



July 25, 2019

To Whom It May Concern:

Ventura Associates is an award-winning marketing and sales promotion agency uniquely equipped to handle every detail of a sweepstakes or contest promotion. We are a self-contained company with virtually all of our services and operations provided in house, e.g., promotional strategy development, writing official rules, winner selection, government sweepstakes registrations, winner selection and clearances, etc.

We are well versed in all available media including online, social media, on-site/events, print, peer-to-peer, direct mail, telemarketing, broadcast, email and text messaging. We closely monitor developments in the promotion industry, as we are involved in a variety of cutting-edge projects.

With Ventura Associates assisting in the development and execution of this sweepstakes you get the benefit of 48 years of experience in response-building promotions, just as we've done for other non-profits such as Ducks Unlimited, Rocky Mountain Elk Foundation, Veterans in Defense of Liberty, United States Deputy Sheriff's Association, Aircraft Owners and Pilots Association, WNET Public Television, American Cancer Society, Susan G. Komen Breast Cancer Foundation, James Beard Foundation and many others.

Ventura is staffed with seasoned professionals. Our management team represents a variety of experience in fundraising, sales promotion, advertising, direct response, social media, research and marketing strategy. Furthermore, as members of the Brand Activation Association, Direct Marketing Association, Direct Marketing Fundraising Association, Association of National Advertisers, and as administrators of hundreds of promotions per year, we are totally up-to-date regarding all relevant promotion regulations. In fact, our CEO is on multiple organizations' Legal Affairs Committees.

Here at Ventura Associates we have extensive experience in conjunction with sweepstakes and contest legalities throughout the U.S. and abroad, to ensure compliance nationally with all pertinent regulations.

Importantly, we have worked with Jack Halpern of Joint Marketing Solutions for over 10 years executing fundraising sweepstakes. Currently we are working with Jack in conjunction with Matt Roper on the execution of the Race to the Top fundraising sweepstakes for school programs throughout the country. It is designed to be used by multiple groups and to cover laws in all states.

Rest assured compliance across the United States is forefront in our minds for this, as well as all, promotions. We wrote all official rules and legally mandated disclosures. These, as well as the campaign materials, were then reviewed us internally and by senior legal counsel at the prestigious law firm of Manatt, Phelps & Phillips, LLP. They were also reviewed and approved by a partner at the highly respected Canadian law firm, Miller Thomson LLP of Toronto, Ontario to assure Canadian compliance. (Note, however this promotion is not open to residents of Quebec Province.)

What's more, Ventura maintains the following insurance coverage to support our indemnification of this sweepstakes: General Liability, Umbrella Coverage and Professional Liability.

Yours truly,

A handwritten signature in black ink that reads "Maria Altberg". The signature is written in a cursive, flowing style.

Maria Altberg

President, Non-Profit Engagement Solutions Division