



MAC Ottawa Chapter
1085 Grenon Avenue
Ottawa, ON K2B 8L7
www.macnet.ca

Muslim Association of Canada

Re: Muslim Summer Festival 2011

Dear Sir /Madam:

On behalf of the Muslim Association of Canada (MAC), I am pleased to invite you to the annual **Muslim Summer Festival**. This year the Muslim Summer Festival will be hosting its 11th annual summer festival.

We are proud to relay that over 4000 participants attended the Muslim Summer Festival last year and we are expecting even more this year. We would love for your organization/business to be a part of our celebration this year.

This package will provide you with details about the festival and how your organization/business may benefit from participating and celebrating with us during this exciting milestone.

The Festival details for this year are the following:

Event: Muslim Summer Festival
Date: Saturday, July 30, 2011
Time: 11 am to 7 pm
Location: Britannia Park (Carling Avenue and Pinecrest Rd)
Activities: Traditional cuisine, Country exhibitions, Exciting program, Bazaar, Family and children's activities, and much more.
Website: <http://www.muslimsummerfestival.com>

If you have any questions after reading this package, please feel free to contact me at your earliest convenience. We look forward to hearing from you soon.

Sincerely,

Walaa Farahat
Sponsorship Committee Representative
MAC Ottawa - Muslim Summer Festival

*Muslim Summer Festival 2011:
United We Stand*

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sponsor@muslimsummerfestival.com
Phone No. 613.828.1112
Fax: 613.820.1495

Brief History

The idea of holding the annual Muslim Summer Festival was developed to provide a platform for the citizens of Ottawa to sample our culture and traditions. There are nearly 800,000+ Muslims in Canada with around 60,000+ residing in the Ottawa area, representing more than 40 different nations. Since the Muslim community is an integral part of the larger community of Ottawa, we feel that it is our responsibility to initiate a constructive and mutually beneficial process of cultural exchange through events such as the Muslim Summer Festival.

The Muslim Summer Festival is designed to incorporate entertainment, educational and cultural aspects. The festival will showcase the cultures of many countries from around the world, representing several continents. These cultures have been chosen based on their ethnic representation in Ottawa. Our goal is for the Muslim Summer Festival to promote greater understanding and appreciation of these cultures among our fellow citizens in Ottawa. We expect many dignitaries, special representatives of the Muslim community, diplomatic representatives, as well as members of the media to be among those attending the festival. Last year, we had more than 4000 participants in the Muslim Summer Festival, and we expect the same number of attendees this year if not more.

A major attraction of the Muslim Summer Festival is the bazaar, where festival attendees can browse the many booths set up by local businesses/organizations to display and promote their products/services.

Sponsorship Exposure

The Muslim Summer Festival will be taking place at the Britannia Park just off Carling Avenue. MAC has maximized exposure by promoting the Muslim Summer Festival by increasing publicity. As a sponsor, your organization will be exposed to thousands of commuters that frequent Carling Avenue daily, as well as various radio stations and media outlets.

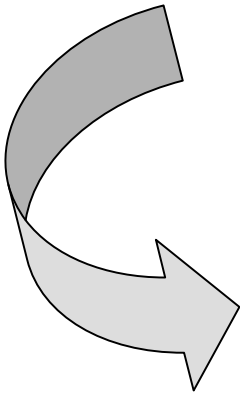
We are providing packages with different levels and degrees of exposure to meet your requirements. Included in Platinum & Gold Sponsorship, your organization will have the opportunity to promote your services through promotional materials, handouts and hang display signage at our full day festival.

Included in most levels of sponsorship your organization's logo will be featured on the Muslim Summer Festival promotional materials: flyers, pamphlets, banners, etc.

If none of the packages provided are suitable to your needs, we are also open to furnishing you with a package that meets your requirements.

We would like to take this opportunity to invite your business/organization to participate in our festival. Please look at the enclosed sponsorship form for more information about the different levels of sponsorship available.

