

YA'SSOO Greek Festival of Ann Arbor June 3, 4 & 5

2011



Friday, June 3, 2011

11 am – 12 am

Saturday, June 4, 2011

11 am – 12 am

Sunday, June 5, 2011

12 pm – 6 pm

2011 Features

Following a 23-year hiatus, the Ya'ssoo Greek Festival of Ann Arbor was revived four years ago, and thanks to the donations of our generous sponsors, as well as the tireless efforts of our St. Nicholas parishioners, the festival's return to the forefront of ethnic celebrations has been a huge success!

In each of the past four years, over 6,000 people passed through the gates during the festival's three-day run. This year the festival with favorable weather we anticipate the attendance of **over 10,000 guests** to share in our Hellenic heritage, partake in the fine foods, drinks, and desserts, and celebrate the wonderful music, dancing, and fellowship that are all part of this event.

The festival counted **over 80 companies and individuals** as sponsors last year. If you were one of those generous donors, we would like to express our gratitude and ask that you please consider sponsoring us once more. If you were not a sponsor last year, please consider doing so in 2011. Your company name and logo will be exposed not only to the Ann Arbor community, but also to all those throughout southeast Michigan (and beyond) who attend our festival. This is a unique opportunity for your business to gain some of the critical exposure it deserves!

The 2011 YA'SSOO Greek Festival will again be held on the grounds of the St. Nicholas Greek Orthodox Church, again under TWO large main tents and a center outdoor seating area in between. This configuration allowed us to **TRIPLE our capacity** over year one, enabling us to not only service our guests more efficiently, but also to provide additional visual sponsorship opportunities within the tent areas.

Once again authentic home made Greek food and a Greek taverna/bar featuring Greek wines, beers, and ouzo will be provided. An authentic Greek kafé featuring home-baked Greek pastries, coffee, and loukomathes, help re-create the feeling of the "old country". A Hellenic Cultural exhibit documenting the story of Ann Arbor Greek immigrants and how they came to assimilate and thrive within the local community will also be on display. In addition, guided tours of our Byzantine-style church sanctuary will be conducted on the hour each day, plus there will be authentic Greek artifacts, books, jewelry, and other items available for purchase. Our raffle features a trip to Greece, a trip to the Cayman Islands, and a large flat screen TV.

Headlining the entertainment will be the popular Detroit Greek band ENIGMA, providing live music on both Friday and Saturday. We will also feature Greek dancing by our very own dance groups, as well as visiting dance groups from throughout the area. And of course, there will be plenty of open dance time for all to enjoy!

Once again the Ann Arbor community will be filled with the sights, sounds, smells, and flavors of Greece, enticing all to come and enjoy the wonders of our historic Hellenic culture.

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2011



BECOME a YA'SSOO Sponsor!

2007 marked the return of the extremely popular YA'SSOO Greek Festival, which had been held annually in downtown Ann Arbor throughout the 1970s and early 1980s. Over 6,000 attendees have returned to YA'SSOO each of the past four years to rekindle their memories of past festivals. They have not been disappointed. Feedback has been extremely positive, and in the end, there is always much talk and anticipation about "next year" from our guests.

Well, "next year" is here! In 2011, we are expecting over **10,000 attendees** to pass through the gates during the festival's three-days. Our decision three years ago to TRIPLE the capacity of the site enabled us to serve our guests more efficiently and also increased the number of available sponsorship opportunities resulting in many different ways in which you can help support the festival.

Please take a close look at the sponsorship levels on the right side of this page to find out how to become an important part of the success of this event. Join with us in helping to bring the traditions and culture of Greece to our community. With each level of sponsorship you will receive complimentary gifts as listed. This is our way of saying THANK YOU!

The parishioners of St. Nicholas Greek Orthodox Church proudly present this exciting event on Friday, June 3rd, Saturday, June 4th, and Sunday, June 5th, 2011 located on the church grounds at 3109 Scio Church Road in Lodi Township. Our Greek community is once again excited to be able to share our culture and traditions with our neighbors.

