Turkfest

October 19-20, 2019
Seattle Center

Sponsorship Package 2019
1. What is TurkFest?

TurkFest is an annual cultural event held at the Seattle Center since 2001. The festival is brought to life by a group of committed volunteers who are organized by the Turkish American Cultural Association of Washington (TACAWA). It is a celebration of Turkish culture through music, traditional and contemporary dances, food, beverage, children’s activities, and visual art exhibitions.

TACAWA was founded in the 1960s by the local Turkish Americans in Washington State coming together for various activities. TACAWA has grown over years to become a formal organization that promotes Turkish culture in the Pacific Northwest, and currently maintains its 501(c)(3) status acquired in the early 2000’s. More about TACAWA can be found at www.tacawa.org.

TurkFest is now well-established and recognized organization in Pacific Northwest and a volunteer-run festival with a loyal crowd and increasing number of visitors every year.

Since 2012, Turkfest has also kicked off the Turkish Heritage Month of events listed below under TACAWA umbrella with the help of sponsors like you and volunteers alike:
- Turkfest in (mid-October)
- Turkish Republic Day (October 29th)
- Seattle Turkish Film Festival (November) (www.stff.org)

This year 19th Turkfest on October 19th & 20th will have the theme of “Cradle of Civilization”. There will be performances spanning from traditional to the contemporary arts, by Turkish artists, children’s activities and performances, authentic Turkish food and beverage, souvenirs at the Turkish bazaar and Turkish coffee; a truly wonderful weekend for the whole family at Seattle Center.

TURKFEST 2019 HIGHLIGHTS

Saturday and Sunday: FREE daytime events at Seattle Center

- Traditional and contemporary Turkish dancers and musicians from Washington State, USA, and Vancouver B.C., Canada
- Arts and crafts exhibits
- Children’s activities: Crafts, toddler playground
- Middle Eastern Corner and photo booth
- Vendors offering items from/relevant to Turkey
- Turkish food court
- Turkish coffee
Audience

TurkFest has something to offer for everyone. The festival attracts people from all ages and backgrounds and will be promoted in the Greater Seattle area. All Seattle Center events will be free and open to the public. We anticipate attendance around more than 5,000 people.

2. Summary of Previous TurkFests

Since its inception in 2001, TurkFest has grown annually, displaying an increasing variety of cultural performances and exhibits at Seattle Center. All previous events have received great acclaim and coverage from the media. TurkFest has become an official part of the Seattle Center Festál series in 2004 and continues to attract an increasing number of participants through its diverse programming.

In 2004 and 2005, more than 6,000 people visited TurkFest at Seattle Center and enjoyed documentaries, puppet shows, arts and crafts exhibits, and performances representing the theme “Living in Harmony Throughout the Ages.” Festival visitors also explored vendor booths with wonderful souvenirs representing Turkish culture. Savoring the exquisite taste of Turkish delight and the Turkish cuisine festival, visitors left with well-satisfied appetites.

TurkFest 2006 adopted “Festival of Friendship” as a continuation of the theme from the previous two years but with a special emphasis on the beauty of Istanbul. Once again, the visitors enjoyed numerous multi-ethnic performances, exhibits, children’s activities, and a chance to purchase various Turkish items as well as delicious Turkish food.

TurkFest 2007 successfully fulfilled its theme “Indulge Your Senses” by allowing its guests to see traditional and contemporary dances, taste Turkish cuisine and coffee, touch authentic rugs and fabrics, smell teas, spices and perfumes, and hear ethnic folk, pop and classical music.

In 2008, TurkFest invited its guests to “Step Into a Timeless Story” to explore the traditional stories behind songs, textiles, dances, and art that bring Turkey’s culture to life. The festival fulfilled its aim to entertain, engage, and educate the local community on the beauty and cultural diversity found throughout Turkey.

