



**October 12-13, 2024  
Seattle Center**

***Sponsorship Packet 2024***



# **Table of Contents**

- 1. What is TurkFest?**
- 2. Summary of previous TurkFest festivals**
- 3. Sponsorship Opportunities and Application Form**
- 4. Contact Us**

# **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, film, children's activities, and visual art exhibitions.

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

**24th Turkfest** displays **various aspects and faces of Turkish culture** and highlights them under the theme of **Colors of Turkiye** this **October 12<sup>th</sup> & 13<sup>th</sup>, 2014**. There will be exhibits that bring to life Turkey's cultural mosaic. Join us and see what the rich Turkish culture may bring by enjoying children's activities and performances, spanning the traditional to the contemporary, by Turkish artists. Fun, informative seminars and workshops will ignite your curiosity while you enjoy authentic Turkish food, souvenirs at the Turkish bazaar and Turkish coffee; a truly wonderful weekend for the whole family at **Seattle Center**.

## **TURKFEST 2024 HIGHLIGHTS INCLUDE:**

Saturday and Sunday: **FREE** daytime events at Seattle Center House

- Traditional and contemporary Turkish dancers and musicians
- Turkish Language 101 lessons
- Turkish vendors
- Authentic Turkish food
- Children's activities

More information is available at [www.turkfest.org](http://www.turkfest.org).

## **Audience**

TurkFest has something for everyone. The festival attracts people of all ages and backgrounds and will be promoted throughout the greater Seattle and Puget Sound region. All Seattle Center events will be free and open to the public. We anticipate attendance in excess of 5000 people.

## 2. Summary of previous TurkFest festivals

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

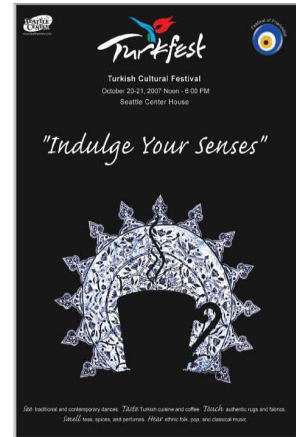
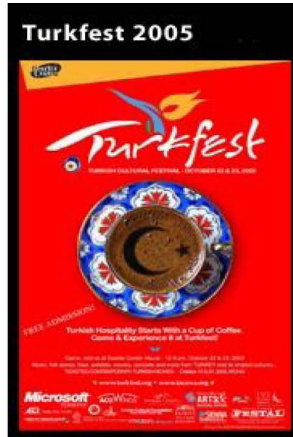
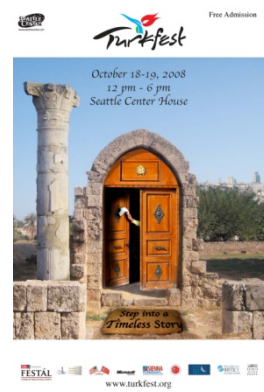
Up to 2020 we had the festival in person, but during the global pandemic Turkfest was held online. Thousands of people from around the globe watched it on social media and reconnected with their loved ones.

In 2022 we continued our in-person festival with the theme of **Getting back Together** and we are planning to continue in person in Seattle Center grounds.

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.







### 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.

#### 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 Festal Program
- Advertising in Seattle Center's periodic newsletters to their databases
- Advertising in local newspapers, magazines and/or radio announcements
- Email distribution to Seattle Center and TACA lists
- Advertising on TurkFest website

*Final promotional materials are subject to change.*

## TurkFest 2024 Sponsorship Levels

	SPONSORSHIP LEVELS		
	Gold	Silver	Friend of TurkFest
Cost	\$1000 +	\$500 - \$999	\$250 - \$499
Logo Exposure	Primary*	Secondary**	Company or individual name only
Festival T-shirt	4 t-shirts	2 t-shirts	1 t-shirt
Concert or Event Tickets (if held)	2 tickets	1 ticket	X
Film Tickets	2 tickets	1 ticket	X
Recognition at ceremonies	As honored guest in all events/ ceremonies	X	X
Placement of company promotional material	Welcome desk and other designated spots	Welcome desk only	X
Booth	Two days single commercial booth (upgrade possible)	X	X

\* Primary Logo Exposure: On all printed and online materials, direct e-mail, press release (need to provide company logo in appropriate size) and in venue (if a banner or poster is provided)

\*\* Secondary Logo Exposure: On some printed and online materials only (need to provide company logo in appropriate size), and in venue (if a banner or poster is provided)



**Sponsorship Application Form (2024)**

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_

\_\_\_\_\_

**Company Phone Number:** \_\_\_\_\_

**Company Website Address (for link):** \_\_\_\_\_

**Sponsorship Level:**

- Gold \$1,000 +  
 Silver \$501 – 999  
 Friend of Turkey \$250 – 499  
 Other \_\_\_\_\_ (please state amount you want to contribute)

Upgrade to double booth for Gold sponsor for \$100 extra

Check enclosed. Amount: \$ \_\_\_\_\_

**Please send this completed form to the following address:**

**TurkFest/TACAWA**  
**PO Box 255**  
**Bellevue, WA 98009**  
Or e-mail to: [info@turkfest.org](mailto:info@turkfest.org)

## **4. Contact Us**

**For inquiries, you can contact TurkFest at:**

**E-mail:** [turkfest@tacawa.org](mailto:turkfest@tacawa.org)