



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

Advertising Package



Flag Raising Ceremony

4 p.m. – 5 p.m.

Friday, July 15, 2011

Ottawa Police Headquarters

474 Elgin Street

Turkish Parade

Noon – 1 p.m.

Friday, July 22, 2011

Sparks Street Mall

(Starts at Lyon to Elgin)

Festival Opening Gala

5 p.m. – 7 p.m.

Friday, July 22, 2011

Ottawa City Hall

110 Laurier Avenue West

Festival Grounds

Noon – 9 p.m.

Saturday, July 23 &

Sunday, July 24, 2011

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. In 2010, the Festival established itself as a weeklong celebration with movie screenings, cuisine demonstrations, language classes, documentary showing and information booths. The City of Ottawa officially proclaimed Ottawa Turkish Festival weekend within the city and hosted the Festival's Opening Gala. Istanbul 2010 European Capital of Culture was celebrated with video showings on Festival Grounds while announcements were done both in English and French for the very first time. An authentic puppeteer from Turkey played pieces from Karagöz and Hacivat while another authentic Turkish artist demonstrated pottery making. The Turkish Folk Dance and Music Ensemble mesmerized the audience while rapper Evren shook the stage.

This year's Festival will be just as promising with 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 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.
- Folk Dances: Folk dance groups will be showcased performing dances from different regions of Turkey, Balkans and Caucuses. Music and costumes are the essential parts of the traditional dances. During performances music, instruments and patterns of the region are preserved.
- The Oriental corner: Decorative Turkish pillows, tables, traditional jewellery, handicrafts, rugs and more.
- Turkish cuisine: Sample gourmet foods including kebabs, 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.

- 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.
- 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.
- 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 reliefs and palmets. Walls may also be 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 Pottery: Turkish pottery has a very long history, going as far back as the 8th century A.D. It has an important place in traditional Turkish art, derives from middle Asia which came with the Seljuk's to Anatolia. It became a very important part of both Anatolian Seljuk's and the Ottoman Empire Culture. Its products show the beauty of the lifestyle of Palaces to mansions, from fountains to caravansaries.
- Henna: Henna or Hina (*Lawsonia inermis*) is a flowering plant used since antiquity to dye skin, hair, fingernails, leather and wool. The name is also used for dye preparations derived from the plant, and for the art of temporary tattooing based on those dyes. Additionally, the name is misused for other skin and hair dyes, such as black henna or neutral henna, which do not derive from the plant.
- Karagöz and Hacivat Puppet Show: Karagöz (meaning blackeye in Turkish) and Hacivat (also written Hacivad) are the lead characters of the traditional Turkish shadow play, popularized during the Ottoman period. The central theme of the plays are the contrasting interaction between the two main characters: Karagöz represents the illiterate but straightforward public, whereas Hacivat belongs to the educated class, speaking Ottoman Turkish and using a poetical and literary language. Karagöz's native wit always gets the better of Hacivat's learning (but his money-making ventures always fail).
- Turkish Tourism Corner: Providing touristic brochures and information on trips to Turkey
- Employment Corner: Recruitment booths from law enforcement agencies

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 and be published prior to the next Festival. 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 us at (613) 228-1616 or by email register@ottawaturkishfestival.com (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 – ½ Page Advertisement
- \$500 – ¼ Page Advertisement
- \$250 – ⅛ Page Advertisement

Authorization Signature _____ Date _____

To receive an invoice please send completed form to:

- By Fax: (613) 228-1616
- By Email: register@ottawaturkishfestival.com
- By Mail: 26 Thorncliff Place, Ottawa, Ontario, Canada, K2H 6L2
- **CONTACT** us at (613) 228-1616