

Report of the Sponsorship and Revenue Committee – April 2005

In the Nov/Dec timeframe the committee reviewed the pricing structure for the Festival and recommended raising the registration fee to \$55 but, in return, making admission to the eisteddfod, seminars, film festival, the gymanfa sessions, and any other peripheral programming free to those who register. There would also be a discount for registrants at the folk concert, banquet and choir concert. With the new fee structure we should break even at around the 600-person level. Doing things this way will result in a reduced administration burden both before and after the event.

Early in December a letter was sent out to previous large donors encouraging them to continue their support of the Annual Fund. A few responded before year-end. There was also an Annual Fund appeal in the Winter Issue (Volume 14) of HWYL again yielding a few responses. HWYL also contained a piece entitled “*Supporting the Welsh Heritage: Donations and Tax Credits.*” This whole area needs a coordinated approach going forward which would include individual contact with American Welsh Organizations (AWOs), life members, and past givers.

At this time the committee set a its sponsorship target at \$21,000 to ensure that the WNGGA would not face a deficit.

In October 2004 the Welsh Tourist Board (WTB) wrote to the Executive Director expressing disappointment with the degree of exposure they had received in Buffalo relating to their 5,000-pound sterling contribution. They cited various problems including communication, lack of rapport and specific recognition. They suggested that WNGGA should have a “sponsorship arm.” When contacted this year they were insistent that we provide in writing a sponsorship package for their consideration.

After some discussion with the Executive Director the attached letter and Sponsorship packages were developed and sent to WTB, Sony Corp., and The Walt Disney Company. At the highest level of \$15,000 full co-sponsorship of the festival is offered. Lesser levels of \$10,000 and \$5,000 are also offered.

More recently, a \$1,000 sponsorship letter (also attached) has been developed which will be sent to a very broad range of potential partners including but not limited to:

The Women’s Welsh Clubs of America
My Guide Wales
The Celtic Manor Resort
WNACC
Vancouver Welsh Society
Welsh Society of Western New England
St David’s Society of Utica, NY
St David’s Society of Georgia

There are many more entities that we need to contact and we solicit names and addresses to this end.

A number of sponsorships have been received as already indicated in the Registration Book. They are: \$1,000 from NWAFF toward the Banquet; \$1,000 from NAASWCH in support of the Peter Finch seminars; and, the Madog Center at the University of Rio Grande will supply the leader of the Welsh Language seminar gratis.

It should also be noted that the University of Rio Grande has been approached and is seriously considering co-sponsoring Cincinnati 2006.

There is much work to be done.

Respectfully.

Hywel Davies

**North American Festival of Wales –
Featuring the 76th Celebration of the Welsh National Gymanfa Ganu**

The WNGGA Sponsorship Committee takes great pleasure in providing the following information and sincerely hopes that the Wales Tourist Board will partner with us in sponsoring the North American Festival of Wales (NAFOW). This year the Festival will be held in Orlando, Florida, September 1 – 4 and the enclosed program provides a full listing of events covering the four days.

What follows provides information on our three highest levels of sponsorship and the package of concessionary elements associated with each level. Some elements of recognition can be unbundled should you chose not to take up what is offered. At these levels of sponsorship, the Committee is prepared to consider other arrangements or other elements of recognition beyond those specified. We are also willing to discuss sponsorship possibilities for Cincinnati 2006 and multi-year packages.

This is an exciting opportunity to reach the North American Welsh community with your particular message while participating in the preeminent gathering of the Welsh people on this continent. You would also be included in our local publicity effort that will impact both the resident and visiting public in the Orlando area.

For further information, please get in touch with either of the following:

Hywel Davies	or	John Ellis
Chairman, Sponsorship Committee		Executive Director, WNGGA
301-654-5832		810-632-7850
hywelmd@verizon.net		wngga@comcast.net

Yours sincerely

Hywel M. Davies

Attachments:
Sponsorship Packages

North American Festival of Wales

Sponsorship Packages

Concessionary Elements	Sponsorship Levels		
	\$5,000	\$10,000	\$15,000**
Program	Folk Concert Or Banquet Artist	Grand Concert or Gymanfa Support*	**
Printed Publicity	X	X	X
Oral Recognition At Event	X	X	X
Poster Display	X	X	X
Website Linkage	X	X	X
Life Membership	X	X	X
Marketplace Booth		X	X
Complementary Hotel Rooms		X	X

*Gymanfa Leader and Festival Accompanist

**** At the \$15,000 level, co-sponsorship, with WNGGA, of the whole Festival would be offered and recognized in all associated publications and publicity in addition to the other elements as indicated above**

**North American Festival of Wales –
Featuring the 76th Celebration of the Welsh National Gymanfa Ganu**

The WNGGA Sponsorship Committee sincerely hopes that you are able to partner with us in sponsoring the North American Festival of Wales (NAFOW). This year the Festival will be held in Orlando, Florida, September 1 – 4 and the enclosed Registration Book provides a full listing of events covering the four days.

This solicitation applies to opportunities to support specific Seminars, not already sponsored, and other elements of the program at the \$1,000 level. You may choose from the following list:

- Owain Glyndwr in Welsh Tradition
- A Significant Centenary
- The Saints of Wales: Folklore and the Nationalist Impulse
- Yr Ysgol Gan (Learn to Sing)
- The Eisteddfod
- Folk Dance

Your support will be recognized against the particular item you sponsor in the Festival Program and orally recognized during the event. You may also avail yourself of a full-page advertisement in the program (a \$250 value).

We are also willing to discuss sponsorship possibilities for Cincinnati 2006 and multi-year packages.

This is an exciting opportunity to support the North American Welsh community in a tangible way at the preeminent gathering of the Welsh people on this continent.

For further information, please get in touch with either of the following:

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Chairman, Sponsorship Committee		Executive Director, WNGGA
301-654-5832		810-632-7850
hywelmd@verizon.net		wngga@comcast.net

Yours sincerely

Hywel M. Davies

Enclosure