



Mr. Andrew Hazzard  
Director, Parks and Leisure  
Belfast City Council  
Belfast, NI

26 January 2011

**Belfast Taste & Music Fest**  
**4<sup>th</sup> - 7<sup>th</sup> August 2011 (proposed dates)**  
**Botanic Gardens, Belfast**

**Belfast Sizzle**  
**27-30<sup>th</sup> May (proposed dates)**  
**Botanic Gardens, Belfast**

Dear Andrew and Committee,

I am writing to provide additional information about our work and to ask your consideration of sponsorship for our 2011 events: **Belfast Taste & Music Fest** and our premiere of the **Belfast Sizzle**.

As you know, **Belfast Taste & Music Fest**, now approaching its third annual year, has earned its mark as Belfast and Northern Ireland's premier summer culinary block-buster event. Dedicated to and designed for public enjoyment, its winning formula of fabulous food and a live musical entertainment also presents a showcase for its lush and lovely setting, Belfast Botanic Gardens.

To support the event's value to the city, we surveyed 2010 visitors from across the globe... New York, Newcastle and New Zealand...who raved about the event and reported that it added great pleasure to their stay. I have attached 2010 event statistics to my e-mail.

On the wings of this hugely successful event, we plan the premiere of the **Belfast Sizzle, 27-30<sup>th</sup> May**, to feature top local chefs presenting barbecue and 'cool summer sides'. Like Taste Fest, it will also present a full stage of live musical entertainment, adding another great opportunity of city summer enjoyment.

The basis of my request to you is three-fold: to address financial viability, to grow these event products for both Belfast and NI investment returns, and to assist as a hedge against fickle weather conditions...a factor which I obviously cannot control and one which can present substantial financial peril.

Likewise, and of great importance to this request, is the fact that it is double-barreled. Support to Taste Fest is simultaneously support to one of Belfast and Northern Ireland's premiere assets: its professional culinary community who gather together, as in no other event in Northern Ireland, in unique comradery, and with a spirit of civic pride.

From all our extensive feedback, it is clear that this event enjoys great public affection and dedication....not least from its Belfast and NI base. Therefore, given this tight economy, it has addressed a new agenda...shared all over the world...the creation and enhancement of '**staycations**', so critical to public pride and local economies.

While I realize that both City and NITB agenda are fastened to attracting visitors, bed nights and local spend, this event likewise promotes 'Discover', an invitation to promote Northern Ireland to its own residents. To that point, our 2010 data indicates that local patronage to the event increased from substantial numbers in 2009, with many related 'stayovers' in local commercial accommodation.

Beyond our shores, this event has helped place Belfast and NI on the **must see/must visit culinary map** with corresponding benefits of attraction of tourism (as our patronage data indicates), enhanced visitor experience and increased local spend, as in hotels and related tourist services. Despite economic conditions, we increased our numbers of ROI and GB visitors in 2010.

I hope you conclude that a case for supporting Taste Fest is strong and critical to its delivery. Clearly, the growth and enhancement of this event is in direct alignment with all stated Belfast and Northern Ireland objectives. With support from both public and private sector sponsors, it will continue to make Belfast a greatly attractive summer destination, with all attendant economic benefits, for years to come.

For further information, please visit the following: [www.belfasttasteandmusicfest](http://www.belfasttasteandmusicfest) and [www.cunninghamevents.com](http://www.cunninghamevents.com)

With thanks and best wishes

A handwritten signature in black ink, appearing to be 'Liam Cunningham', written in a cursive style with a long horizontal flourish extending to the right.