The theme for TurkFest 2009, “Elements of Nature,” stemmed from an ancient western Anatolian philosophy that described earth, air, water, and fire as the four basic elements of nature. Festival participants experienced these elements in the forms of textiles and instruments made from the earth, fairy chimneys shaped by the air, Black Sea dances and paper marbling inspired by water, and delicious cuisine grilled on fire.

The theme of Turkfest 2010 was devoted to Istanbul to honor its selection of the Cultural Capital of Europe in 2010 and served as the capital city of three major empires in the history.

The theme for TurkFest 2011, “Streets of Turkey” portrayed how lively Turkish street culture builds upon many civilizations and traditions over thousands of years. It also celebrated the “living history” of urban culture throughout Turkey’s numerous historic cities.
The theme for Turkfest 2012, in honor of Seattle Center’s Next50 celebration, remembered the Dreams of the Past and explored the Promise of the Future.

The theme for Turkfest 2013, Mosaic of Histories remembered the value of all historical pieces of Turkish cultural mosaic.

The theme for Turkfest 2014 highlighted the diverse and rich stories of people in Turkey while exploring the theme Faces of Turkey.

The theme for Turkfest 2015 highlighted the diverse and rich stories of people in Turkey while exploring the theme Trailblazers: Makers of Modern Turkey.

The theme for Turkfest 2016 focused on introducing Turkish Cuisine with theme “Turkish Cuisine: Come and get a touch of Turkey”.

Turkfest 2017 focused on beauty of several different locations and wonders with theme “A Land of Wonders, Turkey”.

Most recently, Turkfest 2018 focused on musical richness of Turkish culture with theme “Melodies of Turkey”.

Every year, around 8,000 festival participants experience this colorful and vibrant Turkish culture in the forms of open-air cafes, street vendors, shows, music performances and the like. The festival also features workshops, lectures, documentaries, exhibits, movies, and children’s activities for visitors to enjoy.
Scenes from previous festivals
3. Sponsorship Opportunities

Your sponsorship of TurkFest will not only help fund this great cultural event and foster greater awareness and cooperation between the Turkish and American communities in Puget Sound and Washington but is also an excellent opportunity to reach potential customers interested in your products and services.

Placement in TurkFest Promotion

Your logo will be placed on main festival materials and proudly announced when you become a sponsor.

The following is a list of some of the other ways we will recognize your contribution (not available for all levels of sponsorship):

- Advertising as part of the Seattle Center’s Festál Program, periodic newsletters
- Leaflets distributed through businesses and other activities
- Email distribution to Seattle Center and TACAWA lists

Note: Final promotional materials are subject to change.
# TurkFest 2019 Sponsorship Levels

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<thead>
<tr>
<th>SPONSORSHIP LEVELS</th>
<th>Corporate</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Friend of Turkey</th>
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<tbody>
<tr>
<td><strong>Cost</strong></td>
<td>$4,500+</td>
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## Sponsorship Benefits

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<th>Silver</th>
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<tbody>
<tr>
<td>Logo Exposure</td>
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<td>Primary*</td>
<td>Secondary**</td>
<td>Secondary**</td>
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<td>Film Tickets</td>
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<td>Placement of company literature</td>
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* Primary Logo Exposure: On all printed and online materials, direct e-mail, press release
** Secondary Logo Exposure: On some printed and online materials only
Sponsorship Application Form (2019)

Company Name:

Contact Name:

Company Address:

Company Phone Number:

Company Website Address (for link):

Sponsorship Level:

☐ Corporate/Main $4,500+
☐ Platinum $3,000 – 4,499
☐ Gold $1,000 – 2,999
☐ Silver $500 – 999
☐ Friend of Turkey $250 – 499
☐ Other __________ (please state amount you want to contribute)

Check enclosed. Amount: $ ______________________

Please send this completed form to the following address:

TACAWA
PO Box 255
Bellevue, WA 98009
Or e-mail to: info@tacawa.org

Contact Us
For inquiries, you can contact Tacawa leadership about TurkFest at: turkfest@tacawa.org

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