



SIX WEEKS OF
IRANIAN ART

EXPLORE, ENRICH, EMBRACE

MINUTE OF ART – ART OF MINUTE
2012 FESTIVAL SPONSORSHIP OPPORTUNITIES
SEPTEMBER 21, 2012 TO NOVEMBER 2, 2012

SIX WEEKS OF IRANIAN ART

As a visible growing minority in Canada with more than 150,000 Iranian-Canadians in the country the need for cultural preservation and progression has become a clear ambition in the Iranian community. Six Weeks of Iranian Art is an invitation from the ever-growing Iranian community in Toronto to all Canadians to come and be inspired, intrigued, and amazed by an innovating and thought provoking festival.

From visual arts to captivating theatre, music and film, this 6 week festival aims to cast the spotlight on Iranian artists while embracing our rich multicultural community. From September 21, 2012 to November 2, 2012 internationally renowned, award winning artists, among emerging young talents will take part in a number of exhibits and performances.

With overwhelming success in 2007, this non-for-profit festival is sure to become the next cultural sensation of our city. In its first season over 5,000 spectators took part in the festival while more than 400,000 viewers visited the official website. The Canadian and International press such as the Toronto Star, City TV, and The Economist raved about the innovative project while participating artists and their work gained even more momentum.



MINUTE OF ART – ART OF MINUTE

The second annual Six Weeks of Iranian Art festival is returning to the city with an even bigger dream of aiding and representing Iranian artists in this multicultural landscape – showcasing more headlining stars and empowering larger amateur works of art at Toronto’s historic Queen Art District. This coming September, Queen Gallery, the Carlton Cinema and University of Toronto will be home to over 150 artists, performers and exhibitors.

Art of Minute – Minute of Art is the vision of this upcoming festival as it pays homage to the creation of true contemporary art. It captures the journey of the artist and the birth of the masterpiece that is yet to be realized. Every visionary artist will have that true minute of creation where the work is no longer ordinary but extraordinary and forever timeless – that’s Minute of Art. But to master the Minute of Art and the point of creation it may take a lifetime and that is the Art of Minute.



FACTS & FIGURES

WHAT:

A 6 week event to celebrate Iranian and Canadian Art.

WHEN:

From September 21, 2012 to November 02, 2012.

WHERE:

Queen Gallery, Carlton Cinema, and Hurt House.

WHO:

Over 150 artists, performers and exhibitors. (Internationally renowned, award winning artists and emerging young talents)

HISTORY:

Second annual

ESTIMATED ATTENDANCE:

8,000 + Online visitors

TARGET AUDIENCE

Residents of Toronto, York Region and surrounding area.

PROMOTIONAL CAMPAIGN:

Media mix including print, radio, and online advertising.

LAST YEAR SUPPORTERS:

Stephen Harper, Prime minster of Canada - David Miller,
 Mayor of Toronto - Shelley Carroll, Toronto City Council Budget
 Chief - Paula Fletcher, Councillor, Toronto - Julie Oakes,
 Art Critic - Gord Smith, Canadian Sculptor ,....



QUEEN GALLERY

OPPORTUNITIES

There are several unique sponsorship opportunities available for this year's Six Weeks of Iranian Art festival, which includes the following:

1. FESTIVAL SERIES:

A) VISUAL EXHIBITIONS

4 visual exhibitions for duration of 6 weeks.

B) FILM SERIES

Over 70 short documentaries, animation, and films will take to the screen during this series.

C) WORKSHOPS

5 professional workshops such as photography, painting, graphic design and

D) LITERATURE AND POETIC NIGHTS:

In 2 nights, more than 20 talented and well-known poets and writers such as siavash shabanpoor, mostafa azizi, sasan ghahreman and Abdoreza moghadam will share their latest works with the us.

2. ELECTRONIC NEWSPAPER:

Opportunities to display your advertisement on daily electronic bulletin of the festival with more than 10000 viewers. For more information please contact the festival.

3. FRIENDS OF THE FESTIVAL:

Any amount above \$100 donation would add your name to the sponsor page under this category.