If you have any further questions or need additional information, please contact:

St. Nicholas Greek Orthodox Church
2011 YA'SSOO Festival Co-Chairmen
George Kokales Pericles Chiatalas

a2greekfestival@hotmail.com

www.annarborgreekfestival.org

www.stnickaa.org

Sponsorship Levels

ELITE (EL) **\$5000**

Main Sponsor of Festival (1 available)
Your company name/logo will appear on the Event Guide cover, on the back of the event t-shirt and on the front of the Band Stage.
Complimentary Gifts include: TEN Free Admission passes. One VIP Parking spot for the entire festival. Company name listed in the Event Guide.

DIAMOND (D) **\$2500**

Display your company/name/logo at the Admissions Gate (1 available)
Complimentary Gifts include: TEN Free Admission passes. Company name listed in the Event Guide.

PLATINUM (P) **\$1500**

Display your company name/logo at the Taverna/Bar (2 available)
Display your company name/logo at the Greek Kafénio (2 available)
Display your company name/logo at the Hellenic Exhibit (1 available)
Display your company name/logo at the Agora Market (2 available)
Display your company name/logo at the Kouzina/kitchen (2 available)
Display your company name/logo at the Child Activities (2 available)
Display your company name/logo at the Mezzethakia (1 available)
Display your company name/logo on the back cover of Event Guide (4 available)

Complimentary Gifts include: SIX Free Admission passes. Company name/logo on the big screen. Company name listed in Event Guide.

EMERALD (E) **\$750**

Display your full page ad on EVERY placemat (1 available)
Display your company name/logo inside each of the three Transport Van shuttles (1 available)
Display your ad in the Event Guide 1/4 page (16 available)

Complimentary Gifts include: FOUR Free Admissions tickets, Company/name listed in Event Guide.

GOLD (G) **\$600**

Display your company name/logo on the back of the 2011 Festival T-Shirt (14 available)
Display your company name/logo on a 2' x 5' banner inside the tent (40 available)

Complimentary Gifts include: TWO Admissions tickets, Company/name listed in Event Guide.

SILVER (S) **\$200**

Help defray costs of food, beverages and other purchases. Your name will be displayed on easel near food area.
Complimentary Gifts include: Company/name listed in Event Guide.

BRONZE (B) **\$50 & up**

Complimentary Gifts include: Company/name listed in Event Guide.

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of Ann Arbor June 3, 4 & 5

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Sponsorship Levels



www.annarborgreekfestival.org

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 Display your company name/logo at the Hellenic Exhibit (1 available)
 Display your company name/logo at the Agora Market (1 available)
 Display your company name/logo at the Kouzina/kitchen (2 available)
 Display your company name/logo at the Child Activities (2 available)
 Display your company name/logo at the Mezzethakia (1 available)
 Display your company name/logo at the Raffle area (1 available)
 Display your company name/logo on the back cover of Event Guide (4 available)

Complimentary Gifts include: SIX Free Admission passes.
 Company name listed in Event Guide.

EMERALD (E) \$750

Display your full page ad on EVERY placemat (1 available)
 Display your company name/logo inside each of the three Transport Van shuttles (1 available)
 Display your ad in the Event Guide 1/4 page (16 available)
Complimentary Gifts include: FOUR Free Admissions tickets,
 Company/name listed in Event Guide.

GOLD (G) \$600

Display your company name/logo on the back of the 2009 Festival T-Shirt (14 available)
 Display your company name/logo on a 2' x 5' banner inside the tent (40 available)
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Please cut along dotted line

YASSOO Ann Arbor 2011 Sponsorship Order Form

- ELITE \$5000
- DIAMOND \$2500
- PLATINUM \$1500
- EMERALD \$750
- GOLD \$600
- SILVER \$200
- BRONZE \$50 & up

Name _____
PLEASE PRINT NAME & INFO

Address _____

Sponsorship Name _____

payment enclosed Please make payment at time of your order. Phone _____

Send form and make payment to: St. Nicholas Greek Orthodox Church
 3109 Scio Church Rd., Ann Arbor, MI 48103 (734)332-8200