



*Canadian Turkish Heritage Foundation
Fondation canadienne du patrimoine turc
Kanada Türk Kültür Vakfı*

Advertising Package



Flag Raising Ceremony

Noon – 1 p.m.

Tuesday, July 20, 2010

Ottawa Police Headquarters

474 Elgin Street

Festival Opening Gala

3 p.m. – 5 p.m.

Friday, July 23, 2010

Ottawa City Hall

110 Laurier Avenue West

Festival Grounds

Noon – 9 p.m.

Saturday, July 24 &

Sunday, July 25, 2010

Confederation Park

Ottawa

The Canadian Turkish Heritage Foundation (CTHF)

The Canadian Turkish Heritage Foundation is a non-profit organization, whose primary goal is to help bring communities together to promote compassion, cooperation, partnership and community service. Our objective is to:

- Increase, promote and foster friendships by raising the public knowledge level and understanding of Turkish culture and history
- Promote better understandings and relations between the peoples of Turkey and Canada
- Promote, organize and conduct festivals, musicals, performing arts, seminars and symposia addressing current issues of interest.
- Plan and arrange scholar and student exchange programs among institutions of different cultures and disseminate knowledge through scholarly publications
- Grant scholarships to students, and to help support victims of disasters and people in need
- Cooperate with other organizations which have similar objectives in whole or in part to ours
- Enhance the multicultural dialogue in Canada.
- Contribute to Canadian society by encouraging, supporting and organizing volunteer activities.
- To promote these objectives particularly in the National Capital Region

The Ottawa Turkish Festival

The Ottawa Turkish Festival committee's mandate is to produce a festival that is open to the general public, which presents thematically linked program of events and activities, art-form, and Turkish cultural heritage.

The Ottawa Turkish Festival was organized for the first time in 2007 on July 28, 2007 for a whole day. Based on the initial success the Festival expanded to two days in 2008 and the Ottawa Police hosted its opening ceremonies. In 2009 the Festival witnessed another great expansion by hosting the Youth Folk Dance and Music Ensemble of the Ministry of Culture and Tourism from the Republic of Turkey. The City of Ottawa officially proclaimed July 24-26, 2009 as Ottawa Turkish Festival weekend within the city. Canadian Heritage was again our largest sponsor and the Ottawa Police Headquarters hosted a spectacular show for the Opening Ceremonies. Not only that, CTV Globe Media signed up as the Festival's exclusive TV sponsor. On July 27, 2009, the world's largest global newspaper, Metro carried the Festival to its front page as its lead article. We now believe that the Festival has established itself on the Ottawa Festivals scene.

This year's Festival will display Turkish art, folk dance, music and gourmet food, where visitors will get an opportunity to celebrate, learn, and savour Turkish hospitality, culture, heritage and cuisine.

Visitors will be able to browse and buy Turkish products, souvenirs and handicrafts, participate in activities for children, view many authentic demonstrations and performances, sample Turkish cuisine, and do much, much more at the Festival.

For more information visit our website **www.ottawaturkishfestival.com**

Activities at Ottawa Turkish Festival

- Live Turkish Music Performances: A variety of Turkish music groups will be performing on stage throughout the festival. Music will feature contemporary, folk, traditional and popular songs by Canadian, international and local performers.
- Turkish Folk Dances: Professional and children Folk dance groups will be show cased performing dances from different regions of Turkey. Music and costumes are the essential parts of the traditional dances. During performances music, instruments and patterns of the region are preserved. Music is performed with traditional folk instruments.
- The Oriental corner: Decorative Turkish pillows, tables, traditional jewelry, handicrafts, rugs and more.
- Turkish cuisine: Sample gourmet foods including kababs, donair, vegetarian and olive oil dishes, Gözleme (Turkish Pancake), Börek (Turkish Flaky Pastry), Mantı (Turkish Ravioli), Sarma (Stuffed Vine Leaves), drinks such as Ayran (Turkish Buttermilk), desserts like baklava, Turkish delight and much more.
- Taste popular Turkish coffee & tea.
- Kids' activities: face painting, games and the making of cotton candy.
- Whirling Dervish of Rumi Performance: One of the wonders of Turkey will perform one of the most exquisite ceremonies of spirituality, a mesmerizing seven-century old ritual, incredible performance featuring beautiful costumes, hypnotic music with flutes, string and percussion, and the amazing sight of the Dervishes whirling on the stage. The Mevlevi order has been established on the teachings of Mevlana Jalaladdeen Rumi, Rumi for short, in late 13th century. As a poet, Rumi has enjoyed enormous popularity in North America recently. The ritual unites the three fundamental components of human nature: the mind (as knowledge and thought), the heart (through the expression of feelings, poetry and music), and the body (by activating life, by turning). These three elements are thoroughly joined both in theory and in practice and as perhaps in no other ritual or system of thought. Celebrating Rumi's 800th birthday, the United Nations Educational, Scientific and Cultural Organization (UNESCO) had announced the year 2007 as the year of Rumi.

