

RE: Hollywood ED Discount Card

To Whom It May Concern:

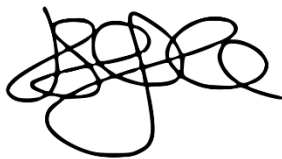
The Hollywood Chamber of Commerce and the Hollywood Property Owners Alliance (HPOA) have partnered to create the Hollywood ED Initiative, a program that promotes the post-secondary schools throughout Hollywood and their diverse educational programs. We have an opportunity which we believe will benefit your business.

One of our most recent projects is the establishment of the Hollywood ED Discount card, which will be made available to students, faculty, and alumni, to help incentivize them to dine and shop in Hollywood and expand your business' customer base. The discount card would be a service extended to all schools who are part of the initiative, and would be provided to all students and/or faculty and alumni at absolutely no cost.

If you were interested in participating, the only cost to you would be the discount you choose to set for the cardholders. In return, your establishment will be listed on the HPOA and Chamber's website, included in our list of partners, and mentioned to all Hollywood ED members who receive the card. In this packet you will find more information regarding the schools involved, a mock-up sample of the discount card itself, and the agreement form you must sign should you choose to participate.

The Hollywood Chamber and Property Owners Alliance always seek to improve our community. Through this program, we hope to not only benefit our local businesses, but also to support our local schools. We thank you for your considerations, and should you have any questions, please feel free to contact the Chamber's VP of Public Policy, Nicole Shahanian (nicole@hollywoodchamber.net).

Regards,



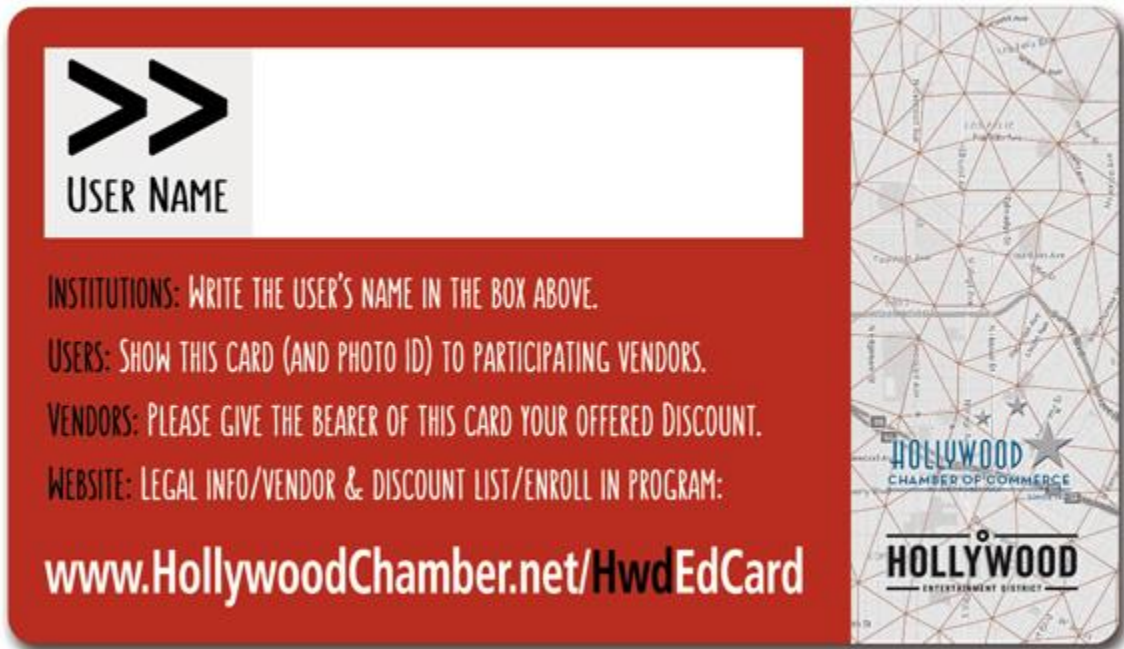
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Hollywood ED: Participating Schools

American Academy of Dramatic Arts
AMDA College & Conservatory of the Performing Arts
Elegance International
Emerson College
Hollywood Film & Acting Academy
International Dance Academy Hollywood
International Institute of Film and Acting
Kings Colleges
Los Angeles Film School
Los Angeles Recording School
Los Angeles Center of Photography
Los Angeles City College
Musicians Institute
SAE Institute of Technology
The Second City Hollywood
Stella Adler Academy of Acting & Theatres - Los Angeles
Theatre of the Arts





Discount Partnership Agreement

This letter sets forth the terms of the agreements between _____, hereafter to be referred to as Vendor, and the Hollywood ED* Committee, hereafter to be referred to as Hollywood ED, pursuant to which Vendor will provide and will promote discounts on their products and services to members of the Hollywood ED Initiative. Vendor agrees to enter into this agreement with Hollywood ED on this day, _____.

The agreement is based on the following provisions:

- 1. Vendor agrees to provide members of the Hollywood ED Initiative with the discounts set forth in the Appendix to this letter of agreement. To receive the discounts, a Hollywood ED member must present his/her membership identification card.
2. Hollywood ED may actively publicize the discount to all of the members who are part of the initiative, in letters sent to other potential businesses, and on the Hollywood Chamber of Commerce and the Hollywood Property Owners Alliance website.
3. Hollywood ED and Vendor will each appoint a coordinator to oversee the administration of this agreement. In the event that Hollywood ED learns of a member who has not received the discount provided for herein, Hollywood ED will promptly notify the Vendor coordinator who will investigate the matter and make the best effort to rectify the situation.
4. Hollywood ED and Vendor each agree to indemnify and hold the other harmless for any losses, including reasonable attorneys' fees arising from its wrongful acts or omissions in connection with its acts or omissions pursuant to this agreement.
5. This agreement shall run for a period of one year, from _____ to _____ and shall thereafter automatically renew for periods of one-year unless either party gives notice of an intention to terminate at least thirty days prior to the expiration of this agreement. In the event that the Vendor wishes to no longer provide the discount, a notice must be sent to the Hollywood Chamber of Commerce (info@hollywoodchamber.net) no later than thirty days prior to discontinuing the discount.

Signed:

Hollywood ED Representative Name

Hollywood ED Representative Signature

Vendor Representative Name

Vendor Representative Signature



*Hollywood ED is an initiative of the Hollywood Chamber of Commerce and the Hollywood Property Owners

Appendix

_____ agrees to provide the following discount(s) to members of the Hollywood ED Initiative:
