

ARMENIA CREATING HOME

CENTER FOR FOLKLIFE AND CULTURAL HERITAGE



Photo by Sossy Madzounian, Smithsonian Institution



Photo by Narek Harutyunyan, Smithsonian Institution

ABOUT THE SMITHSONIAN FOLKLIFE FESTIVAL

For more than fifty years, the annual Smithsonian Folklife Festival has brought together diverse artisans, cooks, musicians, performers, and others on the National Mall of the United States to share their perspectives on the cultural life of our country and our world. Originating in 1967 as the Festival of American Folklife, it has grown to celebrate living traditions of every U.S. state and more than 100 countries. The annual ten-day event coincides with the July Fourth holiday and is free to the public—enabling millions of people on the National Mall and online to experience and interact with craft, food, music, dance, and other cultural expressions from around the world.

The 2018 Smithsonian Folklife Festival will be devoted to an exploration of how community-based cultural enterprises are both a means of sustaining livelihoods and a potent force that binds people together. In this context, the Smithsonian and our Armenian partners will present *Creating Home*, a program highlighting gastronomic and craft traditions that will allow visitors to learn about how Armenian communities integrate heritage into their own strategies for economic and cultural sustainability.

WHAT DOES “HOME” MEAN TO YOU?

With seventy-five to one hundred participants from Armenia and many more from its diasporas, *Creating Home* will showcase the warmth, generosity, and cultural vitality of Armenian people. Through demonstrations and workshops, discussions and performances, visitors will learn about the role cultural heritage enterprise plays in creating a sense of home. From the physical production of food and craft for everyday life to the memories and emotions these traditions convey, the program will challenge visitors to explore their own notions of home while experiencing Armenian culture.

During the Festival, Armenian cooks will teach visitors to make the staples of a feast: cooking *lavash* in *tonir*, making cheese, and grilling *khovrats*. Visitors will carry their feasting into the evening with concerts featuring Armenian folk and jazz music. While tasting and toasting Armenian wines, visitors will engage in a three-dimensional projection experience about the discovery of a 6,100-year-old winery in a cave in Armenia. They will meet winemakers who are reinvigorating the industry through their production, from cultivating ancient varietals and aging wine in *karas* to a winery incubator model encouraging the growth of small labels. Participants will share their experiences with traditional recipes and the ways in which food- and wine-related



Photo by Soos Marzarian, Smithsonian Institution



Photo by Narek Harutyunyan, Smithsonian Institution

enterprises have shaped their cultural identity and created a pathway for exchange—both within Armenia’s boundaries and across diaspora communities.

Extending this idea, the program will showcase Armenia’s history of “making home” through objects. Participatory demonstrations and workshops will bring together Armenian visual artists and artisans to build interactive installations juxtaposing tradition and innovation. Visitors will engage with Armenian designers and artisans, learning, observing, and trying their hand at weaving, embroidery, and carving. Discussion sessions will explore the function of craft, not only for its utilitarian and economic value but as a continually evolving cultural expression—a way to make meaning and build community.

BE A PART OF THE STORY

The 2018 *Creating Home* program is produced by the Smithsonian Center for Folklife and Cultural Heritage in partnership with the Department of Contemporary Anthropological Studies at the Institute of Archaeology and Ethnography in the National Academy of Sciences of Armenia, the My Armenia Cultural Heritage Tourism Program, funded by USAID, and implemented by the Smithsonian Institution, the U.S. Embassy in Armenia, and the Embassy of Armenia to the United States of America.

We are seeking additional support and contributions to enable maximum participation of Armenian artisans, cooks, musicians, performers, and others as well as to create an engaging and innovative exhibition space on the National Mall. Your sponsorship will help share Armenia’s culture with the public, honor the tradition bearers featured at the Festival, and tell the remarkable story of enduring cultural vitality.

All contributions are tax-deductible to the full extent permitted by law.

GENERAL PROVISIONS

- Increased sponsor brand awareness in Washington, D.C., and to global audiences, with exposure to 4.4 million people on site and online
- Media placement (based on level of contribution)
- Recognition in Smithsonian Annual Report according to level of contribution (subject to approval by Smithsonian)
- Association with the Smithsonian and the National Mall

FOR ADDITIONAL INFORMATION, CONTACT:

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2018 SPONSORSHIP BENEFITS

SUPPORTER | \$5,000+

- Printed name on credit page of Festival Guide (25,000 copies)
- Listed on Festival website (1 million visitors/month during Festival season)
- Reserved VIP seating for two at the Opening Ceremony

