



P E R S I A N C E N T E R

PERSIAN NEW YEAR FESTIVAL

2029 Durant Ave., Berkeley, CA
TUESDAY, MARCH 17, 2020 - 6PM to 10PM - 21st Annual

Produced by Another Bullwinkel Show

www.anotherbullwinkelshow.com/persian-fest/

One-page attached with event information

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR – \$5,000

- “Presented by” title sponsor exclusivity
- All of the benefits of a stage sponsor

STAGE SPONSOR – \$2,500

- Your banner on the event stage
- Prominent placement of large logo on all of the below
- Logo on 5,000 event postcards
- Logo & link on event website for one year
- Sponsor mention from stage during event
- Sponsor mention in press releases
- Sponsor mention in social media
- Free 10' x 30' vendor space during event

FIRE SPONSOR – \$1,500

- Your banner at fire line entrance
- Logo on 5,000 event postcards
- Logo & link on event website for one year
- Sponsor mention from stage during event
- Sponsor mention in social media
- Free 10' x 20' vendor space during event

SPRING SPONSOR – \$500

- Logo on 5,000 event postcards
- Logo & link on event website for one year
- Sponsor mention from stage during event
- Sponsor mention in social media
- Free 10' x 10' non-food vendor space during event

All Contracts and Payments Due February 1

- Completed Sponsor Contract
- Payment made payable to: Another Bullwinkel Show. If you need this to be a charitable contribution, make your check payable to Persian Center but mail to ABS.
- Logo in JPG or PDF format
- Completed Vendor Application if needed, available online
- Your banners mailed to Another Bullwinkel Show.

Lisa Bullwinkel, Hoopla CEO

Another Bullwinkel Show

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THE EVENT

This is the 21st Anniversary of Berkeley's Persian New Year Festival, Chaharshanbeh Sourī, which means 'Eve of Wednesday' because the festival is usually held on the last Tuesday of winter, just before the Vernal Equinox or first moment of spring. Kids, adults, grandparents, all jump over a bonfire to shake off the darkness of winter and welcome the lightness of spring, a Persian ritual passed down since ancient Zoroastrian times.

By engaging the wider community in the fire-jumping festival, non-Persians get a glimpse into ancient Persian traditions and the culture of the Iranian-American community in the United States. Cultural understanding and experiences create a pathway to peace.

In Iran (and parts of Afghanistan and India), it is customary for people to create bonfires in front of their homes throughout the neighborhood and jump over them as the sun is setting. Since the Persian Center owns its own 'home' at 2029 Durant Ave., it is thrilled to host this event for Iranian-Americans and all who have an interest in the culture. As people jump over the flames they shout, "Shorkhi-e to az man o zardi-e man az to!" which means, "Give me your beautiful red color and take back my sickly pallor!" "Parents jump with their young ones who look wary of going near the flames. Sweethearts jump in tandem. Frat boys try to out leap one another in side-by-side races," noted a festival attendee.

Inside the Persian Center, a traditional altar holds green grass, live goldfish, food and other items representative of spring called the "haftseen" or seven 's's as each item on the table begins with the letter 's'. Persian food, music and dancing, crafts, cultural organizations, and children's activities add to the nighttime experience.

Hosted by the Persian Center and produced by Another Bullwinkel Show, the festival partners also with Dr. T, a local DJ with an enormous Persian following who creates a musical scene where people dance en masse to the techno beat of contemporary Persian music. Food vendors sell kebabs, ash soup, and other cultural delicacies exposing attendees to another cultural cuisine. Persian crafts vendors, Persian non-profit organizations, and other booths line the street. Free Persian craft activities are available for the children. This is a free, family-friendly, non-alcoholic event held outdoors at night, rain or shine that draws about 7,000 people from all over Northern California. The Persian Community is an affluent, educated demographic with strong family values.

SPONSOR AND EVENT PRODUCER

Persian Center is a non-profit, charitable 501(c3) organization whose mission is to create an environment in which to conduct social, cultural, educational, and recreational activities designed to strengthen the sense of identity and integrity of all Iranians and Iranian descendants, and to engage individuals interested in or related to Persian community and culture. It is one of a few secular Persian organizations in the United States.

This is the 12th year that Another Bullwinkel Show has been the event producer. A local company that oversees many of the fine street festivals in Berkeley, Another Bullwinkel Show is proud to bring cultural events to the community.