestions, different ideas or questions, please contact [president@turkishfest.org](mailto:president@turkishfest.org).*