

Col Alfred .J. Reese Jr.

Lehighton

2\6\2003

Dear Alf

I have received a notice from Mary Henry of your outstandingly generous donation to the North American festival of Wales and Gymanfa Ganu, to be held in Richmond in August. On behalf of the organizing committee and the WNGGA please accept our most grateful thanks.

The registration documents for the Festival are currently in the hands of Ellis and should be sent to all members within about two weeks., so you can see the strength of the program that we have developed. It looks good and while, in these times, it has not been as smooth sailing as the organizing of Bellevue we have done quite well. It will be as good as if not better.

With regards to the donation: Would you be averse to tying it to a specific sponsorship rather than a general donation? I had in mind, sponsorship of the Gymanfa Director Haydn James. Let me give you my reasoning.

There is no doubt that the Festival/Gymanfa and eventually the WNGGA are going to have to become more active in raising support money. We cannot afford to allow another financial failure like Harrisburg. Sponsorship is one of the ways forward and future organizing committees need to have a mind set for raising such money. There is the need for it to be routine not an afterthought. We have taken (very much like Mary Ellen Morgan) an active approach to sponsorship and have raised nearly \$50,000 (we lost \$9,000 sponsorship with the withdrawal of the youth choir because of an inability to raise sufficient funds back home). If it is seen that donations can be tied to sponsorship then future committees should automatically begin to develop a program for finding support. Sponsorship also brings recognition and we shall have a special sponsor recognition page in the Festival brochure, a clear visible recognition that there has been direct support for the Festival.

Please let me know how you feel. I think Haydn James, Sponsored by Col Alf and Faye Reese, would look very good in the program and help to solidify the concept of support for individuals and artists.

Once again Alf, a grateful thankyou to both you and Faye for your generous donation and support of the WNGGA

Very best regards

Alan

PS. I am writing this letter on or very special letterhead. If you wish to respond by email that's fine.

Gwyl Cymry Gogledd America
North American Festival of Wales



Dr. Rhidian Griffiths
Director Public Services
National Library of Wales
Aberystwyth SY23 3 BY
Wales, United Kingdom

1 May, 2002

Dear Dr. Griffiths,

I write as chairman of the North American Festival of Wales planning group, the event will be held in Richmond (Vancouver), British Columbia, August 28-September 1, 2003, and also in my other capacity as President of the Welsh National Gymanfa Ganu Association (of North America). My purpose is to invite to the National Library of Wales to promote its activities at our Festival and to ask your support for our invitation of Eirionedd Baskerville to present seminars to our attendees describing the impressive resources that the Library has to offer to those tracing family ties and history. .

Since the early part of the last century the Welsh in North America (USA and Canada) have gathered annually, originally to hold a Gymanfa (hence the name of the Association). Over the last 25 years, the gathering has extended to four days and covered many aspects of Welsh activity. Recently, while the event has continued to be successful, it has not attracted the numbers of new and younger people to maintain its longer term viability. The strong connection to Wales is still there, but our event was failing to keep up with modern activities. Further, our title, The National Gymanfa Ganu, has becoming counter productive in defining the broader scope of our activities and contemporary understanding of Wales and the Welsh people.

In 2001, we changed the name to the "The North American Festival of Wales" to broaden appeal, and to clearly indicate to the population what the event was all about: The Welsh are gathering! Regularly we attract about 1000 people and we now anticipate that rising. The first official "North American Festival of Wales" will be held in Richmond, a suburb of Vancouver, British Columbia. The program planning is underway and will offer a rich array of events featuring various aspects of Welsh culture including a Grand concert featuring Welsh Choirs and soloists, a Folk Concert, a Noson Lawen, a Banquet, an Eisteddfod, seminars on language, genealogy, tourism, business and Welsh personages, and local tours. All in all, a very good mix of Welsh activities.

We also will have a market place where vendors can come to sell their Welsh related goods and where exhibitors can display and inform. This component provides an outstanding opportunity to promote the resources that exist not only in North American but also in Wales. And there are many resources. In San Jose, California, in 2001, there were displays from the Welsh Assembly, Wales Tourist Board, Welsh Development Agency, and several other institutions and private vendors.

