

Lynn will pick it up from here on their way down on Monday. Cheers! -----Don

Original Message -----From: Alan Upshall To:

Date: Saturday, August 25, 2001 5:06 PM Subject: Re: Sponsorship priorities

Would it be possible to get the directory to Lynn for her to bring it down? I will be talking with the WDA and some preliminary information would be good. My hope is that we can develop a longer term relationship. Airlines and car rents are good avenues, although we did not get much out of those in Bellevue. It will be interesting to see what San Jose gets. WTB should help here too.

thanks alan

From: "Don Murray" To: "Alan Upshall" , Subject: Sponsorship priorities, Date: Sat, 25 Aug 2001 10:28:18

Sharing some thinking.

It appears to me that the ask for sponsorships will be much more successful if we have a commitment from the Welsh Tourist Board, Welsh Development Commissions, et al, than if this is uncertain. Their involvement lends a lot of credibility to the event. This means getting them on board is a top priority. We need therefore to put together a package aimed at this audience. Any greasing of the wheels that you can do in San Jose would be useful. Maybe we should have key officials visit Vancouver and have a 'walk through' of the plan.

. I just received the new BC Hightech directory that lists approx. 1400 firms and contacts in BC. Then there is the Seattle area. Then there are directories of other firms in the non-hightech sector. Many trade shows simply pop down their displays and rely on general promotion to bring in the people. Maybe with this trade show, we can supply >Welsh businesses with on-line or hard copy directories so that they could end personal invites to their target audience to come to see them at their booth.

Next priority will be a sponsorship package. I see that the majority of 'large asks' should be done by yourself and Lynn as the North American >>chiefs. We should also be looking for repeat sponsors who will follow the festival each year. It takes a lot of work and hand holding to obtain any >>sponsorship so it makes sense to look for longer term sponsors. Key areas include Leisure, tourism and culture Investment and estate planning Welsh based and high profile trade and commerce

Given the high travel component of the festival we should be looking for an airline sponsor. I would approach Air Canada (partner: United) but need to think first about what we would want from them. As I see it there will be at least 100 - 150 returns from Wales, maybe 400 return fares from Canada and the USA and a handful from other places. That is a lot of direct travel and then there is the general promotional value to the sponsor advertising their airline. Think a bit about what the Festival would find of value - as compared to perhaps a group fare rate for our customers. Can we, for example, get free travel that would directly offset Festival costs. We need to have a sense of our value before we approach a carrier. Getting cash is tough. Your thoughts would be appreciated. >Have some fun in San Jose!

Don Murray –

Good Evening

I am now almost recovered from the trips etc, although activities at work have snowballed again which has caused some disruption. However, I thought that it was about time I commented on the excellent sets of emails that have been sent around over the last two weeks, and it is great to see that we are thinking and moving ahead. I think that we will have a strong meeting on the 11th. Sue Redmore will be coming up from San Jose and should complement and help very much the plans and ideas that Don has put forward for the publicity etc. These are going to be very important. This structure for marketing, both locally and for presentations to the Welsh establishments is very important in the long term. At the meeting on the 11th I want to develop a strategy for approaching those in Wales and Sue will be critical for this since the San Jose group did it successfully. How we approach this is key. The wrong approach could do much damage to credibility. Bringing the consul on board is also important and I have a meeting with the one in Seattle on the 11th and the deputy consul in Vancouver on the 2nd. These are primarily introductory enthusiasm generating meetings so that we can get them on our side and then working for us. So I like all of the ideas and we need to crystallize into a format for presentation.

Gerri and I have been moving ahead with the entertainment. This will fall out in the next three months and I realize that we have to be circumspect with local talent. However, we have to be more cognizant of the demands of the attendees and quality of entertainment rather than keeping local groups happy. I want to find a significant way by which we can display the local talent, but I don't think it can be in the main concerts. I have been told on previous occasions (especially after Minneapolis when the North American Welsh Choir took the stage) that most attendees want a Welsh choir not a North American one. I wish I could think of a suitable concert that did not have a Welsh choir. We will have some other news for the meeting.

As to web sites. On line registration was not successful for San Jose, but their web site generated a lot of interest. We should try to follow that model. We do need to find a host and a web site manager who will post our information. We also need the logo. No one has come forward with possibilities following the announcements in the newsletters, so we are going to have to do this one ourselves, or ask someone we know to suggest logos. We have to call the events the North American Festival of Wales in hard publicity, but this is tough for a domain name. I can't remember the San Jose domain name. Sue could help us there. I wonder if we can take their web site and model it for our uses? And of course move it to another host.

Also Ellis Jones will be in town this weekend and we will be meeting him on Sunday at the Richmond Inn. I believe that he would like to meet as many of us as he can. Ellis is a key person in the whole event even though he is not an organizer. Some of us will meet him on Saturday evening at the concert. However, after the Gymanfa Ganu on Sunday Neville has arranged for dinner at the Vancouver Yacht Club, along with Haydn James, (buy your own meal though) and I need to make sure that Nev. has organized enough seats. Let Neville Know if you and spouse can make it.

Alan, November is a very good time to meet with the San Jose Marketing person. Then we can discuss marketing budget and channels used and results. \$40,000 in US dollars is fairly good. I would be aiming at getting the most for this. Some channels and spending are not ideal for this type of event.

