



To: Rosalind Dyers
Committee Administrator
Toronto and East York Community Council
2nd Floor, West, Toronto City Hall,
100 Queen Street West
Toronto M5H 2N2

Cc: Sarah Waldock
Brittany West

From: Scott Rondeau

Date: May 12, 2014

Subject: Grolsch TIFF Activation September 4th-8th 2014

Dear Councillors,

We are writing in regards to *Grolsch Open House*, a four-day celebratory public consumer and film industry event that will take place during opening weekend of the Toronto International Film Festival (September 4 – 8, 2014), the largest public film festival in the world.

Grolsch, the iconic premium Dutch lager, was honoured to be selected as an official sponsor of the Toronto International Film Festival in 2012, 2013 & 2014. As part of the partnership, Grolsch serves as the presenting sponsor of the Festival's Discovery Programme, which supports and spotlights first feature filmmakers from around the world. The Grolsch Film Works Discovery Award was created to further showcase the beer brand's commitment to celebrating and supporting emerging filmmaking talent.

The partnership between Grolsch and TIFF, and Grolsch's commitment to independent film and emerging filmmakers, provides a platform to introduce a new, innovative four-day public event designed to celebrate film artistry. This includes showcasing emerging filmmaker's work, celebrating the "film score" and film "anthems", hosting

interactive live theatre and much, much more. It will take place in the heart of Toronto's Entertainment District, just around the corner from the TIFF Bell LightBox. We invite everyone to come try Grolsch's famous Dutch lager, in addition to delicious local food truck fare, and connect with other filmmakers and cinephiles alike. Grolsch, with the event skill of The Power Juncture Corporation, would like to provide countless enjoyable and memorable experiences for its guests.

In order to assure that our program runs smoothly and efficiently for all parties involved, we continually improve our efforts to provide a safe environment. Our management team is supported by experienced and well-trained event staff. Our team is well-versed in contingency plans, which we work on diligently with all of our partners; Grolsch, TIFF, our security companies, onsite paramedics and Power Juncture representatives.

We have arranged the necessary liability insurance as per SOP requirements. All of our staff who are involved with the serving of alcohol are trained and certified under the Smart Serve Program. We also have a system in place that allows us several check points to make sure that people are imbibing responsibly. One example of this is that we do not allow guests to buy beer directly from the bartenders, but rather they buy it from a ticket seller which allows us 2 points at which to engage with the guest to ascertain their level of sobriety.

We at The Power Juncture Corporation feel that *Grolsch Open House* is significant to the city of Toronto, as it offers the public a unique TIFF experience focused on the artistry of film. We look forward to a Festival intended for the people of Toronto and visiting tourists. The Festival is expected to attract approximately 250,000 people, supporting Toronto's International Film Festival.

We hope you agree with our plans for the 2014 Festival and see fit to designate us a significant event to the city of Toronto.

Sincerely

Scott Rondeau
Drink Inc. Events (Formerly Power Juncture Corp)

2014 Festival Dates & Times *

Friday, September 4th, from 3:00pm to 12:00am
Friday, September 5th, from 3:00pm to 12:00am
Saturday, September 6th, from 3:00pm to 12:00am
Sunday, September 7th, from 3:00pm to 12:00am
Monday, September 8th, from 3:00pm to 12:00am

* Final Dates/Times Subject to Change