Our goal is to broaden the scope of the displays and presentations to encompass, for example, educational and sporting connections.

With regards to our invitation to Eirionedd Baskerville. In previous events, there has been a seminar on genealogy which conventionally has taken the form of someone, usually from North America, relating how they worked out their family tree using some of the resources that are available here in North America. We would like to demonstrate to our attendees the wealth of resources that are available in the National Library of Wales. Our research led us to Eirionedd as the expert in this area and who put together the information that formed the basis of the Wales Tourist Board "Coming Home To Wales" genealogy feature 2 years ago.

While I was on vacation in Wales three weeks ago I visited Eirionedd at the library and was impressed by her energy and knowledge of the resource. Both are truly impressive and I believe that she can be very effective in promoting this resource, especially in north America. I have written to Eirionedd with a formal invitation and no doubt she will be talking with her management about our proposal.

This letter is to ask whether the National Library would support and sponsor the visit by Eirionedd to some degree, e.g. air fare and honorarium. We are able to provide the accommodation. I should indicate that we are negotiating with Air Canada to provide favorable air fares (we are in a good bargaining position since we are inviting a male choir, a youth choir and a folk group, as well as many other people).

In addition to the seminar, and for your support we will provide the National Library with free booth space and free registration to the Festival for Eirionedd and an assistant. Registration will allow her/them to purchase tickets to any of our events. The Library's support would be visibly recognized and generously acknowledged within the Festival program and in our pre-event advertising and promotions in North America and in Wales. In short we will do all that is necessary to ensure that the support and the importance of the National Library of Wales are displayed to as wide an audience as possible. A link to the library can be included on our web site (nafow.org, under construction)

I invite the 'National Library of Wales', and yourself, to come to Vancouver in support of Eirionedd and display and publicize the resources and great work that the library does in preserving the Welsh heritage. As part of this invitation, we would welcome your ideas on other ways in which the library and its activities could be presented. There is still some space available within the program, but it is filling fast.

I look forward very much to hearing from you and to your support of Eirionedd. Please do not hesitate to contact me if you would like more information. Although this letter is by regular mail, I find it more efficient these days to correspond by email. My address is

[REDACTED]

With best regards

Alan Upshall
Chairman North American Festival of Wales, 2003
President, Welsh National Gymanfa Ganu Association

cc.Mrs Anne Ffrances -Jenkiins

Dr. Michael Newth
UWIC Business School,
Colchester Avenue,

21 October 2002

Dear Dr. Newth

I write as chairman of the North American Festival of Wales planning group, the event will be held in Richmond (Vancouver), British Columbia, August 28-September 1, 2003, and also in my other capacity as President of the Welsh National Gymanfa Ganu Association (of North America). My purpose is on behalf of Mr. Terry Breverton who I understand has discussed with you the possibility of support for him coming to present seminars at our Festival.

We invited Terry following recommendations, his impressive publication list and c.v. and recommendations on his enthusiastic speaking. We have asked him to give two seminar topics and to present each twice since we anticipate that he will be very popular.

We expect to have over 1000 registered attendees at Festival and of course it is open for anyone to come in and purchase tickets to attend functions (if there is space). We are anticipating about 1500 people coming in total. Coupled with all of the publicity that we are spreading around the Pacific Northwest of the Americas, the North American Festival of Wales will be a well recognized event in this region.

We invite your support of Terry by sponsoring his attendance. The total expenses comprise air fare, accommodation and our honorarium and at current exchange rates sponsorship of 1100 GBP would just about cover all of these items (air fare of 750 Pounds, hotel of \$600 and honoraria of \$400). In return for this sponsorship we will give UWIC a half page advertisement in our weekend program, full recognition for UWIC sponsorship support in all relevant advertising and also space in our market place for display of literature etc. that you may wish to send over, or even for UWIC to send someone else to promote the University. In short we will display UWIC to all our attendees and to the Welsh of North America through our newspaper articles and publicity literature. We will also link to the UWIC from our web site, www.nafow.org.

