



Serbian Fest Committee
16025 – 243 Avenue E,
Foothills, AB, T2S 4C3, Canada
E-mail: sponsors@serbianfest.ca
Website: www.serbianfest.ca

Dear Sponsor:

The Serbian Festival Society of Calgary is pleased to announce its **11th Annual Serbian Festival**, to be held over the **June 11th & June 12th, 2022** weekend from 11am – 5pm. The Festival will take place at 16025 – 243 Ave E, Foothills, intersection of Deerfoot Tr. S and Dunbow Rd. E (across from Heritage Pointe Golf Course).

Serbian Fest features for last 11 years live Serbian music, traditional folklore dancing groups from numerous cultural communities. The sponsorship funds will be required for renting festival tents, stage and supporting sound equipment.

During festival other Serbian organizations will organize and lead interactive sports entertainment, fun children's activities, and of course authentic Serbian food and pastry. There is nothing we love more than to share our Serbian heritage with our fellow Calgarians and Albertans.

Free admission and all welcome!

There are numerous ways you can support our festival. All sponsors will be publicly recognized by a variety of means, depending on the sponsorship level. Attached is an outline of the sponsor levels and corresponding benefits you will receive. Proceeds will be donated to the future Serbian-Canadian Cultural Centre and the Alberta Children's Hospital Foundation. We believe that by giving back to a local charity, our members can celebrate our heritage by supporting the larger community we call home.

Please consider one of the following ways to help make this fundraiser an amazing success!

- **Sponsorship Levels and Advertising**
- **Cash Contribution**

Please **RSVP** to sponsors@serbianfest.ca by **June 1th** to ensure that we fulfill all your advertising requests and opportunities.

Please follow the link below for your **PayPal** donation

<https://serbianfest.ca/paypal>

OR make cheque payable to **Serbian Festival Society of Calgary.**

Thank you for your generous support and sponsorship and we look forward to seeing you at **Serbian Fest 2022!**

Serbian Festival Sponsorship Team
sponsors@serbianfest.ca
www.serbianfest.ca

SPONSORSHIP LEVELS

PLATINUM SPONSOR (\$5000+)

- ✦ Your name / logo appearing on top of sponsors page of the festival program, festival website <http://www.serbianfest.ca> and sponsorship banner
- ✦ Public recognition from the main stage during the festival and acknowledgment of your main sponsorship
- ✦ Two (2) company banners at event site*
- ✦ Six (6) VIP seating
- ✦ Company's business cards will be displayed at the entrance booth

GOLD SPONSOR (\$1000 – under \$5000)

- ✦ Your name / logo appearing on sponsors page of the festival program, festival website <http://www.serbianfest.ca> and sponsorship banner
- ✦ Public recognition from the main stage during the festival
- ✦ One (1) company banner at event site*
- ✦ Four (4) VIP seating
- ✦ Company's business cards will be displayed at the entrance booth

SILVER SPONSOR (\$500 – under \$1000)

- ✦ Your name / logo appearing on sponsors page of the festival program, festival website (<http://www.serbianfest.ca> and sponsorship banner
- ✦ Public recognition from the main stage during the festival
- ✦ Two (2) VIP seating

BRONZE SPONSOR (\$100 – under \$500)

- ✦ Your name / logo appearing on sponsors page of the festival program, festival website (<http://www.serbianfest.ca> and sponsorship banner
- ✦ Public recognition from the main stage during the festival

*** Company logo to be provided by the sponsor**

BACKGROUND – WHAT IS SERBIAN FEST?

Serbian Fest is a showcase of the rich history of our culture, including delicious authentic Serbian food, traditional folklore dances, and authentic live music - a true celebration of Canada's multiculturalism.

SERBIAN DIASPORA COMMUNITY and HERITAGE

The Serbian community in Calgary is now approaching 5000 people, with the first settler arriving back in the early 1900s. Over the years, the diaspora has come together to build a community and keep its unique culture thriving. Serbian immigrants have made important contributions to our society as prominent members of many communities throughout Canada and the world over. **Nikola Tesla**, the prominent inventor of AC who lit up the world, and **Mihajlo Pupin**, a founding member of NASA, are two of the most renowned Serbian emigrants on this continent. Not to mention, Serbian Field Marshall **Radomir Putnik** whose plaque has been erected in Kananaskis Country in front of Mt. Putnik by the Ravna Gora Serbian Heritage Society with support of the Royal Canadian Legion in honour of the brave Canadian and Serbian troops who fought for the allied cause in WW1.

CULTURE

Serbian culture today is influenced by its position as a bridge between Eastern and Western Europe. It is an eclectic mix of cultures that includes Hungarian, Austrian, Baltic, Mediterranean and the Middle East. Elements from Turkish, Celtic and Judaic regions can be seen in the cuisine, costumes and music. From the intricacy in its detailed handicrafts and art, to the variety of music, song and dance, Serbian culture has a richness that today still captivates audiences worldwide.



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