

THE ALBANY



Event Proposal

The Albany Belfast Party in the Park

Your Boutique Weekend

THE ALBANY

Executive Summary

Our aim will be to provide a boutique event in a much loved local park on the Lisburn Road in Belfast for an audience of music lovers. This will be a live outdoor event organised internally by The Albany for our customers and interested publics. The event will be in association with The Down's Syndrome Association NI and the Lisburn Road Business Association. We have had a lot of interest and support from the local business and residential community. The overall aim is to provide an extraordinary experience in the heart of South Belfast and to raise awareness for the Down's Syndrome Association NI and The Albany. We are very committed to increasing the profile of the Down's Syndrome Association NI and hope to generate a lot of publicity and donations for this wonderful charity.

Location: Drumglass (Cranmore) Park, Lisburn Road, Belfast, NI (See figure 5)

Date: Proposed dates Friday 12th- Sunday 14th September (Allowing for all scheduled major outdoor events to pass).

Friday: Live Act.

Saturday: Live Act.

Sunday: BBQ with Children's Activities (Bouncy Castles, etc.)

Bar and food provided by The Albany

Numbers: Proposed 1000 on Friday, 1500 on Saturday, 500 on Sunday

Ticket Sales through Ticket Master

Event Name

The Albany in the Park
Your boutique weekend

Event organisers

Paul Langsford
Eve Wallace
The Albany
02890664442

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Target Audience:

Our target demographic will be an ABC1 (upper – lower middle class) demographic in South Belfast. Our target age group is 30+. South Belfast has a population of just under 6000, roughly 4000 of which are ABC1s¹.

Charity:

The Down's Syndrome Association (DSA) in Northern Ireland are based on the Lisburn Road. The Association is the main point of contact for hospitals, schools and the general public in NI, providing information and support on all aspects of living with Down's Syndrome. There is a small team of four staff locally working for the DSA to organise information, fundraising, communications and training. This is a worthy cause and one which our company has worked with many times before over a number of events.

Sponsors:

The Lisburn Road Business Association
Drinks inc. Drink Suppliers
Brand sponsorship proposed: Heineken; Smirnoff

Company Summary:

South Belfast is a lucrative area within Belfast, boasting wonderful buildings, businesses, schools and parks. Cranmore Park is situated right in the heart of the area and is an extremely popular spot with all ages of the community. South Belfast is situated just outside the City Centre and comprises one of Belfast's premier shopping districts- The Lisburn Road. With over 100 shops, boutiques, restaurants, cafes and bars.

The Albany is part of Bacchus House, a company commanding a collection of venues across Northern Ireland. The Albany opened on the Lisburn Road in late 2013 and has gone from strength to strength. We are now firmly established on the bar scene in Northern Ireland and have been nominated for various awards including Best Newcomer and Best Style Bar. We plan to pool our company experience to provide an impressive event for our target demographic within South Belfast, one which can hopefully become a permanent date on the South Belfast calendar. We have hosted a number of major acts over more than a decade adding market research, experience and elegance to Belfast's live music scene. In 2012 we brought the Brand New Heavies to Northern Ireland for the first time live in concert, hosted on the banks of the River Lagan. Recently we have hosted some of the world's biggest DJs in our sister club, El Divino; from Pete Tong and Jazzy Jeff to Benny Benassi (Fig. 1-4).

¹ Nisra.gov.uk, (2014). *NISRA - Northern Ireland Statistics and Research Agency (c) 2013*. [online] Available at: <http://www.nisra.gov.uk/> [Accessed 19 May. 2014].

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Figure 1

BANK HOLIDAY SUNDAY 6th MAY

El Divino LIVE ON THE LAGAN

the brand new heavies
(PLUS SUPPORT ACTS)

EL DIVINO ON THE BANKS OF THE RIVER LAGAN.
Ticket includes entry to the official after-show party in el divino from 11pm to late. Concert doors 6pm.

FOR FULL DETAILS : www.eldivino-belfast.com

Tickets: ticketmaster
08442774455 | www.ticketmaster.ie
Licence subject to statutory consent

Asahi El Divino

Figure 2

El Divino PRESENTS

BENNY BENASSI

SATURDAY 02/03/13
ONLY IRISH DATE

BENNYBENASSI.COM
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El Divino BELFAST

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Figure 3

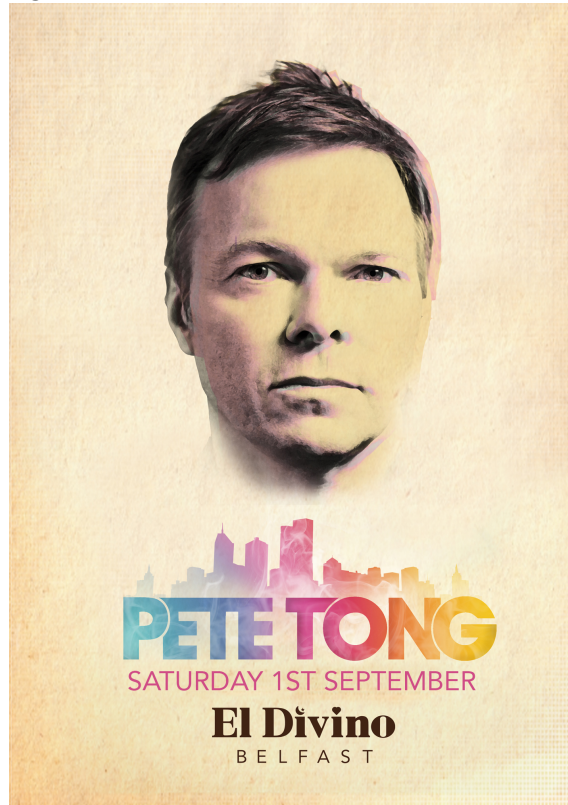


Figure 4



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Figure 5- Layout of Cranmore Park