A visit by staff from UWIC will also provide an opportunity to make contact and connections with the prestigious University of Vancouver and Simon Fraser University and also with the University of Washington, 200 miles south in Seattle. One of the goals of the Festival is to enable groups in Wales to use the event as a platform for creating international links to encourage economic and educational developments. We would welcome any suggestions that you may have by which this could be achieved.

While therefore I have expanded a little on the opportunity for the UWIC to become involved in the North American Festival of Wales, to return to the main purpose of the correspondence, the support of Terry Breverton. We are looking forward very much to the contributions from Terry in our seminar program. The support from your department will go a very long way to ensuring that we will be able to present Terry and the UWIC to the North American Welsh.

If you need any further information please do not hesitate to contact me at this address. Please also excuse the email correspondence, I find it much more speedy and convenient that regular mail.

I look forward very much to hearing from you.

Sincerely



Alan Upshall Ph.D
Chairman, Festival of Wales 2003 Planning Group



North American
Festival
of Wales
2003
Gwyl
Gymreig
Gogledd America

featuring the
72nd Annual
Gymanfa Ganu

August 28-31, 2003
Richmond, (Vancouver)
British Columbia
Canada

Sponsored by the
Welsh National Gymanfa
Ganu Association

WWW.NAFOW.ORG

Dear Ms. Winfield

Your name was passed on to me by Bill Palmer of the bank of Montreal, Burnaby, Vancouver as a potential contributor/sponsor of the North American Festival of Wales that will take place in Richmond-Vancouver, BC August 28-31, 2003.

Perhaps some background would be useful: Attached you will find the most recent update of the contents of our Festival. We have planned an outstanding Festival and have been able to attract some of the best talent that Wales has to offer.

This Festival has been ongoing since 1929, although under a different name (Welsh National Gymanfa Ganu). For the 2003 and all successive annual gatherings, the name was changed to North American Festival of Wales in order to make it more appealing to a wider audience and to the general population. Its location in 2003 in Richmond (Vancouver) British Columbia is designed to address the regional population of Western Washington and British Columbia, numbering over 6 million people.

The goal of the Festival is to display the best of Wales to the North American Audience who will hear about the event from the media and who will come to the event from many different locations. Historically, our attendees have come from three sources:

First, from the membership of the sponsoring organization (the Welsh National Gymanfa Ganu Association): Members travel from all over North America to attend. There can be as many as 1000 of these members attending. (the average over the years is about 800, depending on location).

Second from among the local population. We already have made significant publicity inroads into the communities in Seattle and Vancouver and will continue to do so, using not only the local Welsh Societies but also affiliated groups and newspaper articles. We have budgeted \$30,000 for publicity activities. Our goal is to reach as many of the Welsh and non-Welsh local populations as possible. We are currently discussing arrangements with Canadian Broadcasting Company who may be interested in broadcasting aspects of our festival, both on radio and Television.

Third, from Wales. At this time we believe that over 200 persons may make the journey from Wales.

We hope to obtain a registration number of 1100 persons which will be enhanced by many non registrants attending only a few of our activities. For example for our Grand Concert we have booked the Orpheum theater in Vancouver which has a seating capacity of 2,700 people, and we are reasonably confident that we will have over 2000 tickets sold.

The Festival of Wales has another goal: to provide a platform for Welsh businesses and other Welsh groups to come and develop relationships with North American companies and groups such as educational establishments. I have traveled to Wales twice this year

to interact with these groups with the result that coming to the Festival will be the Wales Tourist Board, representatives of the Welsh Development Agency, representative of the National library of Wales, and we are currently negotiating with the British Council and also the University of Wales. As well as attending, some of these groups have also agreed to contribute to or sponsor some of our activities.

To date, we have been successful in raising \$50,000, (of our \$75,000 goal) in sponsorship for the Festival. We have been fortunate in that most of our main performers have been sponsored, but there are still many opportunities remaining, such as a folk dance group from Wales (\$5,000); the performance by the Dylan Thomas Society of Vancouver (\$1,500), or the Comedy Club of Vancouver (\$2,000), amongst others. (other these opportunities are indicated in the attached update.)