Would love to discuss strategy for marketing and also what is planned in terms of presence at Walesfest2002. Where is it anyway? Hope it is in Boston or Portland, Main as this would fit into our 2002 Atlantic Coast tour. I will contact Tourism Vancouver to obtain "lure" brochures to take to San Jose. I thought 500 would do. Please let me know if this is too few as I can probably get more. You might get some Washington State brochures as well as the travel appeal would be for the whole of the Pacific Northwest. There are a few others I might also seek. Guess I'll have to go into town.

Who will be constructing the Walesfest2003 website and home page? I'd like to make the homepage a priority and linked off the Walesfest 2001 and 2002 sites. Initially it will have only basic information, but details will be added later. As one lure is travel, I'd like the links to tourism sites also posted on the site early - like by the end of August.

Current plans for Liz and I are to not come to San Jose as we are leaving very shortly thereafter on a driving vacation to Dawson Creek for my mother's 89th birthday. This is important as though she is doing well at that age who knows how many good years she has left.

Why don't you and Greta come up on Saturday, the 18th, go in to the club in the evening and then to the meeting on Sunday. If you arrived midday, we'd have plenty of time to have a discussion. Liz and Greta would find lots to do. We have plenty of room and would love to have you.

Outside the box

-What about a golf tournament including a south/north Wales tournament within a tournament.

-What about a Dylan Thomas open poetry competition prejuried for finalists featuring original/unpublished poetry linked in some way to Wales. Part of this competition could be a limerick competition.

What about a "Dead Poets Society" readings as part of the Eisteddfod.

-Terry Matthews formerly of Newbridge Networks (Known worldwide for data switching equipment) with plants in Canada, (Ottawa) and Wales is loaded (so is his dolly wife if you know what I mean). How can we involve him and get our hands in his pockets.

-The occasion should surely have a "pub" for those who do not find the "tea" room satisfactory. BY the way, is Charlotte Church old enough to drink?

Enough for tonight. Again we'd love to have you here in August or at any time.

-----Original Message-----

From: Alan Upshall

To: Date: Don Murray

Sunday, July 15, 2001 3:09 PM

Subject: Re: Prep for Aug 19 Walesfest2003 meeting

We must be on the same page here. This morning I emailed the San Jose marketing person to ask her if she would help us. I also invited her to come up to Seattle probably in November so she could talk with us directly. the budget for this activity in San Jose was up at about \$40,000 which in my opinion is a bit high. But certainly we will have to go that way. Also I want to include interaction with the Wales tourist board and Welsh development agency as part of this and I'll work very closely with you there. I'll be talking with these guys before San Jose. Do you think it worth us two having a get together before then to chat about an overall strategy? We could easily come up.

regards

alan

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From: "Don Murray" > To: "Alan Upshall" <

Subject: Prep for Aug 19 Walesfest2003 meeting

Date: Sun, 15 Jul 2001 12:21:54 -0700

Alan, can you provide me with a contact where I can obtain the marketing collateral materials (sample ads, brochure, registration, press releases, etc.) for the San Jose weekend. This would put me in the picture as far as what kind of marketing campaign is currently done - not that this is going to constrain us for 2003. Also if there is a marketing budget including what's in it this will give me a view of the current financial scale of promotions.

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I intend to table a draft, high level Market Plan for 2003 at our meeting including the proposed marketing initiatives, required schedules, some costs, and delegation of responsibilities for various aspects like press releases, Direct Marketing lists and mailings, etc., etc.

Marketing dates will often drive completion dates for other activities because of publication lead times thus we should get a handle on these linkages early in the process.

This will in no way detract from the main object of the meeting, as described, to workshop "outside the box"

Will attend to mostly after my return on Oct 12. See also my comments in your text below in capitals. ---

--Original Message ---- From: Alan Upshall

To: [lowens-whalen](#) ; aupshall ; [gbakerparry](#) ; [don_murray](#)

Date: Thursday, September 20, 2001 9:01 PM

Subject: proposals committee >

Reference our conversations of earlier this evening. I think we now need to begin to put into place an evolving package of information that we can provide for potential support and sponsors. I am specifically thinking initially of meetings with interactive groups like Vancouver Tourism, British consul etc where we can meet and indicate to them what is going to go on in the most general of terms.

SUGGEST THAT THE CONSUL BE ASKED TO ANNOUNCE THE EVENT TO THE BRITISH CANADIAN CHAMBER OF COMMERCE. WE WOULD PROVIDE HIM WITH A BRIEFING PACKAGE FOR THIS. YOUSELF AND LYNN COULD DO THE ASK. THERE ARE SOME ON THE BC OF C WHO MIGHT LEND SUPPORT. SHOULD DO THIS SOON BEFORE IT'S OLD NEWS.

then I think that will have to become more detailed as we progress to potential sponsors like our 'Diamond' friend who might give us some money for a specific purpose. to the TV and press people with more details, and finally a document with a presentation that I can present to Wales tourist board etc.

CRITICAL INGREDIENT IS THE ATTENDANCE AND PERFORMANCE OF PREVIOUS EVENTS.-CREDIBILITY.

There are two stages: First what we agree to go in, second who will write. A third component is the presentation package itself. In the first>instance I would like us to put the outline together and then we can bring in other with special expertise to help put it all together. So, if you are agreeable, could you let me have a list of the items along with suitable pamphlet titles) that needs to go in the package.

Any ideas on the actual document also would be great.

WILL DO ON RETURN