

THE 3rd TURKISH FESTIVAL SAN FRANCISCO

📍 Embarcadero Plaza
📅 September 12-13



- ✓ One of the Largest Turkish Festivals in the United States
- ✓ 41 Vendors
- ✓ 7,000 Visitors
- ✓ 51 Years of Community Leadership

2026 SPONSORSHIP KIT



WHO WE ARE

*D*ear Friends,

For more than **51** years, the **Turkish American Association of California (TAAC CALTURKS)** has been dedicated to promoting Turkish culture and strengthening friendship between **Türkiye and the United States** through educational, cultural, and community programs across the San Francisco Bay Area.

In **2026**, TAAC CALTURKS reached another important milestone with the opening of the **Atatürk Cultural House** in Mountain View—a permanent home for Turkish culture, education, the arts, and community engagement. The Cultural House enables us to serve the community year-round through educational programs, workshops, cultural events, and public outreach.

Today, we are proud to present the **3rd San Francisco Turkish Festival**. In just three years, it has grown into one of the largest Turkish cultural festivals in the United States, attracting thousands of visitors while celebrating the rich heritage of **Türkiye and the broader Turkic world**.

We invite you to become a valued **Festival Partner** and help us celebrate and share Türkiye's rich heritage with diverse audiences. Your partnership will support educational programs, community outreach, cultural initiatives, and the continued growth of one of the largest Turkish cultural festivals in the United States.

We Opened the Atatürk Cultural House





TURKISH AMERICAN
ASSOCIATION OF
CALIFORNIA

WHY THE FESTIVAL MATTERS

Festival Highlights

- **7,000+**
Festival Visitors
- **41**
Vendors
- **Two-day**
Cultural Festival
- **Embarcadero Plaza**
San Francisco
- **International**
Artists and Artisans
- **Live**
Cultural Performances
- **Extensive**
Media and Social Media Exposure



Visitors will enjoy Turkish folk dancing, live music, artisan demonstrations, authentic Turkish cuisine, Turkish coffee, traditional arts, cultural exhibits, children's activities, and performances celebrating the rich heritage of Türkiye.

The San Francisco Turkish Festival is the cornerstone of TAAC CALTURKS' year-round cultural and educational programs, many of which are hosted at the Atatürk Cultural House in Mountain View.

The festival is organized entirely by the volunteer leadership of TAAC CALTURKS, with the support of hundreds of community volunteers. For more than five decades, TAAC CALTURKS has been dedicated to building cultural bridges between Türkiye and the United States through education, arts, and community engagement.

Our comprehensive marketing campaign includes newspapers, radio, social media, email marketing, community organizations, and strategic partnerships designed to reach tens of thousands of residents and visitors throughout Northern California.



WHY SAN FRANCISCO

- Home to one of the largest Turkish American communities on the West Coast
- International destination
- Gateway to Silicon Valley
- One of America's most visited cities
- Diverse and affluent audience





BENEFITS OF PARTNERING

Partnering with the San Francisco Turkish Festival offers your organization the opportunity to:

- **Connect with more than 7,000 festival attendees** over two days.
- Build meaningful relationships with the **Turkish-American** and broader **Turkic communities** while increasing your brand visibility among more than 7,000 culturally diverse attendees from across Northern California.
- **Increase your brand visibility** through our website, social media, printed materials, festival signage, and stage recognition.
- **Demonstrate your commitment** to cultural diversity, community engagement, and international friendship.
- **Support one of the largest Turkish cultural festivals** in the United States.



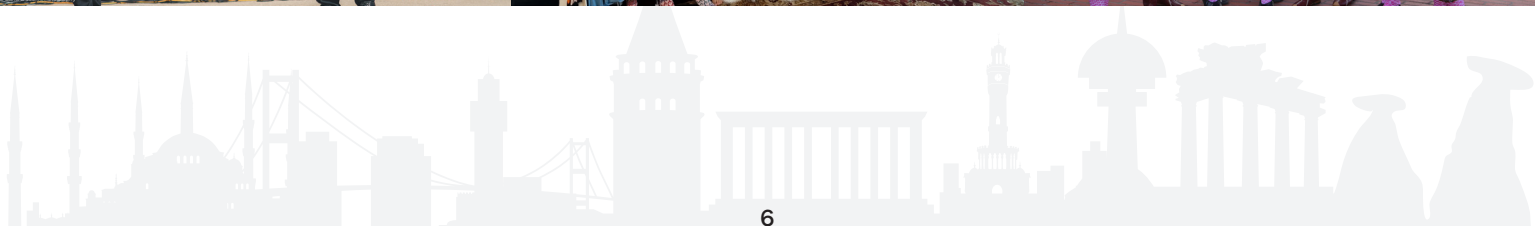


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Become a Festival Partner of the 3rd San Francisco Turkish Festival and help us celebrate the rich heritage of Türkiye while connecting with thousands of attendees from across Northern California.

Your partnership supports not only the San Francisco Turkish Festival, but also the year-round educational, cultural, and community programs of the Atatürk Cultural House, creating a lasting impact throughout Northern California.

Together, we can preserve our heritage, strengthen our communities, and inspire future generations.





EXHIBIT, MARKETING, AND SPONSORSHIP OPPORTUNITIES

2026 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
2026 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 2026 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: • 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)

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

Total payment amount: \$

Full Payment must be received by August 12, 2026

- ☐ 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
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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).