V I S U A L
E X H I B I T I O N

E X P L O R E , E N R I C H , E M B R A C E

MINUTE OF ART – ART OF MINUTE
SEPTEMBER 21, 2012 TO NOVEMBER 2, 2012

SPONSORSHIP OPPORTUNITIES- VISUAL ART

The 2012 festival will host four main exhibits:

1. BACKDROP TO THE FUTURE

21-09-2012 to 03-10-2012

This exhibition showcases the work of Iranian masters of visual art who have influenced contemporary Iranian and international art and inspired and nurtured generations of younger artists. Among the masters exhibited will be the works of Mohsen Vaziri Moghadam, the father of Iranian modern art and internationally renowned painter who has been recognized in international art circles from 1958 to the present. The octogenarian Vaziri is scheduled to be at the festival himself. Vaziri and other masters will be at the festival networking events and offering on site tutorials.

2. BURST IN THE FOG

21-09-2012 to 03-10-2012

This exhibit features the newest creations of the festival's five founding artists in the fields of painting, sculpture, photography and graphic design as well as the creations of a guest artist selected by the founding five to be honored for his/her contribution to art.

3. MYSTIC TRAIN

05-10-2012 to 17-10-2012

The Women Exhibit This exhibition will showcase paintings, photographs, sculptures and graphic designs created by eight talented women, including Montreal's Ronak Kordestani and the award winning sculptor Mansoureh Feizi from Tehran. These women have all been born after the 1979 revolution and their art reflects the turmoil of change, eight years of Iraq-Iran war and a quest for identity.

4. FLYING COLORS

19-10-2012 to 31-10-2012

The Juried Group Exhibit. The last exhibit in the 2012 festival showcases the works selected for special recognition by a seven person jury composed of art critics, Julie Oakes and Marcel Jerou together with the five founding artists. The scope of the competition covers visual art, documentary and film.



SPONSORSHIP LEVELS ON VISUAL EXHIBITIONS:

The New Vision Production is pleased to offer the following sponsorship package that can be tailored to your business and community objectives.

* Sponsorship Levels/Benefits Comparison Chart

Levels	Platinum sponsor \$10,000 Only with invitation	Gold Sponsor \$4,000- Above	Silver Sponsor \$3500 - \$2,700	Bronze Sponsor \$1000 - \$2,400
Benefits				
Logo size	Big	Large	Medium	Small
Number of shows	4	4	3	2
Exclusive introduction in opening	yes	Yes	No	No
electronic Invitation cards	Big logo + name	Large Logo	Medium Logo	Small Logo
Media Recognition	yes	Yes	yes	no
Exposure on the program website	Logo + link on home page/ Logo & name + company description + link on sponsor's page	Logo + link on home page/ Logo & name + link on sponsor's page	Logo & name + link on sponsor's page	Name + link on sponsor's page
Acknowledgment in the event openings	Name and sponsorship category	Name and sponsorship category	Name and sponsorship category	Name and sponsorship category
VIP Service	VIP tour for you and 30 of your special guests	VIP tour for you and 10 of your special guests	VIP tour for you and 5 of your special guests	
Exposure on Daily electronic bulletin	Space for 30 days advertisement	Space for 20 days advertisement	Space for 10 days advertisement	Space for 5 days advertisement
The story of the company in the electronic bulletin	4 issues	2 issues	1 issue	-----
Thank you plaque	For display in business	For display in business office	For display in business office	For display in business office
Name of the sponsor on art works labels	Logo + Name	Small logo	-	-



F I L M
S E R I E S

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FILM SERIES:

Over 70 short documentaries, animation, and films will take to the screen during this series. Iran-based 'Image of the Year' festival is the focal point for Iranian photographers, animators and documentary film makers, many of whom have won international awards. We are very pleased to announce that the film and documentary content of the 2012 Six weeks of Iranian Art festival has been developed in collaboration with the Iran-based 'Image of the year' festival. For the past five years Image of the Year Festival has taken its exhibits international and displayed in Brazil and France to great acclaim. Highlights of their exhibits will come to Toronto for the first time as part of our festival.

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SIX WEEKS OF IRANIAN ART

1. SELECTED SHORT FILMS

When : 04 – October -2012

Where: Carlton Cinema, Toronto

2. SELECTED DOCUMENTARY FILMS

When :11 – October -2012

Where: Carlton Cinema, Toronto

3. JURIED SELECTED FILMS

When :18 – October -2012

Where: Carlton Cinema, Toronto

Sponsor opportunities for each night:

EXCLUSIVE FILM SERIES SPONSOR - \$ 3 500

*Exclusive Sponsor will be the sole sponsor for the series. No other sponsor will join the series.

