

6TH

# TURKISH CYPRIOT CULTURAL FESTIVAL

6. KIBRIS TÜRK KÜLTÜR FESTİVALI

Trademark No: UK00003367231



Donkey Lane, Enfield, London, EN1 3PL  
Sunday, 2<sup>nd</sup> July 2023  
11am – 8pm



## 6<sup>th</sup> TURKISH CYPRIOT FESTIVAL – 2<sup>nd</sup> JULY 2023

In 2017 CTCA UK organised and held the first ever Turkish Cultural festival, the event was hugely successful and set a precedent for future festivals. Following on from this oversubscribed event, CTCA UK went on to hold two further annual festivals which attracted thousands of people from the British Turkish Cypriot community and beyond. These events have provided an opportunity to proudly celebrate the Turkish Cypriot culture, ethnic diversity and have brought families, friends and communities together.

The overwhelming support for our festivals has demonstrated the British Turkish Cypriot's passion and desire for such gatherings. When we founded the festival, our aspiration was to make it an annual event and thanks to the tremendous backing from businesses and community we

have been able to fulfil this. We are proud to announce that our sixth Turkish Cypriot Cultural Festival will be held on 2<sup>nd</sup> July 2023 at Enfield Playing Fields, Donkey Lane, Enfield, EN1 3PL and look forward to welcoming everybody. Preparations are already underway to ensure this year is even bigger and better. Debuted at last year's festival, renowned Mid-Summer Ball, will again feature at our event, alongside performances from Turkish Cypriot musicians and even more surprise acts. Last year's successful festival could not have happened without the fantastic support of our sponsors, musical acts, entertainers, stand holders, our CTCA UK associations, the press, all the volunteers and public who generously supported this event. Our thanks go out to each and every one of you.

By participating as a sponsor in this year's festival you will be part of a special cultural event that will be attended by thousands of people, providing your organization a fantastic platform to advertise and sell your products, demonstrate your support for the community and improve your marketing potential by accessing Turkish Cypriots and many other people. CTCA UK is not a political organisation and only holds this festival to serve the community. All our team members are volunteers and do not gain financially from any CTCA activities. All profits from the festival will be used to support community charitable causes agreed by the CTCA governing body.

**Council of Turkish Cypriot Associations (CTCA UK)**

## WHY SHOULD YOU TAKE PART?

1. **An opportunity to advertise your company and sell your products:** The outreach of the festival will not only be to Turkish Cypriots but other communities as well, providing you with a platform to access vast amounts of people beyond your usual demographics. Before and after the festival your company will benefit from advertisements on our website, TV, magazine distribution and much more.
2. **Increase your brand awareness:** the press and media coverage from the UK, Turkey and Cyprus will help to raise the profile of your brand and reach a much wider audience.
3. **Re-establish connections with your customers:** this is a great opportunity to reconnect and meet your existing and past customers and to strengthen your relationship with them.
4. **Seize the selling opportunity:** The festival will provide you with a great platform to sell directly to customers.
5. **Potential for business and networking:** with so many other businesses attending the festival, this is a unique opportunity to establish new business links and to create and strengthen your network.
6. **Show your competitors:** the festival will attract a variety of businesses; therefore, companies cannot afford to miss out on this opportunity and let their competitors take the upper hand.
7. **Strengthen your market share:** meet new customers face to face and increase your sales and market share.
8. **Increase your brand profile and gain prestige:** an opportunity to exhibit amongst well known and well-respected companies projecting a powerful message to customers on the day.

## WHO ARE YOU GOING TO REACH?

1. Turkish Cypriot and non-Turkish Cypriot festival goers from all walks of life
2. TV, Social Media, press and magazine adverts to the 300,000 strong Turkish Cypriot community throughout the UK
3. Extensive media coverage across the UK, Turkey and North Cyprus.
4. Hundreds and thousands of people through social media channels
5. Companies and professional organizations from England and North Cyprus
6. Politicians from England, Turkey, and Cyprus
7. Turkish Cypriot and British Turkish Cypriot associations
8. The Turkish Representative for North Cyprus and the Turkish Embassy.





