

# Sponsorship Proposal Program

For The

## North American Festival of Wales

featuring the

72<sup>nd</sup> Annual Welsh National Gymanfa Ganu

Richmond (Vancouver), B.C., Canada

August 28 - 31, 2003

The North American Festival of Wales is the largest gathering of Welsh people, friends and supporters in North America. The Festival promotes Welsh culture, both old and new, Welsh tourism, trade and commerce.

**Croeso**  
(Welcome)

[www.nafow.org](http://www.nafow.org)

## **Executive Summary**

**I** **The North American Festival of Wales is** a celebration of Welsh Culture and a promotion of the success of Wales and Welsh interests around the world.

**The North American Festival of Wales is:**

**A four day festival of Welsh performance arts and other cultural and fraternal programs for the enjoyment of Welsh people, their descendants, friends and followers. As you would expect from the Welsh, music and singing highlight the program.**

**Major Festival Daily Events are now scheduled and additional programs are being planned.**

The North American Welsh Festivals are supported and have participation from Welsh Assembly, the Wales Tourism Board, and Wales Development Commission. The extent of this support and participation will be determined in negotiations as we plan the event.

## **II Location: Richmond (Vancouver), BC, Canada**

Festival organizers have chosen Richmond, (Vancouver), BC, Canada for very good reasons.

- Vancouver is among the top ten tourism and convention destinations in North America. Richmond, a suburb of Vancouver, is minutes away from Greater Vancouver area businesses and attractions.
- Greater Vancouver and the Pacific Northwestern USA have strong ties with the UK and Wales as evidenced by the success of previous Welsh Festivals, concerts and activities throughout the area.
- Greater Vancouver and the Pacific Northwestern USA is the home for many high technology businesses and an unique Canadian Pacific trade and tourism gateway to Canada, the USA and to Asia Pacific nations of the world.

**In short, People want to come here!**

## **Executive Summary (Continued)**

### **III Who and How Many People Will Attend?**

The Festival projects attendance of 1100 – 1400 full registered delegates and over 2000 people including single event sales.

The primary audience will be ethnic Welsh people and their descendents, supporters of Wales and persons interested Welsh and Celtic culture. While historically most of the festival audience is 50 plus years and older, significant events will be held that will draw families and younger people.

### **IV Marketing of the North American Festival of Wales**

Because Vancouver and the Pacific Northwest are such attractive travel and tourism destinations, the underlying Festival marketing theme will be “Plan your vacation around The Pacific Northwest and the North American Festival of Wales”.

Festival Promotion will be supported by Tourism BC, Tourism Vancouver, and Tourism Richmond as well as, we anticipate, by the Wales Tourist Board.

The Festival will be marketed widely:

- Throughout North America
- Extensively throughout the Pacific Northwestern USA and Western Canada with strong regional promotion of the Festival and single event/venue attendance eg. Concerts, Gymanfa Ganu (hymn singing festival)
- In Wales and around the globe
- The marketing program focus on qualified leads and target markets via extensive direct mailing and internet marketing campaigns supplemented by local and regional media promotion of the festival and single events.
- The Festival has a sizable and loyal North American audience of 700 to 800 delegates from previous festivals on which we will build to reach our projection of over 1100 total delegates.

### **V North American Welsh Festivals, Past, Present and Future**

This annual festival was previously named the National Gymanfa Ganu (Gumava Ganee or hymn singing festival) from its roots in Wales where people would travel to neighboring villages and gather to sing hymns. The Festival is not actually national (Canada, the USA and Wales participate) and the National Gymanfa Ganu has now become a major element of a much wider festival that embraces the whole of Wales, its personalities, culture, tourism and trade.

In 2003, under its new name, the North American Festival of Wales will feature the 72<sup>nd</sup> annual National Gymanfa Ganu (hymn singing festival), plus a wide

### **Executive Summary (Continued)**

array of events, seminars, tours and activities to attract a larger and broader audience. In future years, organizers see some both major and lesser festivals being hosted at different locations offering a wide range of programs.