TITLE FILM SERIES SPONSOR - \$ 1,000

Title Sponsor will receive recognition for one night of the series with Event Sponsorship opportunities still available to potential sponsors.

(title: large logo + name of the company as title sponsor)

PRESENTING SPONSOR - \$ 500

Title Sponsor will receive recognition for one night of the series with Event Sponsorship opportunities still available to potential sponsors.

(title: Presented by)

SPONSORSHIP LEVELS ON FILM SERIES:

The New Vision Production is pleased to offer the following sponsorship package that can be tailored to your business and community objectives.

* Sponsorship Levels/Benefits Comparison Chart

Levels	Exclusive Film Series Sponsor \$3500	Title Film Series Sponsor \$1,000	Presenting Sponsor \$ 500
Benefits			
Exposure on the program website	Logo + link on home page/ Logo & name + link on sponsor's page	Logo & name + link on sponsor's page	Name + link on sponsor's page
VIP Service, Complimentary tickets to screening	10 per show	8 thicket	4 thicket
Exposure on Daily electronic bulletin	Space for 5 days advertisement	Space for 4 days advertisement	Space for 2 days advertisement
The story of the company in the electronic bulletin	1 issues	1 issue	-----
Thank you plaque	For display in business office	For display in business office	For display in business office
Onsite signage with your colour logo prominently displayed at your event	yes	yes	no
Your colour logo with special thanks will play/loop on the big screen during prelude and intermission of your event	Yes	Yes	yes
A public thank by the MC/curator from the stage during the screening	Yes	Yes	no
An opportunity to meet some directors/actors back stage for your sponsored week	Yes	Yes	yes
A public thank by the MC/curator from the stage during the screening	Yes	Yes	no
An opportunity to meet some directors/actors back stage for your sponsored week	Yes	Yes	yes



WORKSHOPS

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WORKSHOPS

The 2012 Six Weeks of Iranian Art will host five workshops based on the “minute of the art – art of the minute” theme of the festival.

1. GRAPHIC DESIGN WORKSHOP:

When: 3 days workshop from 25 – September – 2012

Where: Queen Gallery

Instructor: Ali Kamran

2. PAINTING WORKSHOP:

When: 3 days workshop from 02 – October – 2012

Where: Queen Gallery

Instructor: Mahmoud Meraji

3. PHOTOGRAPHY WORKSHOP:

When: 3 days workshop from 09 – October – 2012

Where: Queen Gallery

Instructor: Pooyan Tabatabaei

4. THEATRE WORKSHOP:

When: 3 days workshop from 16 – October – 2012

Where: Queen Gallery

Instructor: Levon Haftvan

5. CREATIVE WRITING WORKSHOP

When: 3 days workshop from 25 – October – 2012

Where: Queen Gallery

Instructor: Siavash shabanpoor





SPONSOR OPPORTUNITIES FOR WORKSHOP SERIES:

EXCLUSIVE WORKSHOP SERIES SPONSOR - \$2000

Exclusive Sponsor will be the sole sponsor for the series. No other sponsor will join the series.

TITLE WORKSHOP SERIES SPONSOR - \$ 500

Title Sponsor will receive recognition for one workshop of the series with Event Sponsorship opportunities still available to potential sponsors.

BENEFITS:

1. All print/radio ads and media releases for your event will include your name and/or logo under the appropriate sponsor category
2. Your colour logo and company link on the official festival website under appropriate sponsor category
3. Onsite signage with your colour logo prominently displayed at your event.
4. Exposure on Daily electronic bulletin, 2 advertisement space for each title sponsor, 12 for exclusive sponsor.
5. Exposure on Daily electronic bulletin, one page story of the sponsor
6. A public thank by the MC/curator during the opening of the visual exhibition.
7. A thank you letter from the festival For display in business office.



LITERATURE
POETIC NIGHTS

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LITERATURE AND POETIC NIGHTS

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SIX WEEKS OF IRANIAN ART

The 2012 Six Weeks of Iranian Art will host two nights with poets and writers.

1. DRAWING WITH WORDS:

When : 23 – September -2012

Where: Queen Gallery, Toronto

On September 23d, more than 8 talented and well-known poets and writers such as siavash shabanpoor, and Abdoreza moghadam will share their latest works with the us.

