

Mr Gerry Copeland  
Events Manager  
Belfast City Council  
4-10 Linenhall Street  
Belfast  
BT2 8BP

4<sup>th</sup> September 2008

Dear Mr Copeland

**Re:34th British Transplant Games – Belfast July/August 2011**

Further to our planning of the World Transplant Games bid and subsequent discussions with Seamus Rooney, I have been advised to write initially to you as a representative of the City to outline the levels of support required to bring the above event to the City of Belfast

I am aware that you would seek partners to share this responsibility - however Transplant Sport UK is seeking to contract with host Cities as the key partner in the hosting of the event.

The Games will bring a direct economic impact to the City of circa £1.5 – £2 M based on the following core participation rates:-

2000 participants residing on average 4 nights (this includes 600 transplant athletes)

8000 bed nights @ £50 = £400K

2000+ visitors over the period staying in the City 4 days

8000 days @ £25 = £200K

National and Regional Media Coverage = £1.4 m Placement Value (2008 data)

The Games will take place over four days (Thursday – Sunday) with an Opening Ceremony on the Thursday and Gala Dinner on the Sunday. Adults and Children take part in the Games aged between 4 & 80, all have received a life saving organ transplant.

I have included a leaflet on next years Games in Coventry for further background.

Requirement to host the Games.

### **Event Fee**

The TSUK seek a £50K rights fee from the City. This can be provided through cash and / or in-kind support to the Games. In-kind support must be agreed with the TSUK , represent a direct saving on the Games budget and be of parity with current rates. In-kind support must be agreed 15 months before the event and not conflict with existing sponsors.

In-kind items could include accommodation, meeting rooms and refreshments, sports venues, office space, PR and marketing services etc.

The rights fee must be paid 12 months in advance of the event if not met by in-kind contribution. (July 2010)

In return for the rights fee Belfast City Council will be profiled as a major partner of the Games, included in all Games materials, provide branding opportunity at all venues, invites to all VIP Events and media / PR events including attendance at the Games in 2010. Civic leaders will be invited to speak at Opening Ceremony and Gala Dinners.

If you bring other partners to support your delivery who will also need exposure we will need to look at this on a case by case basis. However this is not seen as a significant issue in any way.

### **Civic Reception**

The City is asked to host a Civic reception during the event for 100 people to attend. These will be Event sponsors, Games Organising Committee, TSUK Committee, City / Regional Partners, representatives from the Transplant Teams and ideally will be held directly before or after the Opening Ceremony.

### **Opening Ceremony**

We would ask the City to advise on the logistics and entertainment, and co-ordinate the Games opening Ceremony with support and assistance from the TSUK Event Managers. The size and scale of the Opening ceremony to be of similar stature of previous years. Outline routes, entertainment and schedule to be agreed 15 months before the Games. The ceremony should seek to take place in a City Centre location in order to promote the Games and Organ donation. It must include opportunity for speeches, parade of Athletes and be held in the evening of the first day of the Games. Ideally this would be linked to another activity being held in the City to provide greater profile.

## **Main City Contact**

The City must nominate a main contact for the TSUK/ Event Managers to liaise with, on all matters. The main contact from the City should be someone with high level operational experience of similar type events and be able to access support from other City departments as part of supporting and assisting the Games to be successful. Particular assistance will be sought on the Opening Ceremony, Gala Dinner, Transport Logistics, Accommodation, Sports Venues & Logistics, Marketing & PR.

The main contact along with other relevant members from the City will form part of the Operations team which will deliver the Games. (These people and their roles to be agreed 8 months prior to the Games.)

As a minimum the main City contact or appointed person must attend the previous years Games as an observer (all costs for this are the responsibility of the City).

Initially one voting place is available for the main City contact on the organising committee for the event.

Other representatives from the City may be invited to join the organising committee but will not have a voting right.

## **Other City Support**

Access to City departments and City partners – Opening Ceremony, Sports Development networks to help provide sports managers for the Games, Funding organisations, mail networks, corporate communications, Play Development, Children's Services and local tourist attractions. Contacts and introductions to be made 15 months out from the event.

Marketing and promotion in relevant City publications and programmes. A timeline of which should be provided by the City 12 months in advance of the event.

Access to volunteer programmes / networks supported by the City to be assisted throughout the event.

Support and assistance with the location and management of accommodation venues and services. Agreements must be in place 16 months out from the event.

I hope that you accept the above and please provide written response that you agree to the terms and support levels. On receiving this, a formal letter from TSUK will award the Games to Belfast.

If you require any further information or clarity on any points please do not hesitate to contact me.

Best Wishes

Yours Sincerely

A handwritten signature in black ink that reads "Christine Evans". The signature is written in a cursive style with a large, stylized initial 'C'.

Christine Evans  
Chairman  
Transplant Sport UK

cc Seamus Rooney  
Lynne Holt