In recent history, West Coast festivals have recorded large registrations in part because of the lure of Pacific Coast destinations but also because West Coast Festivals have been larger with broader program options and more extensive marketing campaigns. Indeed this is the desired future for future festivals.

## **VI Sponsorship, Advertising, and Exhibitor Opportunities.**

### **Sponsorships**

Sponsorships are invited from individuals, businesses, Government and Government agencies and non-profit societies that share the purpose, interests and values of the North American Festival of Wales.

The festival is seeking support in the form of cash or in-kind sponsorships in exchange for prominent recognition in promotional materials, the Festival website, the Festival Program, and on site recognition commensurate with the level of sponsorship.

There are three levels of premium sponsorship ranging upwards from \$1000. Details re Bronze through Gold level sponsorships and typical recognition packages can be found under Section 6 of this proposal.

We invite you to meet with us to custom tailored a recognition program that meets your needs.

Contributions below \$1000 will be prominently listed in our festival program.

### **Advertising**

Opportunities exist for effective advertising to the target market via our direct marketing flier and brochure, on our website, in the festival program, and through delegate package inserts and on-site handouts. Rates will be published in mid-2002.

### **Exhibitors**

The festival is inviting exhibitors and vendors and presenters for the marketplace and for our seminar series. Booth/seminar layout and prices will be set in mid-2002.

To register for more information on sponsorships, advertising and/or exhibiting, contact Don Murray: Tel: 604 542-2470 Fax: 604 542-2480 email: don\_murray@telus.net

## **Executive Summary (Continued)**

### **VII Festival of Wales Prime Contacts:**

Dr. Alan Upshall: Festival Chair and President of the Welsh National Gymanfa Ganu Association.

Lynn Owens-Whalen: Chair of Hospitality and Tours.

Don Murray: Chair of Marketing & Public Relations.

### **VIII The North American Festival of Wales is a Non-Profit venture produced by the Welsh National Gymanfa Ganu Association in cooperation with the Pacific Sound Welsh Association (PSWA), The Vancouver and Victoria Welsh Societies.**

Produced primarily by volunteers and funds raised by registrations and event ticket sales, the Festival is grateful for the support of sponsors who assist us in presenting a rich program of events continuing the Festival from year to year. Surplus funds arising from the Festival are returned to the national organization and participating local societies to continue their cultural endeavors.

# North American Festival of Wales

## Sponsorship Proposal

**1. The North American Festival of Wales** is a celebration Welsh Culture and promotion of the success of Wales and Welsh interests around the world.

The North American Festival of Wales is:

- **A Welsh cultural and fraternal program for the enjoyment of Welsh people, their descendants, friends and followers including**
  - \*Welcoming Reception for delegates
  - \*Noson Lawen (an entertainment evening including audience participation)
  - \*Banquet (featuring guest speakers and entertainment)
  - \*The Grand Concert featuring a top male voice choir from Wales and renowned soloists.
  - \*A bilingual Welsh/English Church Service.
  - \*The Welsh National Gymanfa Ganu (mass hymn singing gathering).
  - \*Eisteddfod (competition featuring choirs, soloists)
  - \*A full program of tours, seminars, activities and small performances.
  - \*A Marketplace featuring the sale of Welsh and Celtic goods.
  - \*The opportunity for delegates to plan pre and posts vacations, eg. a cruise to Alaska, a Rocky Mountain rail tour, or travel through the Pacific Northwestern USA

## **2. Vancouver (Richmond), BC, Canada**

Vancouver with its picturesque setting, its mild climate and abundant attractions is one of North America's top livable cities and top tourism and convention destinations. Emerging from its strong British roots, the city has been transformed into a cosmopolitan centre of over 2 million people with the influences and flavors Europe, Asia and peoples from all over the world.

Vancouver is the Gateway to the Canadian Rocky Mountains by Rail, Coach tours or motoring excursions, to Alaska via luxury cruise lines, and to the Pacific Northwest for those who might choose to extend their vacation.

Richmond, BC, is a business and dormitory suburb of Vancouver city and the demographic centre of high tech businesses, manufacturing, and distribution yet only minutes away by transit or car from the downtown Vancouver waterfront and Vancouver attractions. Richmond's fine hotels, The Best Western Richmond Inn, The Hilton and Marriott hotels offer quality accommodation at competitive rates and excellent meeting and convention facilities.

