

# CELEBRATE NOWRUZ MARCH 10, 2024

UCLA ROYCE HALL / DICKSON COURT  FARHANG  
FOUNDATION



## 14TH ANNUAL NOWRUZ (IRANIAN NEW YEAR) CELEBRATION

Sunday March 10, 2024 | University of California, Los Angeles (UCLA) – Royce Hall & Dickson Court

### BE FEATURED AT FARHANG FOUNDATION'S NOWRUZ CELEBRATION AT UCLA

Farhang Foundation is proud to host the **14<sup>th</sup> Annual Nowruz (Iranian New Year) Celebration at UCLA's Royce Hall and Dickson Courts!**

Our signature Nowruz program at UCLA has grown into the largest celebration of Nowruz in the world, hosting **over 30,000 visitors in 2022**, including a who's who of the Iranian American community. As a sponsor of this grand celebration, you will be featured in the exquisite keepsake program books for both the Los Angeles and Orange County celebrations, and recognized throughout both event festivities, alongside a growing community of elite businesses and individuals who support this special event annually. Our 2024 program includes:

#### Farhang Nowruz (Iranian New Year) Celebration

March 10, 2024 – 12 PM to 7 PM

- A musical concert featuring the extraordinary artists **Tahmoures** and **Sohrab Pournazeri**, and the **Iranshahr Orchestra** under the direction of **Shahab Paranj**, with special guest performers **Sahar Boroujerdi** and soprano **Hila Piltmann** at UCLA's prestigious Royce Hall
- Outdoor performances by:
  - Maliheh Moradi, Mina Deris and Ehsan Matoori
  - The Melieka Fathi Dance Company
  - The Los Angeles Daf Ensemble
  - Firuze Dance Company
  - Puppet Show by famed puppet master Negar Estakhr
  - DJ Arin and much more
- Display of the grand **Haft Sin** or the seven 'S's, a Nowruz tradition
- Youth and children's programs
- 600 Nowruz street banners throughout Los Angeles's major streets and boulevards
- Attendance is free and open to the public (with the exception of the performance in Royce Hall)

We hope that you will join us in this effort and support this program with your **tax-deductible contribution**.

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#### ABOUT FARHANG FOUNDATION

Farhang Foundation is a member-supported, nonpolitical, nonreligious, non-profit organization dedicated to celebrating and promoting Iranian art, culture, and heritage for the benefit of the global community. The foundation strives to foster a deeper understanding and appreciation of Iranian contributions to the world through various programs, exhibitions, and educational initiatives.

Farhang Foundation is a 501.c.3 (Tax Exempt ID: 26-1574533) non-profit organization and all contributions are tax-deductible.

P.O. Box 491571 Los Angeles, CA 90049

Farhang.org

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## PLEASE SELECT YOUR PREFERRED SPONSORSHIP LEVEL:

### DIAMOND LEVEL: \$10,000

- **Exclusive individual banner featuring name or logo in the lobby of Royce Hall (only 3 available)**
- **Up to 8 Premium Orchestra** seats to the Tahmoures & Sohrab Pournazeri, and Iranshahr Orchestra Nowruz Concert at Royce Hall
- **Premiere placement double page spread ad** in the commemorative Nowruz Program books in Los Angeles and Orange County distributed to over 30,000 visitors
- **Logo on Royce Hall's Stage pre-show slide show**
- Name listed on Farhang.org and in Farhang Foundation's Annual Report

### GOLD LEVEL: \$5,000

- **Up to 5 orchestra** seats to the Tahmoures & Sohrab Pournazeri, and Iranshahr Orchestra Nowruz Concert at Royce Hall
- **Logo on the official Nowruz wind banners throughout UCLA's Dickson Court**
- **Priority placement full page ad** in the commemorative Nowruz Program books in Los Angeles and Orange County distributed to over 30,000 visitors
- **Logo on Royce Hall's Stage pre-show slide show**
- Name listed on Farhang.org and in Farhang Foundation's Annual Report

### SILVER LEVEL: \$3,000

- **Up to 2 orchestra** seats to the Tahmoures & Sohrab Pournazeri, and Iranshahr Orchestra Nowruz Concert at Royce Hall
- **Logo on the official Nowruz wind banners throughout UCLA's Dickson Court**
- **Up to 2 orchestra** seats to the Tahmoures & Sohrab Pournazeri, and Iranshahr Orchestra at Royce Hall
- **Full page ad** in the commemorative Nowruz Program books in Los Angeles and Orange County distributed to over 30,000 visitors
- **Logo on Royce Hall's Stage pre-show slide show**
- Name listed on Farhang.org and in Farhang Foundation's Annual Report

### BRONZE LEVEL: \$1,000

- **Full page ad** in the commemorative Nowruz Program books in both Los Angeles and Orange County distributed to over 30,000 visitors
- **Logo on Royce Hall's Stage pre-show slide show**
- Name listed on Farhang.org and in Farhang Foundation's Annual Report

All ads are four-color and full bleed, 8.5" x 11". Please provide print resolution PDF or JPG (min 300 dpi).

If you are unable to design an ad, we can help create one for you. **DEADLINE TO PARTICIPATE IS: FEBRUARY 16, 2024.**

<b>Full Name:</b>	<b>Company:</b>		
<b>Address:</b>	<b>City:</b>	<b>State:</b>	<b>ZIP:</b>
<b>Tel:</b>	<b>Email:</b>		
<b>Credit Card#</b>	<b>Expiration:</b>	<b>CVN:</b>	
<b>Name</b> (as it appears on card):			
<b>Billing Address:</b>	<b>City:</b>	<b>State:</b>	<b>ZIP:</b>
<b>Signature:</b>	<b>Date:</b>		

**Fax or Email your completed Sponsorship Form to: 310.893.6332 | [patron@farhang.org](mailto:patron@farhang.org)**

Make checks out to "Farhang Foundation" and mail to: **Farhang Foundation, PO BOX 491571, Los Angeles, CA 90049**

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[Farhang.org](http://Farhang.org)