

COME CELEBRATE  
**Nowruz**  
PERSIAN NEW YEAR

Friday  
March 20, 2020



The Midnight Mission will be partnering with the Iranian American community for the 9th annual “Nowruz at The Midnight Mission” on Friday, March 20, 2020, from 3:00 pm to 6:00 pm. Nowruz, which means “new day,” is a 3,000 year-old Iranian holiday that marks the start of spring and the beginning of the first day of the Persian New Year for people of all faiths. It honors a time of deep spirituality when light symbolically conquers darkness, and people open their hearts to help those less fortunate than themselves.

At a time when our nation is so painfully divided, we must continue to create opportunities to bring our community together. This festive occasion will bring together the homeless and near-homeless community in Skid Row, Los Angeles, with Iranian American volunteers and will feature a traditional Nowruz meal of Iranian delicacies, as well as live musical entertainment and performances by dance ensembles.

Last year, more than 100 volunteers participated in the Nowruz celebration at The Midnight Mission, resulting in more than 2,000 meals served and 4,000 articles of clothing distributed. Hundreds of volunteers, Iranian celebrities and local leaders are expected to join in this year’s celebration.

To become a sponsor of Nowruz at The Midnight Mission or to make a donation toward the event, contact Katya Askar at (213) 553-2328 or [kaskar@midnightmission.org](mailto:kaskar@midnightmission.org).



# Event Sponsorship

## Gold Sponsorship (\$20,000)

- Sponsor name incorporated into name of the event
- Opportunity for onstage presentation speech
- Name and logo most prominently displayed on main stage banner
- Name and logo most prominently displayed on sponsor banner in volunteer area
- Name and logo on any electronic and printed event promotional materials
- E-Blast sent to 33,000 Midnight Mission subscribers after the event with your logo thanking all the sponsors
- Name and logo featured on The Midnight Mission's Nowruz event web page with hyperlink
- On-air recognition on KIRN radio
- Opportunity for up to 20 employees or valued customers to volunteer at the event

## Bronze Sponsorship (\$5,000)

- Name displayed on sponsor banner in volunteer area
- E-Blast sent to 33,000 Midnight Mission subscribers after the event with your logo thanking all the sponsors
- Name featured on The Midnight Mission's Nowruz event website
- Opportunity for up to 10 employees, valued customers, family members or friends to volunteer at the event

## Individual Sponsorship (\$1,000)

- Name featured on The Midnight Mission's Nowruz event website
- Opportunity for up to 5 family members or friends to volunteer at the event

## Silver Sponsorship (\$10,000)

- Name and logo displayed on main stage banner
- Name and logo displayed on sponsor banner in volunteer area
- Name and logo on any electronic and printed event promotional materials
- E-Blast sent to 33,000 Midnight Mission subscribers after the event with your logo thanking all the sponsors
- Name and logo featured on The Midnight Mission's Nowruz event web page with hyperlink
- On-air recognition on KIRN radio
- Opportunity for up to 15 employees or valued customers to volunteer at the event

## Table Sponsorship (\$2,500)

- Name and logo displayed on sponsor banner in volunteer area
- Name and logo on any electronic and printed event promotional materials
- E-Blast sent to 33,000 Midnight Mission subscribers after the event with your logo thanking all the sponsors
- Name featured on The Midnight Mission's Nowruz event website with hyperlink
- Opportunity for up to 5 employees or valued customers to volunteer at the event

نوروز مبارک!