Shopping and dining in Richmond is walking distance from host hotels offering a wide selection of departments stores, boutiques, and specialty shops plus a wide selection of ethnic restaurants. Nestled between the sea and the north and south arms of the mighty Fraser River, Richmond boasts its own share of tourism allure and opportunities for sports and recreation.

Our Host hotel for the Festival is the Best Western Richmond Inn with additional accommodation at the adjacent Airport Hilton and Marriott Hotels.

3. The Festival projects a total attendance well in excess of 2000 people. Based on recent North American Welsh Festivals, we feel confident that in 2003 we will be able to meet or exceed our goal of 1100 or more registered delegates to the Festival and when additional single event ticket sales to the local audience are included over 2000 people will participate in the Festival activities. Our breakdown of registered delegates by area of origination is as follows:

600 - 700 Delegates from outside the area across Canada and the USA  
300 - 400 Delegates from Greater Vancouver and Vancouver Island  
200 - 300 Delegates and guests from Wales and around the world.  
**1100 - 1400 Registered delegates and official guests**

**Up to 1000 or more volunteers, performers, business representatives and non-registered single event attendees.**

**Thousands more will be exposed to Festival promotions.**

**Registered Delegates at Recent North American Welsh Festivals:**

San Jose, California, 2001	1039
Ottawa, Ontario, 2000	936
Minneapolis, Minnesota, 1999	1104
Bellevue, Washington, 1994	1100

**Effects of 9/11** – We believe that by 2003 the fear of travelling will have substantially subsided especially to perceived safer destinations like Vancouver. There will, however, be a lingering requirement to make delegates secure at the Festival and that airline and other carriers make it easy for delegates to terminate their stay early if there is urgent need. We will be planning the festival with this in mind.

4. **Marketing of the North American Festival of Wales**

The Festival will be marketed:

- Throughout North America
- In Wales and around the globe
- Extensively throughout the Pacific Northwestern USA and the local BC region including promotion of single event/venue attendance.

**Marketing objectives will be accomplished by**

- Two flight direct marketing inquiry and brochure mailings (5,000) to target markets and qualified lists
- Extensive promotion throughout North America, Wales and around the globe through local Welsh and Celtic organizations and supporting businesses.
- Press releases to Welsh, Celtic, travel, religious and general media across North America and in Wales.
- Promotion at preceding Welsh Festivals and events in Wales and North America
- The Festival Website, [www.nafow.org](http://www.nafow.org), including the festival program, tourism and travel links.
- Targeted email promotion to qualified lists of individuals, organizations and businesses around the world.
- Extensive local/regional promotion of the Festival and single event attendance via regional press, radio and television.
- 800 information/FAX/email contacts for inquiries and registration.

**5. North American Welsh Festivals, Past, Present and Future**

The North American Festival of Wales in 2003 will be the 72<sup>nd</sup> Welsh Festival in North America. This strong tradition comes from Wales where people would travel to some central point to sing Welsh Hymns and socialize. Of the total Welsh culture, singing and music is most widely recognized.

Previous North American Welsh Festivals were known as National Gymanfa Ganu's, (Gumanva Ganee) though they were strictly not national (Canada, the USA and Wales participate) and have grown to represent a broader view of Wales including other cultural aspects, business, trade and tourism.

In recent years, annual festivals have attracted 900 to 1100 registered delegates. Given our vision for future Festivals we believe this will grow with the infusion of more for young people and broader programs that include areas of interest that were not previously included in the previous Festivals more religious focus.

Our audience is changing, Wales is changing, and yet demand continues to emerge from people with Welsh and Celtic roots and interests. Our re-branding of the Welsh National Gymanfa Ganu is more than a correction of an inconsistency in the name. It is a sign that 2003 and future festivals will feature a broader venue of programs appealing to larger and broader audiences.

In 2003 and future Festivals, you can expect to see more works of prominent Welsh figures, works, for example, of Dylan Thomas, of Harry Secombe and other treasured artists. You can also expect to see much more about Wales today, Wales as part of the EEC, Welsh education, trade and business opportunities.



