



Dear Lisa,

23rd June 2008

We are writing to offer Belu the exclusive opportunity to sponsor *The Fear of Falling*, a cutting-edge underwater photography exhibition at Shunt Vaults, London Bridge, this September. With Belu's support, you will have the chance to participate in a stunning artistic exhibition that seeks to inspire the general public's imagination. The Belu logo will be featured on all the show's publicity as well as being situated within the venue itself. This will enable Belu to reach a young professional 18-40 year old audience and have your brand seen and associated with a high-end art exhibition as well as a very stylish and fashionable central London location. The project has and will continue to create huge interest from a wide variety of sources and can therefore expect to generate maximum press coverage, offering Belu excellent publicity and exposure.

Through exhibition at the Shunt Vaults, *The Fear of Falling* will not only reach the visitors to the 'Shunt Lounge' member's bar, which has an average figure of 1,500 per week, it will also be promoted through extensive mail-outs and private invitations. Seeking to reach a broad and diverse audience, the marketing strategy will encompass: press releases, articles and reviews alongside promotion in newspapers, magazines and online. With a guaranteed second exhibition for 2009, all advertising and publicity will reach national audiences for an extended period of time. There will also be a website created especially for the project, where exhibition sponsors will be listed with links to their websites.

To realise *The Fear of Falling* the project's overheads include: costume production, photographic shoots, post-production, exhibition promotion and installation. The budget is just over £30,000 and to date we have received a £5000 grant from Arts Council England as well as secured over £20,000 in kind and through private contributions. The exhibition already has a significant number of generous sponsors but in order to complete the project we require additional financial assistance and now need to raise a further £5000 to secure our total budget. We would therefore like to invite Belu for an investment of between £500-£1000 or support in kind to help us meet this figure.

We trust *The Fear of Falling* will inspire you. If you would like to take part in this unique opportunity and support the exhibition then please contact Sophie on 07961 066709. Equally, should you have any further questions or would like any more information then please feel free to get in touch.

We look forward to hearing from you soon.

Kind regards

Sophie Lewis & Emma Critchley