



PERSIAN NEW YEAR FESTIVAL

**MARCH 2nd 2024
SPONSORSHIP INFORMATION**

a multi day celebration



Persian New Year Festival 2024

WHAT'S INSIDE

- ABOUT
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Every spring for the last 3,000 years, Persians have welcomed in the Persian New Year by celebrating family, community, food, music and dance.

In 2019, co-founders Lawdan Shojaee and Shideh Doerr wanted to bring the Persian New Year to Arizona. They set out to create a festival for the Persian community to both celebrate and share their traditions with their family, friends and neighbors.

The festival has since received promotions from major television networks, radio stations, print publications and community & event websites.

The Persian New Year Festival allows for an intergenerational transfer of culture, which interacts positively with communities of different ethnic backgrounds, attracting tourists and enables the branding our sponsors and the City of Scottsdale.

Our festival plays an important role in the social and economic development of the community, representing ways in which its intangible cultural heritage is expressed. *This year our festival spans across four days of celebrations to include; a fashion show, nationally acclaimed stage play, VIP event and culminating with the fourth annual Scottsdale Persian New Year Festival which will be held at the beautiful Scottsdale Waterfront. We can't wait to see you there!*

The Persian New Year Festival is a 501 c3 as recognized by the IRS. You can find additional details on the IA website PersianNewYearFestival.org or by emailing info@persiannewyearfestival.com

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THE CULTURAL EVENT OF THE SOUTHWEST

In 2024 The Persian New Year Festival spans across four days, back-to-back. Through each individual event, fashion, stage play, VIP event, and all-day festival, we showcase authentic Persian culture, music, food and commerce for visitors to enjoy. Vendors will showcase Persian hand-crafted items for purchase. The events open a window into all things Persian, the contribution of Persians, and those of Persian Heritage in the state of Arizona.

We anticipate over 5,000 attendees to make their way along the Canal of Scottsdale to celebrate life and a prosperous New Year.

WHY SPONSOR

- Brand visibility – over 5,000+ potential customers
- Enhance corporate image by showing your support and commitment to cultural diversity and local nonprofits
- Year-round brand exposure
- Community goodwill



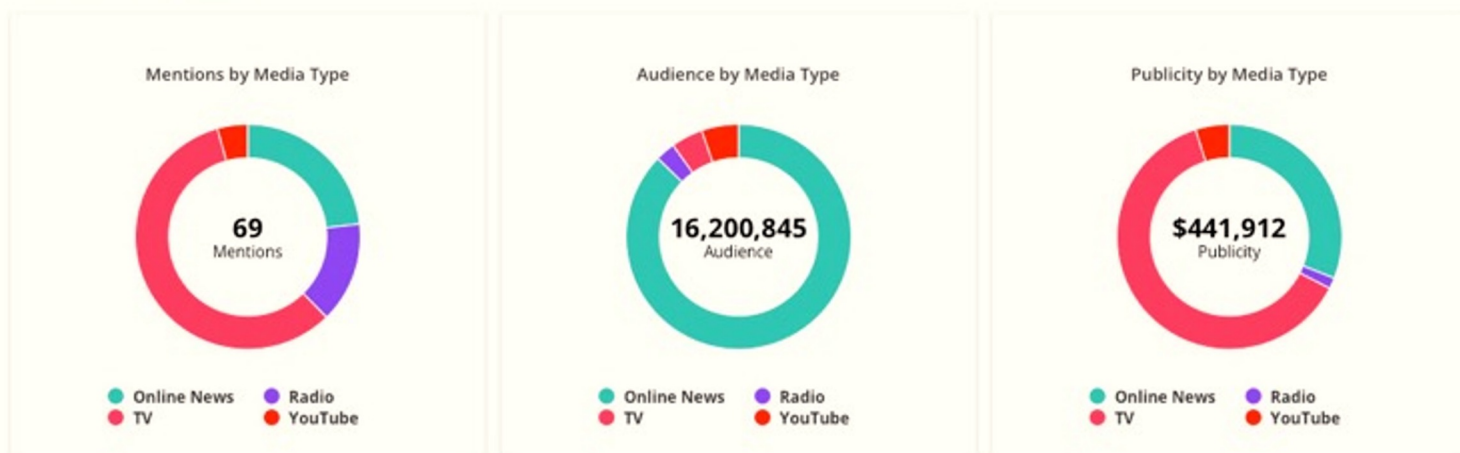
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PRESS & MEDIA