2. POETS ON STAGE :

When : 28 – October -2012

Where: Queen Gallery, Toronto

On October 28 , more than 12 talented and well-known poets and writers such as Sasan ghahreman, and Mostafa Azizi alongside the young writers from creative writing workshop will share their latest works with the us.



SPONSOR OPPORTUNITIES FOR LITERATURE AND POETIC SERIES:

EXCLUSIVE LITERATURE SERIES SPONSOR - \$ 800

Exclusive Sponsor will be the sole sponsor for the series. No other sponsor will join the series.

TITLE LITERATURE SERIES SPONSOR - \$ 500

Title Sponsor will receive recognition for one night of the series with Event Sponsorship opportunities still available to potential sponsors.

BENEFITS:

1. All print/radio ads and media releases for your event will include your name and/or logo under the appropriate sponsor category
2. Your colour logo and company link on the official festival website under appropriate sponsor category
3. Onsite signage with your colour logo prominently displayed at your event.
4. Exposure on Daily electronic bulletin, 2 advertisement space for each title sponsor, 12 for exclusive sponsor.
5. Exposure on Daily electronic bulletin, one page story of the sponsor
6. A public thank by the MC/curator during the ceremony at the gallery.
7. A thank you letter from the festival For display in business office.



CONTACT US

Thank you for your contribution and support. With your help we are able to showcase the importance of the arts and the preservation and growth of the Iranian community in this rich multicultural landscape. Your continued support ensures that our festival remains a success and can strive to become the next cultural sensation of this city and great province.

If you should have any questions or would like a **customized sponsorship opportunity** please feel free to contact us and we will be more than happy to discuss any additional packages in further detail.

Please note that Six Weeks Of Iranian Art reserves the right to change the line-up of all shows and performances of Minute of Art-- Art of Minute in case of cancellation or conflict of interest between the artists and the festival due to weather, natural catastrophe or any other event beyond the control of the festival.

Six Weeks Of Iranian Art

Queen Gallery,
382 Queen Street East, Toronto, ON,
M5A 1T1, Canada
Phone | (416) 361-6045
Fax | (416) 955-0732
Website: www.sixweeks.ca
Email: info@sixweeks.ca

Pooyan Tabatabaei

Curator
Tel. (416) 731-7797
Email: pooyan@sixweeks.ca

Ali Kamran

Committee chairman
Tel. (416) 358-9050
Email: ali@alikamran.ca



Company Name _____ Contact Name _____

Address _____ City _____ Postal Code _____

Telephone _____ Fax _____ Email _____

SPONSORSHIP LEVEL (please check the box below)

VISUAL EXHIBITION

- Platinum Sponsor – Executive (\$10,000)
- Gold Sponsor – Exclusive (\$4,000)
- Silver Sponsor – Title (\$2,700)
- Bronze Sponsor - (\$1,000)

FILM SERIES

- Gold Film Series Sponsor– Exclusive (\$3,500)
- Silver Sponsor – Title (\$1,000)
- Gold Film Series Sponsor– Exclusive (\$3,500)
- Bronze Sponsor – Presenting (\$500)

WORKSHOPS

- Gold Film Series Sponsor– Exclusive (\$2,000)
- Silver Sponsor – Title (\$500)

LITERATURE AND POETIC NIGHTS

- Gold Film Series Sponsor– Exclusive (\$800)
- Silver Sponsor – Title (\$500)

ELECTRONIC BULLETIN ADVERTISING (please check the box below)

- One Issue – \$ 50
- 5 Issues – \$ 200
- 10 Issues (1/4) – \$ 380

(Technical specification will be made available upon ad booking)

WEBSITE ADVERTISING FOR 8 WEEKS (please check the box below)

- Front page (125x125) – \$ 2,000
- Selected page (300x250) – \$ 500
- Selected page (125x125) – \$ 300

(Technical specification will be made available upon ad booking)

METHOD OF PAYMENT

- Cheque (please make payable to ?)
- Visa
- MasterCard
- Card # _____ Exp. _____

Please make all checks payable to Behnaz Rahbar. Attn: Six Weeks of Iranian Art

677 Columbus way, Newmarket, Ontario, L3X 2W8 Fax. (905) 955-0732

* I will not be able to attend. Please accept a donation in the amount of \$ _____

and/or a Gift in Kind of _____ for the festival with an estimate.



