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Alison Haig
Sargood Bequest
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21 April 2011

Dear Alison

The 2011 Festival of Colour has been a huge success and we wish to thank you for your most generous support. With 68 performances in seven towns and 10 venues, over 12,000 tickets sold and 31 performances sold out – the fourth Festival of Colour has ended in fine style.

Audiences have responded with huge enthusiasm to the theatre, music, dance, Aspiring Conversations, art and schools programme. We are undertaking a detailed on-line survey of more than 500 audience members and this will provide a wealth of information about the audience, their preferences, and their spending patterns.

We have sustained strong local, regional and national support and had an admiring visit from the CEO and Chair of Creative New Zealand who came south to see just how this very special festival was working so well.

We trust that your sponsorship has worked well for you with hospitality at the shows and other opportunities to leverage your profile. Should you have any initial comments we'd appreciate hearing from you. From our perspective we want to ensure sponsorship works well for both parties so we can sustain long-term relationships with all our sponsors, so feedback – both positive and negative – is welcome.

A full report will follow at the end of the financial year (30 June), and we will circulate a copy to you. In the meantime initial indications are that we will have at least achieved break-even. With luck, we may have generated a small surplus to carry over to our reserves earmarked to fund initiatives such as the new work which is a hallmark of our festival. We feel that a positive financial out-turn is no mean feat in these economic times.

Once again, on behalf of the trustees, our sincere thanks for your contribution. Without the support of our Sponsors, Benefactors and Patrons, this Festival could not provide the range and depth of programming that makes it such a success. We hope that we can count on your support for 2013.

With many thanks

Yours sincerely

Nick Brown
Chair of Southern Lakes Arts Festival Trust