The Persian New Year Festival has retained a nationally acclaimed Public relations and Marketing firm to manage all Public Relations and Marketing efforts to promote the Festival on local TV, radio, print and online. The various media outlets include, but are not limited to, Arizona Republic, Arizona Foothills, So Scottsdale Magazine, iHeartRadio, CBS radio and all major local TV networks (Fox 10, Channel 3, NBC 12 and ABC 15). They are also supported by internet marketing and social media, including, Facebook, Instagram, X (formerly Twitter) and others. The Persian New Year Festival has also secured a street banner ad marketing campaign promoting the festival in downtown Scottsdale's high traffic areas. International advertising via the Globe & Mail in Canada provides additional international exposure along with PR through BusinessWire.

*ANALYTICS

Mention Analytics



 Total National TV Audience
741,416

Total Local TV Audience
741,416

 Total Radio Audience
457,225

 Total Online + Print Audience
14,142,764

 Total Social Followers
859,440

**past performance is no guarantee of future results*

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SPONSORSHIP OPPORTUNITIES

All sponsorship opportunities are customizable and can be combined to create an effective ROI

EXCLUSIVE SPONSORSHIPS

Scottsdale Street Banners: \$25,000

- Sponsor's logo will be exclusively displayed on Street Banners (190+ locations)
- Sponsor's logo displayed on website, banners, t-shirts, social and other media promotion*
- Option to receive a 10 x 10 booth (must request the booth at time of signing)

Festival Bag Sponsor: \$20,000

- Sponsor's logo branded exclusively with PNYF logo (one color print - 2500 totes)
- Sponsor's logo displayed on website, banners, t-shirts, social and other media promotions*
- Option to receive a 10x10 booth (must request the booth at time of signing).

Main Stage: \$15,000

- Sponsor's logo branded exclusively with PNYF logo (one color print - 2500 totes)
- Sponsor's logo displayed on website, banners, t-shirts, social and other media promotion*
 - Option to receive a 10x10 booth (must request the booth at time of signing)

Teacup Sponsor: \$8,000

- First 3,000 attendees will receive hot tea in a cup, branded exclusively with the Sponsor's logo (one color print)
- Sponsor's logo displayed on website, banners, t-shirts, social and other media promotion*

Haftseen Sponsor: \$7,000

- Sponsor's logo will be exclusively displayed at Haftseen
- Sponsor's logo displayed on website, banners, t-shirts, social and other media promotion*

Kids Korner: \$5,000

- Name displayed and promoted on location
- Logo as sponsor on website and printed postcards
- Receive our signature PNYF t-shirts

Tea House: \$5,000

- Name or logo displayed and promoted on Tea House banners
- Logo as sponsor on website and printed postcards
- Receive our signature PNYF t-shirts

More Sponsorship Opportunities

Festival Love: \$2,500

- Name Displayed on love banner
- Skip line for free tea
- Receive our signature PNYF t-shirts

Persian New Year Fun: \$500

- Name Displayed on love banner
- Receive our signature "But first chai" t-shirts

Spring Fever: \$1,000

- Name Displayed on love banner
- Skip the line for free tea
- Receive our signature PNYF t-shirts

Friends of the Festival: \$_____
(enter desired amount)

- Name Displayed on love banner
- Skip the line for free tea

Sponsorship opportunities can be customized to meet your specific needs
Parada del Sol – Fashion Show – Nationally Acclaimed Stage Play
Additional opportunities are available

THE VENUES

Working with the City of Scottsdale, the Persian New Year Festival is strategically located along Scottsdale's famous Canal in Old Town Scottsdale. The Canal is the most searched area in Google searches and generates an enormous amount of organic traffic. This along with free parking in the adjacent garages adds to the lure of Old Town Scottsdale.

Keeping the entire festival within the Canal footprint from the Southbridge to Solstice Plaza makes for a visually stunning experience and allows for participants to enjoy the entire festival and not miss out on any vendors or entertainment and provides maximum exposure for all sponsor banners and ads.

Additionally, two other events, the Persian Fashion Show and the internationally acclaimed stage play, will be hosted at the Museum of the West in Old Town Scottsdale.



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