To: City of Toronto  
Etobicoke- York Community Council  
Toronto, ON

AND TO City of Toronto  
City Council  
100 Queen Street West  
Toronto, ON

Re: Letter of approval for a SOP (Special Occasion Permit)

The management of Toronto African Film & Music Festival and Kinron Associates Event Services Management in partnership with CVR Empire Entertainment Inc would like to request the permission of the City of Toronto – Etobicoke-York Community Council to go ahead with our festival plans for an African Culture festival.

We were planning to have the Festival in City of Mississauga at the International Centre but it was decided by them not to hold the event there, so we began relocating to Downsview Park and then now Toronto Plaza Hotel we just received approval from City of Mississauga on July 2 City Council approval for declaring the festival a municipal significance to obtain the SOP permit from AGCO we are hoping that City of Toronto can approve the same request.

In this festival we have both local, national and international artists from Film, Music, Fashion, and food artists to showcase the Pan-African life style.

The festival will be for 3 days from Friday, August 29 until August 31, 2014 which be held at Toronto Plaza Hotel, 1677 Wilson Avenue, Toronto, ON M3L 1A5 we will have approx. 30,000-50,000 people over the 3 days. Friday & Saturday festival hours will be 10am-2am, and on Sunday from 10am – 7pm.
We will have Marketplace with a variety of foods and goods from the Pan-African community, showcasing African films, Fashion designs from as far away as South Africa, and Musical artists from local and international ports of call. We are having a African Gala Ball Dinner & Awards which is a sit down dinner and awards show for about 250-500 people on September 24th at the Royal York from 5:30pm – Cocktails 6pm-1am Dinner & Awards. For the SOP, which is to be used for the concert we will be holding on the Friday Night and Saturday Night, and the AGCO we were told we needed permission to have the Municipal Significance to have the beer tent and to have the African Wine during our African Gala Ball at the Royal York in September.

This dinner is a big part of the celebration of the Pan-African Culture, as every detail in the African Ball has been designed to be fully experienced by those who come out.

Several of our guests include the Lt. Governor General and the Governor General of Canada, the South African High Commissioner, the High Commissioner of Nigeria, and of Ghana, and many more.

Thanks for your consideration.

Yours truly,

Steven McKinnon
CEO
Kinron Associates Event Services Management

Paris Rogers
Executive Director
Toronto African Film & Music Festival
MEDIA LAUNCH INVITATION

Toronto African Film & Music Festival Announces 2014 Festival Line-Up

Toronto, Ontario – July 15, 2014 – From August 27 to 31 the Toronto African Film & Music Festival (TAFMF) will be showcasing fashions, music, and film from over 50 countries across the Continent. This year’s festival will screen 12 films and feature 15 musical acts including international headliners, 30 marketplace vendors and fashions celebrating African culture and history.

We are proud to be the first festival of its kind celebrating both Film, Music & Fashion in one landmark event.

What: The Toronto African Film and Musical Festival will be announcing its 2014 line-up which will include; four exclusive Canadian film premieres, and four headlining musical acts from Africa never before seen in Canada.

When: Tuesday, July 22, 2014, 6:00 p.m.

Where: Studio 2 at Fairmont Royal York, 19th Floor, 100 Front St W, Toronto, Ontario

Who: Paris Roger - Executive Director, Toronto African Film & Music Festival
Cheryl Nembhard – Creative Director, Toronto African Film & Music Festival
Richard Hope – Music Director, Toronto African Film & Music Festival
Julz Ossom - CEO & Founder, African Invasion Movement

About TAFMF

On August 27-31st, 2014, the Toronto African Film & Music Festival comes alive with sights and sounds celebrating the rich & diverse culture of Africa! The Toronto African Film & Music Festival is a Family event designed to reach all cultures and ethnicities as we experience the very best of Africa through Film, Food, and Fashion & Music!

The Vision was birthed in 2007 from Executive Director Paris Rogers. "As a Filmmaker and avid film patron, I became more and more fascinated with the culture as I realized the incredible stories coming out of Africa. I wanted to give these stories along with the rich culture a platform to be showcased and experienced, all at once. There is no better place to host such a festival than the City of Toronto, the most multicultural place in the world."
Join us as we highlight the works from premier Filmmakers, Musician and Fashion Designers spanning across over 50 countries that make up the cultural mosaic of Africa.

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Kinron Associates Event Services Management
Media@kinronassociates.com
Friday August 29, 2014

10am: Festival opens (Marketplace)
11am: Ribbon cutting – officials such as government, management, media
11:30am: Music starts on Stage
12:30pm: Film Program starts

Stage set times:

11:30 – 12:15  Act 1 (Music)
12:30 – 1:15   Act 2 (Music)
1:30 – 2:15    Act 3 (Music)
2:30 – 3:15    Act 4 (Music)
3:30 – 4:30    Act 5 (Fashion)
4:45 – 5:00    Act 6 (Music)
5:15 – 6:00    Act 7 (Music)
6:15 – 7:00    Act 8 (Music)

Film Program

12:30 – 2:00   Program 1
2:30 – 4:00    Program 2
4:30 – 6:00    Program 3

7:00pm        Main Festival ends Day 1
9:00pm        Opening Party – (TBA)
Saturday August 30, 2014

10am: Festival opens (Marketplace)
11:30am: Music starts on Stage
12:30pm: Film Program starts

Stage set times:

11:30 – 12:15 Act 1 (Music)
12:30 – 1:15 Act 2 (Music)
1:30 – 2:15 Act 3 (Music)
2:30 – 3:15 Act 4 (Music)
3:30 – 4:30 Act 5 (Fashion)
4:45 – 5:00 Act 6 (Music)
5:15 – 6:00 Act 7 (Music)
6:15 – 7:00 Act 8 (Music)

Film Program

12:30 – 2:00 Program 1
2:30 – 4:00 Program 2
4:30 – 6:00 Program 3
7:00pm Main Festival ends Day 2
9:00pm Main Music Concert – Sarkodie
Sunday August 31, 2014

10am: Festival opens (Marketplace)
11:30am: Music starts on Stage
12:30pm: Film Program starts

Stage set times:

11:30 - 12:15  Act 1 (Music)
12:30 - 1:15  Act 2 (Music)
1:30 - 2:15  Act 3 (Music)
2:30 - 3:15  Act 4 (Music)
3:30 - 4:30  Act 5 (Fashion)
4:45 - 5:00  Act 6 (Music)

Film Program

12:30 - 2:00  Program 1
2:30 - 4:00  Program 2

4:00pm  Main Festival ends Day 3 (MARKETPLACE CLOSES 4PM SHARP)

Sunday, August 31, 2014
- AFRICAN BALL - SONY CENTRE OF THE PERFORMING ARTS

7:00pm - 11pm  African Ball (Awards Show & Dinner)