We have three basic support schemes:

Sponsorship of artist or function. All sponsors will receive full recognition in all publicity relating to the sponsorship and in the program booklet. Additionally for sponsorships of greater than \$1000 we provide an opportunity for booth space in our market place if required, and a free half page advertisement in the program booklet, which will be received by every registrant.

Contributions into our fund. Such support will be acknowledged in the program booklet. For commercial groups, significant contributions of over \$500 can receive free half page advertisement in the program booklet in addition to the acknowledgement.

Presales: We have developed a presale program whereby groups can purchase blocks of tickets for our grand concert at the cost of \$35 plus tax. These blocks can be used for fund raising (by selling at a higher rate to members), or as gifts to reward customer loyalty.

I hope that I have given you a flavor of our Festival and of the value of the opportunity for your company to be associated with the event. I hope also that you are able to open the attached file. If you are unable, or if you need any more information please do not hesitate to contact me.

Best regards

Alan Upshall
Chairman, North American Festival of Wales, 2003
Tel: [REDACTED]



North American
Festival
of Wales
2003
Gwyl
Gymreig
Gogledd America

featuring the
72nd Annual
Gymanfa Ganu

August 28-31, 2003
Richmond, (Vancouver)
British Columbia
Canada

Ms. Carys.Pugh D'Auria
VP Marketing, North America and Europe
Welsh Development Agency
Cardiff

April 29, 2003

cc Ifona Deeley,
Welsh Assembly

Dear Carys

Carol James passed your email on to me concerning the support for the North American Festival of Wales and it is very timely since we were just about to produce our next update for current and possible sponsors.

We did speak quite a while ago and I believe that I have sent a couple of updates through the year. I also spoke with Jill Clements (Jill was Ifona Deeley's delegate to meet me last year). Also I did have a brief chat with Jenny Randerson also last year. I confess to not vigorously pursuing the Assembly lead directly, but Jill was sent an update late last year. Most of my activity with regards to WDA involvement has been through Carol and Jen Poston (as well as Catrin before she, I believe, moved over to WT1).

We were about to write to the Assembly, to Ifona to determine interest, and also directly to Rhodri Morgan to request support by way of a message from Wales to our delegates for publication in the Festival program book.

Our program can be seen at www.nafow.org. I cannot to send copies of our publicity and registration brochures by email is a brief summary of the program:

North American Festival of Wales news.

The planning is now essentially complete, only a few minor program issues remain to be determined. All of the members of the Welsh National Gymanfa Ganu Association have received their registration forms

Highlights

Saturday 30th: The Dunvant Male choir in the Grand Concert (*sponsored by Gren Thomas*) with Jason Howard, Welsh international operatic soloist, (*sponsored by the Wales Tourist Board*)

Thursday 28th: the opening night concert by Mabon, a top Welsh Folk group, (*currently unsponsored*)

Friday 29th: After banquet entertainment by Bronn and Katherine Journey of Washington, (*Sponsored by The Puget Sound Welsh Association*)

Sunday 31st: Haydn James conductor of the London Welsh Choir directing the Gymanfa (*sponsored by Col. A.J. and Mrs Faye Reese Jr.*)

Many quality seminars on various Welsh topics

An eisteddfod with music and storytelling competition (*major prize sponsored by David G. Morris*).

Tours of Vancouver's outstanding natural beauty spots

In parallel with our Festival, the North American Chamber of Commerce will be holding their Annual Conference at Richmond, and this provides the opportunity for the Welsh Development Agency and Assembly representatives to address the North American Welsh business community concerning investment and



North American
Festival
of Wales

commercial development in Wales. David Williams, the President of the WNACC is, I understand, in contact with Carol James concerning some of these possibilities.

There is considerable interest in the Festival. Already nearly 1000 room nights have been booked at the Richmond Inn, the Headquarters Hotel and nearly 100 registrations have already been received. .

Sponsorship.

These are still available for the festival activities and the interest is timely since we are currently putting together our final publicity materials.

