

PAINTSCAPING

Your World is Our Canvas

6124 Lederer Avenue
Woodland Hills, California 91367
818-716-8762

www.PaintScaping.com
info@PaintScaping.com
fax: 818-691-0256

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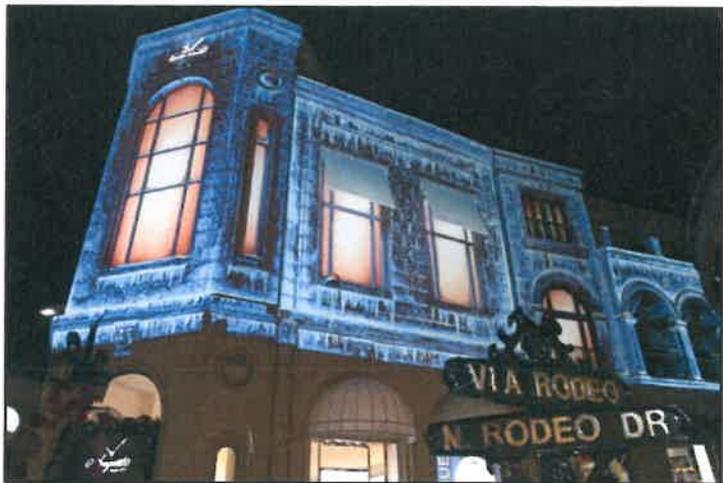
Nick Cucunato
LEED AP, Superintendent
City of Margate Public Works
102 N Rock Island Rd.
Margate, FL 33063

Dear Nick,

It is December 2016, and the anticipation is palpable. Obviously, social media has worked overtime, as THOUSANDS gather in front of the Margate City Hall.

Suddenly, out of nowhere, SANTA CLAUS appears on the roof. The crowd goes insane as The Big Man works his magic. A BUTTON appears right below him. "PRESS HERE TO START THE MAGIC."

Santa to the crowd: "Shall I do it?!!!"
"YES!!!!!!" they chant in union.
And so Santa obliges, and the building becomes the most amazing winter wonderland Margate has ever seen. Icicles dangle from the windows, silhouettes appear from inside, and lights dance around the building.



PaintScaping on Rodeo Drive, in Beverly Hills

The crowd is about to see City Hall like they've never seen it. For the next 4 minutes, there will so many oohhss, and ahhhhs, you won't be able to count them.

After Los Angeles, Las Vegas, Chicago, Cancun and Hawaii, PaintScaping has arrived in Margate, FL.

Needless to say, we are very excited to present our proposal for a 3D projection mapping Christmas show for the Margate Winterfest, 2016.

The show will include all of the following:

CONTENT

- 3D projection mapping show
- Duration: 3 - 4 minutes with audio. Exact duration TBD - based on musical choices, sound effects and other factors. We will work with your team to select the music and other effects appropriate for your event.
- Repetitions: The show can run repeatedly throughout the evening. Some clients want the show on the half hour, others on the hour. It will be at your discretion, and will not affect cost.
- Countdown: You can have a countdown clock running in between shows. That creates excitement and anticipation.
- Sponsor Loop: Some clients want to project a sponsor loop in between shows, along with the countdown. This can be "thank you's" to local businesses or ads or whatever you require.
- Still plate: Some clients want a single image projected on the building in between shows. With or without the countdown clock.

HARDWARE

- 1 18k lumens (or higher) HD projector
- Lens
- Media player
- Video and audio cables
- Weather protection
- We will need a 110v & 220v power drop at the location.

ARTISTIC DIRECTOR

We will assign an artistic director who will work with your team to design a show that is specific to your location. This process takes approximately three months.

REPRESENTATIVE IN MARGATE

One or two of our representatives on site for set-up, run of show, and strike.

SHIPPING AND INSURANCE

As needed.

THEME

Christmas and all things Winter and Wonderful!

PROJECTED AREA

The facade of City Hall will be our canvas. There are three options for projection area, as shown. Final area to be decided:



Option 1



Option 2



Option 3

COST

The cost of the 3D Projection Mapping show we propose is \$35,000. The show will take place on December 16, from nightfall until closing. You may run the show as many times as you wish that night. In between shows, you may wish to use the time for "thank you's," a "sponsor loop," or a countdown til the next show, as mentioned.

FINAL THOUGHTS

We hope this document will provide all the information you require. If you need anything else, please let us know.

Thank you again for the opportunity to present this proposal. Hopefully we will be working together soon to create an awe-inspiring show for Winterfest 2016!



Best,

A handwritten signature in black ink, which appears to read "Julia Bergeron". The signature is stylized and cursive.

Julia Bergeron
VP PaintScaping, Inc.
julia@paintscaping.com
818-716-8762