

Date: 17th July 2021



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Good afternoon,

Bolton Food and Drink Festival 2021

I am writing to ask for your support ahead of the upcoming Bolton Food and Drink Festival.

As you will know, the festival is a major regional event which brings hundreds of thousands of visitors into the town centre every August Bank Holiday weekend.

With so much uncertainty around both funding and COVID restrictions, it would have been easy to cancel this year's event, but we have decided to go ahead because of the many benefits it brings.

Holding the festival this summer will give a boost to the local economy, rebuild confidence in visitors returning to the town centre and give everyone a much-needed lift after a difficult year.

But we cannot do it without your help and financial support.

With this in mind, I would like to introduce you to Michelle Tiffin, the team's Commercial and Sponsorship Officer.

Over the next few days, Michelle will be in touch to discuss the many exciting sponsorship packages and opportunities across all four days of the festival.

This will be a major milestone in the reopening of the local economy and I am sure you will want to be front and centre as we welcome everyone back to Bolton.

You will also receive an invitation to the Official Festival Launch on Friday 27th August; however if you are unable to support the Festival this year. We would welcome you to join us celebrating and sharing opportunities for 2022. Invitation details to follow soon.

Thank you in advance,
With very best wishes

A handwritten signature in black ink, appearing to read 'G. Brough'.

Gerry Brough
Director of Place Development