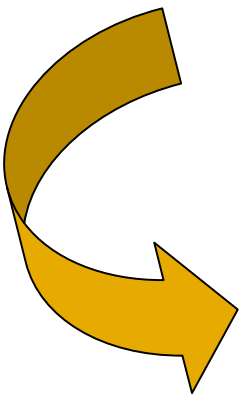
PLATINUM SPONSOR



\$2500

1. An opportunity to present the grand prize of the main event competition.
2. Sponsor will be mentioned in MSF Press releases
3. Advertising on Chin Radio 97.9 FM and CKCU – Salam Ottawa Radio show 91.5 FM
4. Three public announcements to introduce your organization to Festival attendees
5. Your logo will be advertised on event flyers (distributed throughout Ottawa and in local papers)
6. One full page advertisement in program/festival guide
7. Logo included on Festival website
8. Inclusion of logo on official event banner
9. First Priority advertizing overall
10. 20% discount on future sponsorship packages
11. The Prime Location Booth, Tent and 6-foot table (if required)

GOLD SPONSOR



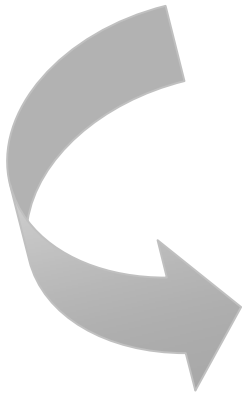
\$1500

1. An opportunity to present the 2nd prize of the main event competition.
2. Two public announcements to introduce your organization to Festival attendees
3. Your logo will be advertised on event flyers (distributed throughout Ottawa and in local papers)
4. Logo included on Festival website
5. Half page advertisement in program/festival guide
6. Inclusion of logo on official event banner
7. Second priority advertizing overall
8. 15% discount on future sponsorship packages
9. A prime location booth with Tent and 6-foot table (if required)



Muslim Association of Canada

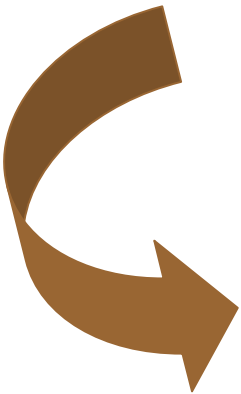
SILVER SPONSOR



\$750

1. One public announcement to introduce your organization to Festival attendees
2. Quarter page advertisement in program/festival guide
3. Your logo will be advertised on event flyers (distributed throughout Ottawa and in local papers)
4. Logo include on Festival website
5. Third priority advertizing overall
6. 10% discount on future sponsorship package
7. A prime location booth with Tent and 6-foot table (if required)

BRONZE SPONSOR



\$500

1. Your logo will be advertised on event flyers (distributed throughout Ottawa and in local papers)
2. Logo included on Festival website
3. Tent and 6 foot table



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Order FORM

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Muslim Summer Festival 2011:
United We Stand

DATE: _____

MAC Ottawa Chapter
1085 Grenon Ave Ottawa, ON K2B 8L7
Phone 613.828.1112 Fax 613.820.1495
sponsor@muslimsummerfestival.com

[Org Name] _____

[Phone] _____

[Contact Name] _____

[Company Name] _____

[Street Address] _____

[City, ST ZIP Code] _____

QTY	PACKAGE	DESCRIPTION	UNIT PRICE	DISCOUNT	LINE TOTAL
	PLATINUM	First Priority	2500		
	GOLD	Second Priority	1500		
	SILVER	Third Priority	750		
	BRONZE	Fourth Priority	500		
			MONETARY CONTRIBUTIONS		
				SUBTOTAL	
				TOTAL	

Festival Guidelines:

- No food sold by sponsors. Food may only be given In-Kind to the Muslim Summer Festival.
- Controversial/hateful materials representing non-mainstream Islamic/Muslim views shall not be sold nor displayed.
- If you wish to participate in the bazaar, please contact us for details.

Please make all cheques payable to Muslim Association of Canada

THANK YOU!