The current sponsorship package is composed of the following:

- Listing on the www.nafow.org web site as a sponsor and also the sponsor logo and link to sponsor web site is placed on our web site.
- A free non secure display table at the Festival market place
- A free full page advertisement in the Festival program book
- Placement of the sponsor logo on the Festival publicity poster for circulation around the conurbations.
- Recognition (logo) on any press advert that may be produced.
- Listed in the sponsor recognition page of the Festival program booklet
- Opportunity to address delegates at the evening opening ceremony.
- Assistance with local information and press contacts if needed.

The significant remaining sponsorship opportunity is for the music group Mabon and this has the sponsorship value of 5,000 pounds. In addition to the above package, events that Mabon formally take part in will recognize the sponsorship. Currently the group is scheduled to play at the opening outdoor ceremony on the afternoon of the 28th, the opening night concert on the evening of the 28th and the dance workshop on the morning of the 30th August. However, there are sponsorship opportunities for some seminar speakers and for general support funds, with recognition if supporting the group is not wanted.

I hope this short email provides the necessary information. I shall be in contact with Carol and Jen in the coming months and will co-ordinate with them, and David Williams, the activities of the Festival and the WNACC conference.

The organizers of the North American Festival of Wales look forward very much to displaying Wales and it's attractions and opportunities, not only to our delegates but also to the population of the Pacific North West and British Columbia. We sincerely hope that the WDA and Assembly representatives are able not only to support us but also to come and be part of the recognition and display of Wales in North America

Best regards

Alan Upshall
Chairman North American Festival of Wales, 2003.

North American
Festival
of Wales



Gwyl
Gymreig
Gogledd America

2003

To Ms. Sylvia Preto Jones
President Victoria Welsh Society

10 July, 2002

Victoria
British Columbia.

Dear Sylvia

I have two purposes with this letter. One is to bring you and your society up to date with the planning for the North American festival of Wales in Richmond 2003 to which your society graciously provided a loan, and second to offer an opportunity to the society to obtain significant visibility within the festival which might translate into a greater awareness of your activities within the region and on Vancouver Island. I would be glad if you could share this with the board and members at your next meeting.

Let me outline the progress so far.

We have organized about 80% of our program. As you know the Dunvant Male Choir is coming and singing with them at our concert will be Jason Howard, internationally well known opera singer and soloist from Merthyr, South Wales. The Ysgol Gerdd Ceredigion, a youth Choir is coming and they will bring a clog dancing group with them. Several seminar speakers with topics ranging from David Lloyd George, through Dylan Thomas, Welsh and Canadian mining, genealogy with a speaker from the National Library of Wales, language, and music and animals with a Welsh flavor. We will have a presence from the Wales Tourist Board and we are discussing options with the Welsh Assembly and Welsh Development Agency. Our Eisteddfod is looking for competitors, and our Dylan Thomas hour will be followed by a Noson Lawen hosted by Bronn Journey of Seattle, who is well known to many in Victoria. Our logo is designed and Helen can certainly show it to you and the board. This logo, which we hope to become permanent, clearly relates the Festival to both Canada and the USA. All in all, we are well prepared for the coming year.

With regards the opportunity for the Victoria Welsh Society.

One of our targets in mounting the Festival is to promote as much as possible the local societies in the region. There are several ways of doing this, one of which is to have a local society visibly associated with a function at the festival, by some form of direct sponsorship.

As an example, the Puget Sound Welsh Association has agreed to sponsor the appearance of Bronn Journey and his wife Kathryn by covering the appearance fee, and accommodation (approximately \$1000 US). In return, the Festival Brochure will include a quarter page advertisement for the society, the opportunity for a PSWA representative to introduce Bronn Journey and Kathryn to the audience at the noson lawen, and the full recognition of that sponsorship on the Acknowledgements page in the brochure (i.e. There are two adverts for the society in the brochure), and also in all relevant publicity.

