



**Serbian Fest Committee**  
16025 – 243 Avenue E,  
Foothills, AB, T2S 4C3, Canada  
Tel# 403-852-8806  
E-mail: [sponsor@serbianfest.org](mailto:sponsor@serbianfest.org)  
Website: [www.serbianfest.org](http://www.serbianfest.org)

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Dear Sponsor:

The St Simeon Serbian Orthodox Church of Calgary is pleased to announce its **7<sup>th</sup> Annual Calgary Serbian Festival**. The festival will be held on the May long weekend - May 20<sup>th</sup> and May 21<sup>st</sup>, 2017– at its a magnificent property located at 16025 – 243 Ave E, Foothills, intersection of Deerfoot Tr. S & Dunbow Rd. E (across from Heritage Pointe Golf Course), which will be future home of Serbian cultural center and sports complex.

We depend on your support to join us in putting together our cultural event, which features authentic Serbian food and pastry, live Serbian music and folk dancing groups from numerous other cultural communities, interactive sports entertainment, and children’s activities. There is nothing we love more than to share our heritage with our fellow Calgarians.

Our sponsors will receive publicity through our marketing campaign. Your sponsorship will be featured in the Festival Program, which will be handed out to over 2,000 individuals anticipated to be in attendance. Additional publicity is available and further detailed on the next page. All sponsorship donations will receive tax deductible receipts.

Please consider one of the following ways to help make this fundraiser amazing:

- **Sponsorship Advertising**
- **Cash Contribution**

Please **RSVP** to [sponsor@serbianfest.org](mailto:sponsor@serbianfest.org) by April 15<sup>th</sup>, to ensure that we fulfill all advertising opportunities.

 Join the Effort!

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

[Serbian Fest Donation!](#)

**OR** make cheque payable to **St. Simeon Serbian Orthodox Church**

Thank you for your support and sponsorship.

**Milica Opacic** | Chair Serbian Festival Sponsorship | Cell: 403-852-8806  
[www.serbianfest.org](http://www.serbianfest.org)

## SPONSORSHIP LEVELS

### **PLATINUM SPONSOR (\$5000+)**

- ✚ Your name / logo appearing on top of sponsors page of the festival program, festival website ([www.serbianfest.org](http://www.serbianfest.org)) 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 and 6 free admission tickets
- ✚ Company's business cards will be displayed at the entrance booth

### **GOLD SPONSOR (\$2000+)**

- ✚ Your name / logo appearing on sponsors page of the festival program, festival website ([www.serbianfest.org](http://www.serbianfest.org)) and sponsorship banner
- ✚ Public recognition from the main stage during the festival
- ✚ Two (2) company banners at event site\*\*\*
- ✚ Four (4) VIP seating and 4 free admission tickets
- ✚ Company's business cards will be displayed at the entrance booth

### **SILVER SPONSOR (\$1000+)**

- ✚ Your name / logo appearing on sponsors page of the festival program, festival website ([www.serbianfest.org](http://www.serbianfest.org)) and sponsorship banner
- ✚ Public recognition from the main stage during the festival
- ✚ One (1) company banner at event site\*\*\*
- ✚ Two (2) VIP seating and 2 free admission tickets
- ✚ Company's business cards will be displayed at the entrance booth

### **BRONZE SPONSOR (under \$1000)**

- ✚ Your name / logo appearing on sponsors page of the festival program, festival website ([www.serbianfest.org](http://www.serbianfest.org)) and sponsorship banner
- ✚ Public recognition from the main stage during the festival
- ✚ Company's business cards will be displayed at the entrance booth

**\* Company's banner to be provided by the sponsor**

### **BACKGROUND – WHAT IS SERBIAN FEST?**

This is an exciting time for the Calgary Serbian-Canadian community. We are proud to announce 2014 as the year of the opening of our new church—the largest Serbian Orthodox church in Canada. This is an important milestone for our community as we move from our longtime address in Marda Loop to our new 6000 square foot church and hall which is surrounded by several soccer fields, will house a future cultural-sports centre, and plenty of walkways and a pond. Serbian Fest is a showcase of the rich history of our culture, including delicious Serbian food, traditional cultural dances, and authentic music - a true celebration of Canada's multiculturalism.

### **SERBIAN DIASPORA COMMUNITY**

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, 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.

### **SPORTS**

Serbia is a sports loving nation. Serbian Fest includes a variety of sporting competitions: table tennis, volleyball, soccer, basketball, bocce ball, chess, and of course – tennis which has risen in popularity in Serbia since Mr. Novak Djokovic has impressed the world stage.

### **COMMUNITY CLUBS**

The thriving Calgary Serbian community has created several organizations including the Serbian Orthodox Church <http://svetisimeon.org/en/>, Ravna Gora Serbian Heritage Society, the SD Serbia Soccer Club <http://www.sdserbia.com>, the Circle of Serbian Sisters, and the Serbian Folklore Dance Ensemble "Frula" <http://www.frula.ca>. Other groups have also been created to raise humanitarian funds for members of the community who are marginalized.

### **TESLA ROAD INITIATIVE**

This is an initiative put forward by the Serbian community to rename 243 Avenue E (Range Road 294 SE) to the name of Nikola Tesla Road. This road borders the location of our new church and cultural centre. Tesla is a cultural icon and inspiration to the Serbian people and it is the wish of the Calgary Serbian community to honour his memory with this initiative.

<http://www.teslaroad.ca/>