- Bosnian Folk Dances: Performing Bosnia & Herzegovina's traditional songs and dances the group has a repertoire of multiple shows including very elaborate, emotionally charged, and traditional songs like Sevdalinka.
- Ebru, Water Marbling Demonstrations: Marbling is a method of making patterned paper by transferring colour from the surface of a liquid to paper. Marbling is the art of printing multi-coloured swirled or stone-like patterns on paper or fabric. The patterns are formed by first floating the colors on the surface of a liquid, and then laying the paper or fabric onto the colors to absorb them. The Turkish art of Ebru which is known to be practiced in Istanbul for more than five hundred years and known as "Turkish paper" for centuries in the western world certainly has a tradition which is passed from generation to generation by a master and apprentice relationship.
- Ney (Reed Flute) Performances: A rim-blown, oblique flute made of reed, the Ney has six finger-holes in front and a thumb-hole in back. Using cross-fingering, finger-hole shading, and embouchure adjustment, the journeyman player can produce any pitch over a two-and-a-half octave range or more. Nearly all Neys have a mouthpiece made of water buffalo horn, or sometimes ivory, ebony, plastic, or similar durable material.
- Glass Art Demonstrations: Distinguished examples of glasswork left behind by Anatolian civilizations today illuminate the history of glass. The first examples of beads to ward off the evil eye (Nazar) made of glass were produced in the village of Görece in the province of Izmir. Evil eye beads (Nazar Boncuğu) can today be seen in every corner of Anatolia. Folk tradition believes that living and non-living things can be protected from the evil eye by such beads. It is also believed that these beads serve to divert malicious glances containing the evil eye elsewhere. Amulets to ward off the evil eye are therefore put in places where everyone can easily see them.
- Mosaic Art Demonstrations: Although it changed in accordance with the prevailing conditions in different periods, decorative stone-working in Turkish art always maintained its high quality. The best examples of stone-working can be seen in the architecture of the Seljuk and Ottoman periods. Stone is the main component not only of construction but also for internal and external decoration. The most common ornamentation used are geometric patterns, plant motifs, animal relieves and palmets. Walls may also decorated by the use of bricks. Dark and light-colored bricks are used to

create geometric designs in order to embellish walls. The external walls of mosques, tombs and castles are the best examples of this. Various techniques are used in stone-working, such as carving, relief and scraping. Ornamental elements are generally plants, geometric designs and writing. Animal figures are rarely seen and human figures only in the Seljuk period.

- Calligraphic Demonstrations: Turkish Calligraphy, basically, is the writing of Latin letters applied within the aesthetics of Calligraphy. Turkish Calligraphy is the combination of letters of Latin alphabet which were adopted as of the foundation of the Turkish Republic in the 20th Century, with the art of Islamic Calligraphy (Husn-i Hat). The scribes usually display their skills at fairs and exhibitions as they produce works of Calligraphy in a few seconds without any template, in the presence of visitors with customized on-demand applications. The Admirers of this art ask the scribe to write a person's name, the name of a company, or beautiful saying on cards, key rings, plates and tablets to use as ornaments of gifts.
- Turkish Tourism Corner: Providing touristic brochures and information on trips to Turkey
- Employment Corner: Recruitment booths for law enforcement personnel

Advertising

Our advertising options include 4 different levels depending on the size of the ad in our Annual Festival Summary Bulletin. The Bulletin will summarize the Ottawa Turkish Festival weekend and be published by the end of the year. All ads will be printed in colour. Upon request we will happily tailor an advertising package to meet your individual marketing and promotional objectives.

For more information on advertising, please contact Kerim Khan at (613) 228-1616 or by email kerim@cthf.ca (preferred).

\$2,000 – FULL PAGE

- Full page advertisement in the Annual Festival Bulletin
- Acknowledgment on digital and print media

\$1,000 – 1/2 PAGE

- Half page advertisement in the Annual Festival Bulletin
- Acknowledgment on digital and print media

\$500 – 1/4 PAGE

- One fourth page advertisement in the Annual Festival Bulletin
- Acknowledgment on digital and print media

\$250 – 1/8 PAGE

- One eighth page advertisement in the Annual Festival Bulletin
- Acknowledgment on digital and print media

Ad Size	Width	Height
Full page (trim size) *	8.25"	10.75"
Half page vertical	4.75"	7.5"
Half page horizontal	7.25"	4.75"
Quarter page	3.5"	4.75"
One eighth	3.5"	2.25"

Note: all sizes are in inches.

**Please make sure to add a quarter inch for bleed.*

Payment Form for Ottawa Turkish Festival

Organization Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Contact Name: _____ Tel: _____

Fax: _____ E-Mail: _____

Payment for:

- \$2,000 – Full Page Advertisement
- \$1,000 – 1/2 Page Advertisement
- \$500 – 1/4 Page Advertisement
- \$250 – 1/8 Page Advertisement

Authorization Signature _____ Date _____

To receive an invoice please send completed form to:

- By Fax: (613) 228-1616
- By Email: kerim@cthf.ca
- By Mail: 26 Thorncliff Place, Ottawa, Ontario, Canada, K2H 6L2
- **CONTACT** Kerim Khan at (613) 228-1616