Typically, the returning of interest to our roots occurs in our forties and fifties. But today's experience is that more and more young people are seeking their cultural heritage. In response you will see increased representation of contemporary Welsh folk and pop music, Welsh and Celtic art and design, Welsh folk and clog dancing.

Festivals will continue to be held in cities across the continent. In 2004, the Festival will be in Niagara Falls, NY. Some Festivals will be more ambitious than others. But in all future Festivals, the Welsh National Gymanfa Ganu Association will be championing both the treasured Wales and Welsh culture of yesteryears and the Wales of tomorrow. All Welsh people are proud that this small nation will continue to leave a big footprint on the world.

## 6. Sponsorship, Advertising, and Exhibitor Opportunities.

### Sponsorships

The Festival is seeking support in the form of cash or in-kind sponsorships in exchange for prominent recognition in promotional materials, in the Festival Program, and on site recognition commensurate with the level of sponsorship.

There are three levels of premium sponsorships:

Gold,	\$10,001 and above
Silver,	\$5001 to \$10,000
Bronze	\$1000 to \$5000

Contributions below \$1000 will be prominently listed in our festival program.

The Chart below displays our general approach to sponsorships and recognition packages, but we find that a custom tailored approach to each sponsorship may better meet your needs. Contact us to help us understand your needs and design a mutually beneficial sponsorship package for you.

The Chart below outlines our general guidelines re benefits available to sponsors.

	Tier #1 Gold (\$10,001 & above)	Tier #2 Silver (\$5,001 - \$10,000)	Tier #4 Bronze (\$1,000 - \$5,000)
Major Event Sponsor	Yes (1 <sup>st</sup> choice) (Negotiated)	Yes (2 <sup>nd</sup> choice) (Negotiated)	No
Logo – Teaser mailing	Yes	No	No
Logo – Brochure and website	Yes	Yes	No
Special Message in the Promo Brochure and website/hot link	Yes	No	No
Hot link only	No	Yes	No
Logo Festival Program	Yes	Yes	Yes

Festival Program Advertising space	1 Page Inside front cover Inside back cover Or inside page	½ Page inside page	No
Festival Program Listing	Yes	Yes	Yes
On-Site Signage	Yes	Yes	Yes
Grand Concert Tickets	4	2	2
Banquet Tickets	4	2	No
Logo - Concert Program	Yes	Yes	Yes

At the Festival's discretion, where a sponsor elects to remain anonymous, advertising space and complementary tickets listed above are transferable to a third party approved by the Festival Committee.

### **Advertising**

Opportunities exist for effective advertising to the target market via our direct marketing flier and brochure, on our website, in the festival program, and through delegate package inserts and on-site handouts. Advertising options, sizes and rates will be published in August, 2002.

### **Exhibitors**

The festival is seeking exhibitors and vendors for the marketplace. Booth layout and prices will be published in August, 2002..

To register for more information on sponsorships, advertising and/or exhibiting, contact Don Murray any of the Executive Committee listed in Section 7.

## **7. Festival of Wales Volunteer Executive Committee**

Dr. Alan Upshall, Festival Chair (& President of WNGGA)

Lynn Owens-Whalen, Chair of Tours & Hospitality.

Don Murray, Chair of Marketing and Public Relations

, Gaynor Evans, Secretary

Helen Steinle, Treasurer

Gerri Baker Parry, Chair of Entertainment

Neville Thomas, Chair of Seminars

Dr. David Lintern, Chair of the Gymanfa Ganu

## **8. The North American Festival of Wales is produced by the following Welsh non-profit societies:**

**The National Gymanfa Ganu Association (WNGGA)**

**The Puget Sound Welsh Association (PSWA)**

**The Vancouver Welsh Society**

**The Victoria Welsh Society**

Any surplus generated by the Festival will be returned to the WNGGA and the above non-profit Welsh Societies.

**The Festival of Wales gratefully recognizes the support of The British Consulates in Canada and the USA, of Tourism BC, Tourism Vancouver and Tourism Richmond**