**Çok Sevgili Leyla Hanımcığım**  
Merhabalar. Öncelikle başta sizi ve Yönetim Kurulundaki arkadaşlarımızı candan kutluyorum. Dün 4 saate yakın Festivalde olmama rağmen, sizi göremedim. Bu da ne kadar meşgul olduğunuzu gösteriyor. Festivallerin ne kadar güçlüklerle, büyük özveri ile hazırlandığını yakından biliyorum. Hepinizin aylarca çalıştığını da tahmin ediyorum. Elinize sağlık. Başarıyla tamamladınız, güzel bir dinlenmeyi hepimiz hakettiniz. Tek bir yapıcı eleştiri yapmak istiyorum, izninizle. Alan çok büyüktü ve gelenlerin çokluğu ne yazık ki uçsuz bucaksız parkın içinde kaybolmuştu. Sahnedeki etkinliklerin çoğuna binlerce kişi uzak kaldı, bir kopukluk vardı. Tabi ki isteyen sahnenin yanına gidip izledi, dinledi, oynadı. Oto park oluşu en büyük avantajdı, Kuzey Londra trafiği dün festival nedeniyle felce uğradı demek yanlış olmaz. Sizin başkanlığınızdaki Konsey bugüne kadar yapılmayı yaptı ve böyle bir Festivali başlattı, bunun devamının gelmesi toplum olarak en büyük istek ve beklenti olmalı. Hepinizi en candan dileklerle kutluyorum, elinize kolunuza, emeklerinize sağlık. En içten sevgilerimle,

**Mihrişah Safa**



**Dear Leyla,**

**W**ould you please pass on our congratulations to all who were involved in organising the very enjoyable Festival on Sunday. We enjoyed the festival in all its areas be it the entertainment on the stage or the stalls around the ground. We know just how hard people must work to make a day

like Sunday a success and your committee should rightly be pleased with the event.  
Yours sincerely,

**Michael & Janet Lewis (Former Mayor and Mayoress of Waltham Forest)**



## Well done for the Turkish Cypriot festival

Leyla - just want to say congratulations on a fabulous day yesterday. I had a great time - as did other members of my family. It's good to see the Turkish Cypriot community so vibrant. It was never like this when I first came to the UK as a toddler - many eons ago! I hope the festival was financially successful for everyone.

Thank you, the VIP treatment - a shame we didn't get a chance to meet, but well done again. I certainly will try and promote the Turkish Cypriot cause in any way that I can. All the best.

Cllr Hass Yusuf

Congratulations on a great organisation and thank you for inviting me. It was a very nice day and very cultured event. So much entertainment to see and lots of delicious food to taste. Looking forward for the next one.

Cllr Kay Isa





## SPONSORSHIP PRICES

### PLATINUM SPONSOR (Maximum 6 business sponsors): £20,000.00 plus

1. Festival advert on two TV channels for 5 weeks and sponsor's logo will appear at the end of the advert.
2. Festival advert on CTCA UK Facebook page for 16 weeks and sponsor's logo will appear at the end of the advert.
3. Festival advert in six newspapers for 6 weeks (2 papers each week) and sponsor's logo will be there.
4. Advert on CTCAUK.COM website for 12 months 600 X 300, advert will link back to sponsor's website.
5. Full page advert on the inside cover page, centre page or back cover page of the festival magazine
6. Sponsor's logo advertised on the front cover of the magazine.
7. 40,000 leaflets will be distributed in local area and sponsor's logo will be there.
8. Sponsor's logo in front of the stage
9. Sponsor's individual banner next to the stage (provided by the sponsor)
10. Banners advertising sponsor's logos located next to the main stage.
11. Free of charge stand (3 x 6m + 3 x 3m) and three tables (2 x 6 ft) (1 table per meter).
12. Unique stands will be provided for the main sponsors to be set up in the middle of the park.
13. Sponsor's logo will also appear on t-shirts of festival volunteers

### GOLD SPONSOR (Maximum 3 business sponsors): £10,000.00 plus

1. Festival advert on two TV channels for 5 weeks and sponsor's logo will appear at the end of the advert.
2. Festival advert on CTCA UK Facebook page for 16 weeks and sponsor's logo will appear at the end of the advert.
3. Festival advert in six newspapers for 6 weeks (2 papers each week) and sponsor's logo will be there
4. Advert on CTCAUK.COM website for 6 months 600 x 300 pixels with link back to sponsor's website
5. Full page advert in the festival magazine
6. 20,000 leaflets will be distributed in local area and sponsor's logo will be there
7. Banners advertising sponsor's logo located next to the main stage.
8. Free of charge stand (3 x 6m) and 1 table (2 x 6 ft)

### SILVER SPONSOR: £5000.00 plus

1. Festival advert on two TV channels for 5 weeks and sponsor's logo will appear at the end of the advert.
2. Festival advert in six newspapers for 6 weeks (2 papers each week) and sponsor's logo will be there
3. Half page advert in festival magazine
4. Banners advertising sponsor's logo located next to the main stage.
5. Free of charge stand (3 x 3m) and 1 table (2 x 4 ft)

**Donations Are Welcome... Thank You**



*“United We Achieve More”*

Council of Turkish Cypriot Associations (UK)

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: CTCAUK