
Date: Fri, 6 Feb 2009 15:01:36 +0000
Subject: Alamo Partnership
From: m.omuilleoir@belfastmediagroup.com
To: brownem@hotmail.co.uk

A Mhicheáil, a chara,

I am writing to bring you up to date with the first-ever event bringing together Belfast and America at the Alamo in order to request some support from the Development Department for this initiative which could have very positive lasting impacts for our tourism and investment efforts.

The Harp and Shamrock Society is the oldest Irish American society in San Antonio. Each St Patrick's Day at High Noon, they organise a special commemoration at the Alamo for the Scots-Irish, Irish and Irish Americans who died at the Alamo.

The Irish Echo, sister paper of the Belfast Media Group titles and the oldest and biggest-selling newspaper serving Irish America (www.irishecho.com), is joining forces with them to organise the inaugural Texas Irish American Leaders Awards dinner on 4 June in the Menger Hotel (San Antonio's oldest hotel, directly opposite the Alamo). We have considerable experience in organising positive promotional events as you can see at www.events.belfastmedia.com.

It's our intention to make this San Antonio celebration an annual event which gives us the potential to forge fresh links between Belfast and the city of the Alamo. This would complement Council activity in Nashville and Austin. After meeting the Ulster-Scots Agency ceo today, I'm hopeful they will also get involved in this link-up.

We have an opportunity to form a partnership with San Antonio, springboarded from this event, which has tourism potential for Belfast but which also gives us an opportunity to learn from San Antonio's (San Antonio is the seventh largest city in US) exemplary regeneration and link to its strong economy. I have contacted the Belfast Visitor and Convention Bureau to inform them that I would be willing to display their Belfast exhibition at the event.

Some ways the Council could support this bridgebuilding effort include with a modest outlay:

A Letter of greetings and gift from the Council's Development Department to be accepted by the representative of the city of San Antonio at the event.

Sponsoring an Award at the Dinner for someone who has made a contribution to Texas-Belfast linkages. (Interestingly, one of our sponsors, David Millar of Haisley Millar Consulting Group of Houston previously served on a council business forum.)

Showcasing Belfast's proposition in the Texas supplement which The Irish Echo will publish for this event.

Encouraging Tourism Ireland to row in behind the event to ensure its success and to ensure Belfast is adequately marketed at the event and in subsequent activities.

I understand that Council Development Department representatives will be in Austin in March and I would be willing to use our good offices to facilitate with local business and Irish American/Scots-Irish groups a visit to city officials and to the Alamo.

I trust you will raise this through the appropriate channels.

Best wishes,

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The Irish Echo

is proud to present

2009 Texas

**Top Irish American Leaders Awards
Menger Hotel, San Antonio, Texas,
June 4, 2009 at 7pm**

The Irish Echo, the USA's largest and most widely-read Irish American weekly, is joining with the Harp and Shamrock Society of San Antonio to host an awards evening for champions of Irish America in Texas on June 4, 2009. The event will build on the rich Irish American heritage of Texas while also celebrating the Scots-Irish links to the Alamo and the Lone Star State.

We plan to honor eight of the State's leading Irish American personalities at a prestigious event which will pay tribute to the sterling work of those of Irish American heritage in Texas while building dynamic bridges with Ireland.

The Irish Echo (www.irishecho.com) has hosted events celebrating Irish America across the nation and through its sister group of newspapers in Belfast, Ireland, has forged fresh links of commerce and friendship between the US and Ireland. Honorees at our recent events have included the Comptroller of New York City, Bill Thompson, the CEO of the New York Stock Exchange Duncan Niederauer, the Treasurer of the Commonwealth of Massachusetts, Tim Cahill, the President of New York City Council Christine Quinn, Congressman Joe Crowley and authors Pete Hamill and Jimmy Breslin.

Available Partnership Packages

PLATINUM BUSINESS PARTNER

- ONE **PLATINUM BUSINESS PARTNER** WILL BE ACCORDED NAMING RIGHTS FOR OUR AWARDS. (THE IRISH ECHO 2009 TEXAS TOP IRISH AMERICAN LEADERS AWARDS IN ASSOCIATION WITH...)
- A REPRESENTATIVE OF THE **PLATINUM BUSINESS PARTNER** WILL SPEAK AT OUR RECEPTION, PRESENT THE MAIN AWARD OF THE DAY AND BE PROFILED IN A COMMEMORATIVE EDITION OF THE IE SUPPLEMENT WITH THE IRISH ECHO TO CELEBRATE THE EVENT.
- LOGOS ON INVITATIONS, 'TOTEM' BACKDROPS, SUPPLEMENT AND ALL OTHER PROMOTIONAL MATERIALS.
- PHOTOGRAPH AND STATEMENT ISSUED TO ANNOUNCE PARTNERSHIP.
- FOREWARD AND FULL PAGE COLOR AD IN THE IE SUPPLEMENT.
- PARTICIPATION IN A SELECTION PANEL TO CHOOSE OUR AWARD RECIPIENTS.

PLATINUM BUSINESS PARTNERSHIP: \$10,000

GOLD BUSINESS PARTNER

- OUR **GOLD BUSINESS PARTNERS** WILL SPONSOR ONE OF THE AWARDS PRESENTED ON JUNE 4, 2009.
- THE PARTNER WILL PRESENT THIS AWARD ON THE DAY AND BE FEATURED IN THE SPECIAL IE SUPPLEMENT PUBLISHED TO MARK THIS IMPORTANT OCCASION.
- THE LOGO OF OUR **GOLD BUSINESS PARTNERS** WILL APPEAR ON ALL PUBLICITY AND PROMOTIONAL MATERIAL ASSOCIATED WITH 2009 TEXAS TOP IRISH AMERICAN LEADER AWARDS. PHOTOGRAPHS AND POST-EVENT PUBLICITY WILL REFER TO THE INVOLVEMENT OF OUR **GOLD BUSINESS PARTNERS**.
- ALL **GOLD PARTNERS** WILL BE PROFILED IN THE IRISH ECHO.

GOLD BUSINESS PARTNERSHIP: \$5,000

SILVER BUSINESS PARTNER

- OUR **SILVER BUSINESS PARTNERS** WILL RECEIVE A FULL PAGE COLOR AD IN OUR SPECIAL SUPPLEMENT TO BE PUBLISHED TO CELEBRATE THIS SPECIAL EVENT.
- LOGO WILL APPEAR ON ALL PROMOTIONAL MATERIALS FOR THIS EVENT.

SILVER BUSINESS PARTNERSHIP: \$3,000

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