BRONZE SPONSOR | \$25,000+

All of the previous benefits plus:

- Inclusion on strategically placed Festival signs
- Announcement at Opening Reception
- Announcement at Opening Ceremony
- Announcement from selected Festival venues (~300 times)
- Prominent placement on the Folklife Festival Page
- Opening Reception with special host for ten guests
- Reserved VIP seating for ten at the Opening Ceremony
- Private tour of the Festival by senior staff

SILVER SPONSOR | \$100,000+

All of the previous benefits plus:

- Prominent announcement from Festival venues (~300 times)
- Prominent recognition during Opening Reception by Folklife Festival director
- Inclusion in major gift section on donor wall at Center for Folklife and Cultural Heritage office
- Name in Smithsonian press releases about the Festival (worldwide distribution)
- Name on Festival website's program page
- Opening Reception with special host for twelve guests
- Reserved VIP seating for fifteen at the Opening Ceremony
- CD box set from Smithsonian Folkways Recordings
- Brochure, fan, or other free item (20,000) for distribution in the Festival Marketplace

GOLD SPONSOR | \$250,000+

All of the previous benefits plus:

- Name and logo in Festival Guide
- Name and logo on Festival and Center for Folklife and Cultural Heritage's websites' sponsor pages
- Opening Reception with special host for twenty guests
- Reserved VIP seating for twenty at the Opening Ceremony
- Specialized tour of Ralph Rinzler Folklife Archives by expert staff for ten guests
- Two CD box sets from Smithsonian Folkways Recordings
- Sponsor complimentary shopping bags or other items or services in the Festival Marketplace

PLATINUM SPONSOR | \$500,000+

All of the previous benefits plus:

- Name in Smithsonian Annual Report
- Inclusion in Festival media kit
- Banner graphic with name and logo on Festival homepage
- Name in Folklife newsletter (more than 17,000 recipients/month)
- Opening Reception with special host for thirty guests
- Reserved VIP seating for thirty at the Opening Ceremony
- Special acknowledgment by Festival leadership at Opening Reception and Opening Ceremony
- Specialized tour of Ralph Rinzler Folklife Archives by expert staff for 20 guests
- Private tour of the Festival by director and program curator
- Opportunity to hold a meeting for your organization at the Smithsonian Center for Folklife and Cultural Heritage office at an approved time
- Opportunity for cultural presentation by Folklife curator or other specialist at your office
- Artwork made by Festival participants
- Three CD box sets from Smithsonian Folkways Recordings

2018 SPONSORSHIP BENEFITS

OPPORTUNITIES FOR IMPACT

The Festival presents thousands of opportunities each day for artisans, musicians, dancers, and more to engage with visitors, allowing them to see cultural heritage with fresh perspectives. Over the past fifty years, feedback has shown that the Festival has an invigorating effect on the cultural sector of participating communities. With 2018's focus on cultural heritage enterprise, the Festival also provides opportunities for the promotion of products, goods, and services, most notably tourism. The most significant impacts include:

Retail opportunity for Armenian products. The Festival Marketplace provides an opportunity for visitors to purchase products such as crafts, food, and wine. While gross revenue at the Marketplace can reach \$500,000 and more, its true value is that it can open vendors to future online and physical markets.

Unique brand placement for products. Brands represented by participants can have logos included on onsite signage and marketing campaigns, which includes highly visible D.C. metro area transportation signage. Sponsors have a range of naming opportunities depending upon the level of support. These range from prominent placement on the Festival main stage to smaller venues such as program and dining areas.

New business relationships & PR. The Festival can also open up new opportunities for networking and PR. For example, after the 2009 Wales program 77% of participants reported new U.S. business opportunities because of being in the Festival. That year, U.S. media coverage as a direct result of the program was valued conservatively at \$3.25 million.

A boost in tourism from U.S. market. When paired with a strategic tourism marketing campaign, the programs have the potential to convert visitors into travelers. While the Festival itself does not promote tourism, it provides attendees with compelling reasons to visit a featured country, region, or state. In response to a Festival survey, 36% of visitors to the 2015 Peru program reported that they were "very likely" to travel to Peru in the future based on what they learned at the program. After the 2009 Wales program, the national tourism website reported a 300% increase in U.S.-based online visitors, which translated in an uptick in visitors.

“...we would all gather around the tonir, talking, sharing, being aware of each other’s problems, helping, we were connected with each other.”

—Flora, Arpa village,
talking about her work to revive communal lavash-baking.



MAKE A GIFT:

folklife.si.edu/contribute

LEARN MORE:

festival.si.edu

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