

Join us on
SEPTEMBER 28
FOR THE FIRST INAUGURAL
TURKISH FESTIVAL
IN SAN FRANCISCO!

Let's meet at
the San Francisco
Embarcadero!



Immerse Yourself in the Vibrant Culture of Türkiye - Coming to California!

2024 SPONSORSHIP KIT



Dear Friends,

The Northern California Turkish-American Association (TAAC/CalTurks) is hosting its very first Turkish Festival in the San Francisco Bay Area this year.

On Saturday, September 28, from 11:00 AM to 6:00 PM, we will celebrate the Turkish culture in San Francisco, one of the most visited cities in the USA and the world (over 23 million tourists visited San Francisco in 2023). The Festival will take place at the well-known (and popular) Embarcadero Plaza, and thousands are expected to attend.

We invite you to be a significant part of this grand celebration in the Bay Area by becoming an event sponsor!

For sponsorship, you can contact us at festival@turkfestsf.org

Become a Sponsor of the 2024 Turkish Festival!

The 2024 Turkish Festival will be filled with events appealing to all ages – folklore shows, concerts, exhibitions, arts and crafts, and delicious dishes from Turkish cuisine as well as our world-renowned Turkish delights and Turkish coffee with the option of fortune telling from coffee grounds. Stands showcasing the rich variety of Turkish handcrafts and jewelry, unique souvenirs, arts and crafts including the famous Turkish paper marbling, Ebru, will reflect every aspect of the Turkish culture.



The Festival is organized entirely by the volunteer-run CalTurks/TAAC board of directors. The board will work with experienced professionals to promote and advertise the Festival. The promotion plan aims to reach tens of thousands of people from different cultures in the Silicon Valley and San Francisco Bay area through newspaper and radio ads, postcards, posters, brochures, as well as targeted emails and social media posts on platforms like Facebook, Instagram, and X. Since its foundation in 1975, CalTurks/TAAC has been dedicated to fostering intercultural connections through its social and cultural programs. The Turkish Festival is a purposeful celebration of our vibrant Turkish culture and a strong testament to our commitment to the Turkish-American community, which has been an integral part of the Bay Area, Silicon Valley, and surrounding areas for decades.

Why Should You Become a Sponsor?

- ★ Your support will truly contribute to the success of this cultural extravaganza and give you the unique opportunity to promote your business to thousands of people (Turkish and others) living in or visiting the Bay Area and Silicon Valley.
- ★ This event will not only highlight the rich history, culture, cuisine, and art of Türkiye, but also strengthen the ties between Turkish and American people and showcase the contributions of Turks to American society.

We greatly value your support and invite you, esteemed business owners, to join us as sponsors of the very first San Francisco Turkish Festival.

Please find, attached to this letter, our proposed sponsorship plan.

Contact us at festival@turkfestsf.org

Thank you for your invaluable support of the 2024 Turkish Festival!

Turkish-American Association of California Board



EXHIBIT, MARKETING, AND SPONSORSHIP OPPORTUNITIES

2024 SPONSORSHIP PACKAGES

| | | | | | |
|------------------------|------------|-------------------------|------------|-----------------------|-----------|
| Premiere Level Sponsor | (\$15,000) | Executive Level Sponsor | (\$10,000) | Diamond Level Sponsor | (\$5,000) |
| Platinum Level Sponsor | (\$2,500) | Gold Level Sponsor | (\$1,500) | Bronze Level Sponsor | (\$1,000) |

OTHER EXCLUSIVE OPPORTUNITIES

Promotion and Culture Tents Special large tents will be provided for Turkish businesses and organizations from Türkiye to promote and sell their goods and services. A grand opportunity to introduce yourself to thousands of people in America.

