October 21, 2015

Kathy Gorham
Procurement Agent
University of Michigan
Procurement Services
3003 S. State Street
7071 Wolverine Tower
Ann Arbor, MI 48109

Dear Kathy,

We are thrilled to have had the opportunity to submit an RFP response for this important event celebrating the history of University of Michigan.

We're proud to present what we think are some exciting initial ideas for 2017: A Michigan Odyssey, and hope that they help you imagine how big and momentous this event could be.

Enclosed you will find 10 sets of the proposal deck and jump drive with all the information requested in the RFP, as well as printouts of the completed templates including the supplier questionnaire, signature page, intent to respond and cost template.

Both the creative and budget detail included in our response are intended to start the conversation in order for us collectively to develop the best possible Bicentennial celebration. While not completely, independent of the design and outlined show to-date, the numbers are intended to show possibilities related to the size and scope of this event and are not meant to represent a 1:1 relationship with the designs put forward.

Rather, the budget ranges above are a jumping off point for discussions to establish the UM Bicentennial Committee's priorities, both creative and financial. We look forward to the opportunity to work hand in hand to marry the two as we move forward.

Again, thank you for this opportunity, and we very much look forward to presenting our ideas in person early next month. We look forward to hearing more details from you about November 2nd, 9th or 10th.

Kind regards,

Jennifer Kurland
President & Principal

Encl.