



*North American  
Festival of Wales*



# Goals of a Festival

- *That the Festival must be of high quality. Contributors should be first rate*
- *The planning must minimize logistical problems for Festival Attendees*
- *Sponsorships must be sought to support artists*
- *To realize a significant profit.*



# Goals of a Festival

- *The Festival must be of high quality. Contributors should be first rate*
- *The planning must minimize logistical problems for Festival Attendees*
- ***Sponsorships must be sought to support artists***
- ***To realize a significant profit***



# Why sponsorships

- Sponsorships are critical to financial and social success of NAFOW and health of WNGGA
- Cannot rely on Welsh societies and member pleas/donations for financial success
- 2010 budget projects a loss of \$10,000



# Importance of sponsorship

- If we had not raised \$65,000 sponsorship in Richmond, we would have lost \$25,000
- Only 650 registrants
- Fixed costs have to be kept down, the lower they are then less registrants needed to cover them



# Sources of sponsorships

- Welsh businesses
- Welsh individuals
- Local Welsh Societies
- Companies
- Arts societies
- Grant Funding
- Employers
- Governmental
- Media
- etc



# Types of sponsorship

- Cash
- Publicity
- Artist support



# Sponsor needs

- Recognition
- Publicity
- Name tied to sponsored activity. Sometimes a few free tickets
- Anonymity
- To be charmed and introduced.



# The Richmond Experience



# Local societies

- Cannot run a Festival without them.
- Encourage them to sponsor an activity.

Society	Sponsorship
Vancouver Welsh Society	Lunch for a tour
Victoria Welsh Society	Welsh Language Seminar
Puget Sound Welsh Assoc.	After Banquet Concert
Welsh Ass. Of North West	John Baker Seminar

Return: Much publicity and recognition



# Individuals

- A Vancouver Welsh businessman agreed to sponsor the Dunvant choir.
- Gymanfa Director Haydn James was sponsored by Col. Alf Reese
- We received a \$2,000 general fund sponsorship
- We also obtained a \$8,000 sponsorship for a specific planned concert which did not materialize.
- Four seminar speakers generously self financed (Ron Rees, Rhiannon Acree, WNACC and WTB)



## Institutional sponsorships

- We encouraged home institutions to support seminar speakers (successful with National Library of Wales for E. Baskerville, UWIC, Cardiff for Terry Breverton). In return they received publicity
- The Welsh Books council gave \$1,000 in return for market place space and general publicity
- Office of Welsh Assembly in New York provides all films for cinema Wales



# Commercial

- Jason Howard was specifically supported by WTB rather than general support
- Mabon was sponsored by the WDA
- WTB Seminar



# Media

- CBC radio free radio advertising during the months of June and July and received free logo recognition on our print materials
- Y Drych and Ninnau printed all our festival articles through the year and received free market place space,
- Yr Enfys and the Celtic Connection (Vancouver local paper) received a free half page brochure advert and market place space.



# Sponsorship basis

- generally covered all of the expenses of the invited guest, allowing maximum return from ticket sales.
- In return for the sponsorship we gave businesses free market place space and a free half page or full page advert in the program book.
- WTB and WDA also had logo recognition on posters and publicity. The local societies received the same.
- All sponsors were generously recognized in all relevant Festival literature



# Success

*Our fund raising efforts were rewarded by raising \$65,000 (Can) most of which was targeted to specific people/ activities.*



# Richmond Financial result

- Profit was \$40,873 CDN
- Loan from each society paid back
- \$8989 shared between 3 societies for support and loan risk
- WNGGA received \$31,884CDN, \$24,287US
- Used \$24K of sponsor money to support festival
- And:



- New logo paid for
- Cook book printing costs covered
- T-shirt and Cap production costs covered
- Event decorations and signage covered and still in use.
- All above contributed to lower cost/higher income of subsequent Festivals.



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