Participation: The fee for a large tent is \$5,000. (*Measurements 6x6m*)

Stage Sponsorship (\$3,000)

- Sponsor Banner in front of the festival stage
- Company name and logo on the website and event posters
- 10'x10 tent at the festival
- Company name and logo in the festival brochure
- Two festival t-shirts

Festival Tent Sponsorship (\$1,000)

- Please choose one of the Bazaar, Culture, Turkish Coffee, or Tea tents.*
- Premium signage locations around the tent throughout the festival (TAAC will make posters)
 - Company name/logo on the website and event posters
 - Company name in the festival brochure
 - Two festival t-shirts

Festival Friends (\$500)

- Every company or individual who donates to the Turkish Festival will be recognized as a **Friend of the Festival**.

The names of the festival friends will be listed on the festival website's "Special Thanks to Festival Friends" page (www.turkfestsf.org), and a direct link to the company website will be provided.



| | PREMIERE LEVEL SPONSOR | EXECUTIVE LEVEL SPONSOR | DIAMOND LEVEL SPONSOR | PLATINUM LEVEL SPONSOR | GOLD LEVEL SPONSOR | BRONZE LEVEL SPONSOR |
|--|------------------------------|-------------------------------|-----------------------------|------------------------------|--------------------------|----------------------------|
| 2024 Turkish Festival Sponsor Levels | \$15,000 | \$10,000 | \$5,000 | \$2,500 | \$1,500 | \$1000 |
| Recognition as the sole main sponsor and exclusive industry leader of the 2024 Turkish Festival | ✓ | ✓ | | | | |
| Ceremony on stage with a sponsor appreciation plaque and a 1-minute speaking opportunity on stage | ✓ | ✓ | ✓ | | | |
| Dedicated promotional email campaign for your company | 5 times | 4 times | 2 times | 1 times | | |
| Special interview promoting your company, to be published on CALTURKS social media, YouTube, and website | Four pages | Two pages | One page | | | |
| Your company's logo will be displayed on the stage banner | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Festival Booth | 20 x 20 ft | 20x10 ft | 20x10 ft | 10x10 ft | Half a table | |
| Display of your logo on the festival website (www.turkfestsf.org) with a link to your site | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Special section printing of your logo on festival promotional materials | ✓ | ✓ | ✓ | ✓ | | |
| Placement of your company's name and logo as the following: <ul style="list-style-type: none"> • Printed and online materials • Outdoor signage • Website • eNewsletter • Press materials | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Your company's name and logo in the festival program | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Membership to CalTurk/TAAC | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Festival T-shirts | 6 | 4 | 4 | 3 | 2 | 1 |



FESTIVAL SPONSORSHIP FORM

Business Name _____

Name of Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail (required) _____ Website _____

(please mark your choice)

- | | | |
|---|---|--|
| <input type="checkbox"/> Main Level Sponsor (\$15,000) | <input type="checkbox"/> Platin Level Sponsor (\$2,500) | <input type="checkbox"/> Festival Tent (\$1,000) |
| <input type="checkbox"/> Executive Level Sponsor (\$10,000) | <input type="checkbox"/> Gold Level Sponsor (\$1,500) | <input type="checkbox"/> Stage Sponsorship (\$3,000) |
| <input type="checkbox"/> Diamond Level Sponsor (\$5,000) | <input type="checkbox"/> Bronze Level Sponsor (\$1,000) | <input type="checkbox"/> Friends of the Festival (\$500) |
| | | <input type="checkbox"/> Cultural/Company Tent (\$5,000) |

Total payment amount: \$ _____

Full Payment must be received by August 23rd, 2024

- Check Enclosed
- Mastercard Visa American Express

Credit Card Number _____

Expiration Date _____ 3 or 4 Digit CSV _____

Name as it appears on the Card (Please Print) _____

Signature _____ Date _____

Please mail your form and payment to **TAAC, P.O Box 417 Palo Alto, CA 94302** and make your contribution payable to **TAAC**

T-shirt size requested S M L XL

The Turkish American Association of California is a 501(c)(3) organization, donation to which is tax deductible to the fullest extent allowed by law.

- For questions and concerns, please contact us at festival@turkfestsf.org
- For program updates and further information, please visit www.turkfestsf.org

LOGO USE:

All sponsors are requested to provide a large high-resolution logo (preferably as an EPS-vector file. If you don't have it, JPEG, or PDF is acceptable).