

WP1 Concerts / United Festival Organization



"Entertainment For A Better World"



Sent Via Email
Mr. Duane Edwards

January 15, 2024

Re: USA For The Homeless

Dear Mr. Edwards:

This letter will memorialize WP1 Concerts' commitment to stage, produce and distribute a series of *"USA For The Homeless"* live charitable concerts, in order to help raise funds to address the cause of homelessness, in America.

WP1 Concerts, its partner United Festival Organization (UFO), and team of highly experienced professionals are prepared to bring our considerable skills, experience and contacts to stage, promote, produce and distribute your important events. Our team has participated in hundreds of high-profile, live, open air events, such as Live Aid, Farm Aid, World Environment Day, Tomorrow World, Cyberfest, Ultra Music Festival, Comic Relief Telethons, Jerry Lewis Telethons, and many other domestic and international concerts, festivals, and fundraising events and broadcasts.

Our responsibilities include arranging venues, budgeting, pricing and ticketing, promotion and marketing, procurement of artists, as well as streaming and broadcasting the concerts, via Television, Radio, the Internet, and Mobile Streaming.

In order to maximize Ticket Sales and Charitable Contributions, WP1 / UFO will:

- A. Solicit relationships with major Advertising and Marketing Agencies
- B. Stage major Press Conferences and regular news blasts;
- C. Announce a website with dedicated customer codes for online "e-ticket" purchases, as well as direct charitable donations;
- D. Issue a mobile phone customer code for e-ticket sales and public donations;
- E. Offer a "write-in address" for ticket buyers, who wish to have their tickets mailed to them, directly, and for charitable donors who wish to mail in their contributions.

I know that I speak for our teams at WP1 /UFO, when I say that we look forward to working with you, and to raising substantial funds to assist the needy and disenfranchised by making USA For The Homeless and its fundraising efforts, a great success.

I am available to answer any questions that may arise and can be reached at the number listed below.

In Service to Humanity,



Douglas Ivanovich
Chairman & CEO
WP1 Concerts, Inc.

cc. Ryan Olesen
Brian Weiner
Ron Lebow, ESQ

