



3830 Main Street
Culver City, CA 90232

February 2, 2016

To Whom It May Concern:

We're happy to share that participating artists, attendees and local businesses all felt our past five Affair of the Arts in Downtown Culver City were a success – artists sold art, attendees loved having an art and music festival downtown and most of our participating restaurant partners reported increased traffic. We're excited to build on that success by moving the festival to Town Plaza on June 18th and 19th. We believe that this location will not only be more appealing to attendees and participating artists, but that it will be more beneficial to the businesses downtown and especially the Culver Hotel, the seven restaurants on Town Plaza and the restaurants to the west near Starbucks. Because there will be ample food & beverage service, we will not have any food vendors participating.

Once again, we would like to have Culver City as a sponsor as has been preliminarily discussed in meetings with Council Members Jim Clarke, Megan Sahli-Wells and Jeff Cooper. 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.
- Waive \$175 (estimated) refuse collection costs (deliver empty trash cans concurrent with the event set up and pick-up of full trash cans after the conclusion of the event.)
- 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.

In return for sponsorship, The Whole 9 offers 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'. The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Lisa Schultz
Founder
The Whole 9, Inc.