KINRON ASSOCIATES
EVENT SERVICES MANAGEMENT



July 22, 2014

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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.

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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

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