



3830 Main Street  
Culver City, CA 90232

July 1, 2016

To Whom It May Concern:

On June 18<sup>th</sup> & 19<sup>th</sup>, we held our sixth Affair of the Arts – our first on Town Plaza. We're happy to share that participating artists, attendees and local businesses (especially those on the Plaza) felt it was a big success. We're excited to build on that success by holding a festival on November 19 & 20, 2016, thereby providing a shopping experience to Culver City residents and providing more value to participating artists. We will not have any food vendors participating.

Once again, we would like to have Culver City as a sponsor – this has already been preliminarily discussed with Council Member Jim Clarke who was at the festival. Since there is no budget for a monetary sponsorship, we request the following in-kind:

- Allow Affair of the Arts Street Banners to be placed throughout Downtown Culver City for 3-4 weeks prior to event. The Whole 9 shall pay for production of banners and the cost to hang the banners.
- Waive rental fee of Town Plaza.
- Waive \$170 event permit fee.
- Provide refuse collection on Town Plaza through Chrysalis.
- Waive \$417 (estimated) cost for City electrician to provide electrical hookup, and disconnection to event facilities.
- Waive \$144 (estimated) street banner permit to hang banners from light poles in downtown
- Waive \$450 per day fee and allow participating artists to park their vehicles on the former Washington Boulevard right-of-way adjacent to Parcel B. If this space is not available, provide parking in the City Hall lot or the lot on Venice & Bagley.

In return for sponsorship, The Whole 9 will provide the following (app. \$10,000 value):

- Include Culver City in the name of the event.
- Incorporate Culver City logo into Affair of the Arts logo.
- Include Culver City logo in digital and social media.
- Include Culver City logo in print and other collateral where other sponsors are recognized.

Thank you,

A handwritten signature in blue ink that reads 'Lisa'.

Lisa Schultz  
Founder  
The Whole 9, Inc.