



## **Nowruz 2024 Persian New Year Celebration**

March 24, 2024  
Bill Barber Community Park, Irvine, CA

### **Dear Nowruz Sponsor:**

On behalf of Nowruz 2024 Iranian American Community Group (IACG) Festival Committee, I am pleased to invite you to join our circle of sponsors to support this exciting cultural event.

On Sunday, **March 24, 2024, from 1-6 pm**, the Persian community will celebrate the **10<sup>th</sup> Annual Persian Nowruz Festival (Eid)** at the Rose Garden at Bill Barber Community Park (next to Irvine's city hall), in Irvine, California.

For thousands of years Iranians have celebrated Nowruz as the beginning of the year. The colorful celebration of Nowruz marks the beginning of spring and Persian New Year, which is a time to begin a new life, and the first day of spring.

Since 2014, volunteers from several supporting non-profit organizations gather annually to create an extraordinary event to showcase the rich Persian culture. This fun event includes free entrance to the festival, music, dance, children's activities, Persian cuisine, and much more. The number of participants has grown steadily over the years to nearly 4,000 to 6,000 annually. This year we expect that number to be even greater.

Sponsorship of Nowruz provides your business with a unique opportunity to reach thousands of Iranian-Americans living in Southern California. While engaging and inspiring, your participation will allow you to extend your loyalty to Persian culture among thousands of visitors to the festival.

The enclosed materials provide information on the levels of sponsorship and the benefits associated with each level. Please take this opportunity to become involved with the community while promoting Persian culture and your business to thousands of attendees.

We look forward to recognizing you as one of our major sponsors at Nowruz 2024. Please e-mail us at [iacgroupoc@gmail.com](mailto:iacgroupoc@gmail.com) with any questions you may have.

Best Regards,

Kamran Taghdiri, PhD,  
Executive Director Nowruz Festival & IACG CFO

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**Iranian American Community Group of Orange County: 6789 Quail Hill Pkwy, Suite 626, Irvine CA. 92603**

[www.iac-group.org](http://www.iac-group.org)

[iacgroupoc@gmail.com](mailto:iacgroupoc@gmail.com)

Tel. 949-431-6858

Revised 1/1/2024



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### **Sponsorship Levels**

IAC Group is a 501 (c) (3) organization (Tax ID #: 47-5363120)

Your sponsorship is a valuable component of Nowruz celebration festival. Your support will help us to exhibit and represent a diverse collection of traditional events and lively programs. It will also encourage children to learn about their rich heritage by participating in this cultural event.

#### **PLATINUM Sponsor (\$ 2,500 +)**

- Name and logo display on a recognized banner at a recognized section at the event
- Name and logo display on recognized section of the program hand out to participants
- Announcement on main stage as platinum sponsor
- A table at the event for distributing company's information (no sales transactions)
- Invitation to VIP tent of the event

#### **GOLD Sponsor (\$ 1,500 +)**

- Name display on banner at a recognized section at the event.
- Name on gold sponsors section of the program hand out to participants.
- A shared table with other gold sponsors to hand out company's information (no sales transactions)

#### **SILVER Sponsor (\$ 750 +)**

- Name display on banner at the event
- Name on silver sponsors section of the program hand out to participants

#### **Friends of Nowruz (\$ 200 +)**

- Name on Friends of Nowruz section of program hand out to participants

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**Sponsor Information**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Sponsorship Levels: (Please check options)**

Description	Amount	Select
Platinum Sponsor	\$ 2,500+	
Gold Sponsor	\$ 1,500+	
Silver Sponsor	\$ 750+	
Nowruz Friends	\$ 200+	

Check:            Check # \_\_\_\_\_ Bank Name \_\_\_\_\_

**Sponsor Signature:** ..... **Date:** .....

**Please Mail to:**            Nowruz 2024 Celebration            (Tax ID #: 47-5363120)  
IAC Group  
6789 Quail Hill Pkwy, Suite 626  
Irvine, CA 92603

**Or you can mail to:**    Kamran Taghdiri  
12 Drakes Bay Dr.  
Corona Del Mar, CA 92625

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