This letter therefore is to determine whether the Victoria Welsh Society would like to sponsor one of our events. Specifically our idea was that your society may be interested in sponsoring the sessions by Gaynor Samuel of Shawnigan Lake who will be presenting the Welsh language lessons and teithiau cerdded. Gaynor has agreed to take part and we are very much looking forward to her contribution. She will be making several contributions within the sphere of language education, and will be present for the whole weekend. Gaynor's seminars would be highlighted as "The Victoria Welsh Society Seminars". The same opportunities will be provided to the Victoria Society as for the Puget Sound Welsh Association above.

Our target for the sponsorship goal is to raise \$1000 per speaker/artist. It costs approximately that to mount such a seminar when one considers honorarium (\$100 per session), accommodation (room rates) and travel expenses, and the little left over covers the advertising ticket printing and brochure entry costs. We have been fortunate so far in obtaining such sponsorship for our genealogy seminar and for which the National library of Wales will provide all expenses, for a seminar speaker from Boise, Idaho; for Bronn and Kathryn Journey. We shall soon be approaching the Vancouver society with suggestions as to how they may wish to be a very visible part of the Festival.

This solicitation, of course, is quite independent of the loan that the Victoria Society has provided to the Festival. The terms of that loan are unchanged and the sum will be repaid as agreed. (It also will be acknowledged in the brochure for a third recognition insert). Similarly, the one third of 25% of the profits will be presented to your society as previously agreed.

Hopefully also, sometime after the summer break, I may be able to come to a meeting in Victoria to give a personal update on our plans to your members. If you could let me know the dates of your meetings (either directly or through David or Helen) then I can begin to plan a possible visit.

I would be most grateful if you could present this letter and the proposal to your board at the next meeting. If you need any further information please do not hesitate to contact me. I look forward very much to your response.

Best regards and good wishes to the board

Alan Upshall
Chairman North American festival of Wales 2003.

Mr. Tecwyn Roberts
President
Vancouver Welsh Society
Vancouver British Columbia

4 July 2001

Dear Mr. Roberts

I would like to bring you and your board up to date with the discussions that were held late in the year 2000 concerning the locating of the North American Festival of Wales in the Pacific Northwest

After much searching it has been decided, and accepted by the board of trustees of the Welsh National Gymanfa Ganu Association (WNGGA), that the 2003 National festival will be held in Richmond, British Columbia as usual over the Labor Day weekend

As explained previously by my vice Chairperson Lynn Owens Whalen, there is a new departure in that the event will be organized by the WNGGA rather than by a single local group. In discussions with the three larger northwest societies of Puget Sound, Victoria and Vancouver, support was received for the venture from all three. It is the intention of the organizing committee and the WNGGA to involve the local societies in the activities, and this letter serves to invite the Vancouver Welsh Society to come forward to the organizing committee with ideas for events that could be included. We also anticipate many ideas and have to say of course that not all will be able to be fit into the four days. The goal will be to generate a balanced and innovative program. We also encourage and are prepared to help in the planning of activities which may be outside of the 4 day event and which will serve to publicize the activities throughout the area.

The organizing committee comprises members of all three regional societies but they also are first and foremost members of the WNGGA. The selection of members from each area however, allows us the contacts by which we can keep all local societies fully informed of the planning and progress.

As we are over two years ahead of the event, it is the policy of the WNGGA to support (which they have done) but they are unable to provide significant funding support for another year. I write also therefore also to ask whether the Vancouver Welsh Society would consider an interest free loan of between \$1,500 and \$2,000 to the planning group. This loan will be repaid as soon as

there are sufficient funds to sustain the activities. (I should also say that The Puget Sound Welsh Association has agreed to do this). Also, it is the intention of the WNGGA to return some of the profits back to the region through the local societies. This will not be at the 50% level historically associated with the festival because of the altered structure, and the WNGGA board of trustees have not yet agreed a figure. They will do so in San Jose. However, I anticipate that about 25% of the profits will be returned to the region through those societies that financially help as above and also help by mounting some events. This is not a committed number.

I therefore invite the Vancouver Welsh Society to join with the WNGGA and the other societies of the region to make the 2003 Welsh Festival in Richmond, B.C. an outstanding success.

Best regards

Alan Upshall
President.