



Canadian Golha Orchestra

# Sponsorship Package

2023 - 2024

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## About Canadian Golha Orchestra

Inspired by Radio Tehran's Golha Orchestra which was active from 1956 to 1979, Canadian Golha Orchestra (CGO) aims to present Iranian orchestral music, including but not limited to rarely-performed masterpieces of the Golha era.

CGO brings together Iranian and Canadian musicians, scholars, and enthusiasts, and views Golha as a living music to be rediscovered, reinterpreted and enjoyed with fresh ears.



CGO team - Back row left to right: Bijan Sepanji, Shahin Fayaz, Nil Basdurak  
Front row left to right: Hadi Milanloo, Behnoosh Behnamnia, Kousha Nakhaei



## Golha Initiative for Music and Culture (GIMC)

Not-for-Profit Corporation (1488423-0)

As a federally registered not-for-profit corporation, Golha Initiative for Music and Culture provides the official framework for CGO's operations while ensuring transparency in its financial interactions. Sponsorships and donations will be received and processed through GIMC.



## Snapshot of Events since 2022



### 2022

- Inception of ideas for CGO
- Hiring and rehearsals with musicians
- Recording of Mey-e Nab with Sepideh Raissadat

### 2023

- Government Grants Awarded:
  - Canada Council for the Arts
  - Richmond Hill Community & Cultural Grant
- CGO Launch and Fundraiser on April 20, 2023
- Launch of social media & marketing
- Concert 1 (October 28, 2023) **SOLD OUT!**

### 2024 (upcoming)

- Concert 2 - featuring Sepideh Raissadat (April 10, 2024)

## Concert 1 (October 28, 2023)

Jeane Lamon Hall (Trinity St. Paul's)



### Venue Features

- One of Toronto's best known classical music venues
- 210 seats (Main floor) plus balcony
- Located at the heart of Bloor street cultural corridor
- Accessible by TTC & Street parking
- Superb acoustics and sound reproduction
- State of the art projection and lighting
- Accessible seating available

## Concert 2 - with vocalist Sepideh Raissadat (April 10, 2024)

Richmond Hill Centre for the Performing Arts

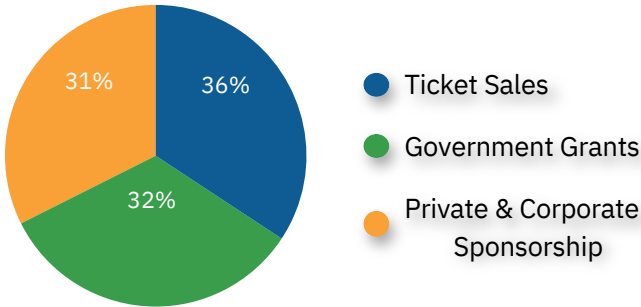
### Venue Features

- World class venue in downtown Richmond Hill
- 631 seats
- Orchestra and balcony levels
- State-of-the-art acoustics suitable for large scale musical events
- Wheelchair seating, infrared hearing equipment
- Easily accessible to Iranian community in GTA.



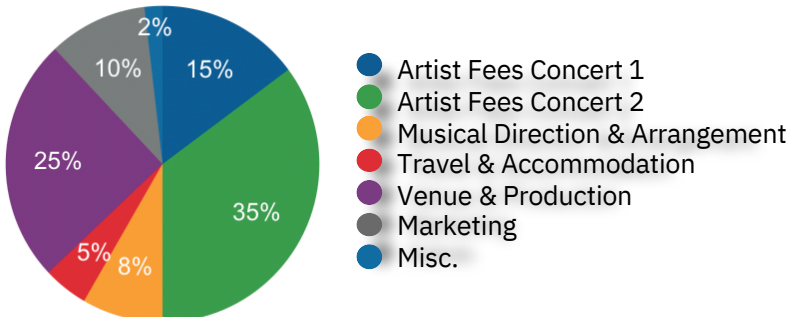
## Projected Revenue


Ticket Sales	\$39,000
Government Grants	\$35,000
Private & Corporate Sponsorship	\$34,000
<b>Total</b>	<b>\$108,000</b>



## Projected Expenses

Artist Fees Concert 1 (15 musicians)	\$16,000
Artist Fees Concert 2 (35 musicians & Vocalist)	\$38,000
Music Direction & Orchestral Arrangement	\$9,000
Travel & Accomodation	\$5,000
Venue & Production	\$27,000
Marketing	\$11,000
Misc.	\$2,000
<b>Total</b>	<b>\$108,000</b>





## Sponsorship Opportunities

### GOLHA PRESENTING SPONSOR - \$20,000 (LIMIT OF 1)

- 10 VIP tickets to each of the two CGO concerts (October 2023 & April 2024)
- Sponsor exclusivity for your industry
- High-visibility placement of name and logo on event poster, concert program, concert backdrop (projection), flyers, and social media advertising (Meta and Google ads) for both concerts.
- Pull-up ad banner and kiosk at designated location inside the concert venue
- Full-page ad in concert program
- Opportunity to include inserts in concert program
- Acknowledgement of support as Golha Presenting Sponsor by event MC
- Dedicated individual social media post for The Golha Presenting Sponsor (1 post and 4 stories per concert)

### PLATINUM SPONSOR - \$10,000 (LIMIT OF 2)

- 6 VIP tickets to each of the two CGO concerts (October 2023 & April 2024)
- Placement of name and logo on event poster, concert program, concert backdrop (projection), flyers, and CGO social media (no ads) for both concerts.
- Pull-up ad banner at secondary designated location inside the concert venue
- Half-page ad in concert program (premium location)
- Acknowledgement of support as Platinum Sponsor by event MC
- Dedicated individual social media post for Platinum Sponsor (1 post and 2 stories per concert)

### DIAMOND SPONSOR - \$5000

- 4 VIP tickets to each of the two CGO concerts (October 2023 & April 2024)
- Placement of name and logo on event poster, concert program, concert backdrop (projection), flyers, and CGO social media (no ads) for both concerts
- Half-page ad in concert program
- Acknowledgement of support as Diamond Sponsor by event MC
- Combined social media post (1 post and 1 story per concert)

### GOLD SPONSOR - \$3000

- 4 VIP tickets to CGO's April 2024 concert
- Placement of name and logo on event poster, concert program, concert backdrop (projection), flyers, and CGO social media (no ads) - for April 2024 only
- Acknowledgement of support by event MC as Gold Sponsor.
- Combined social media post (1 post and 1 story for April 2024 only)

### SILVER SPONSOR - \$1000

- 4 VIP tickets to CGO's October 2023 Concert
- Placement of name and logo on event poster, concert program, concert backdrop (projection), flyers, and CGO social media (no ads) - for October 2023 only
- Acknowledgement of support by event MC as Silver sponsor
- Combined social media post (1 post and 1 story for October 2023 only)



## Our Team

### CGO Management and Advisors:

Kousha Nakhaei - Artistic Director  
Hadi Milanloo - Executive Director  
Nil Basdurak - Project Manager  
Bijan Sepanji - Orchestra Advisor  
Behnoosh Behnamnia - Performance Advisor  
Shahin Fayaz - Iranian Music Advisor

## Contact

Kousha Nakhaei - Artistic Director  
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Hadi Milanloo - Executive Director  
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### Donations:

Email-transfer to:  
Golha Initiative for Music and Culture  
[golha.initiative@gmail.com](mailto:golha.initiative@gmail.com)

