

AGREEMENT – CULTURAL COUNSEL – Avant Gardner

This Agreement (this “Agreement”) between Cultural Counsel LLC, a New York limited liability company (the “Company”), and Avant Gardner, LLC (the “Client”), is entered into as of June 15, 2017 (the “Effective Date”). Each of the Company and the Client is sometimes referred to herein as a “Party” and, collectively, as the “Parties.”

For good and valuable consideration, the adequacy of which each Party hereby acknowledges, the Parties agree as follows:

Scope of Services

Cultural Counsel will conceptualize, manage and execute a communications strategy to promote the venue commonly known as Avant Gardner as an innovative force in New York City’s live event landscape.

To achieve these goals, Cultural Counsel will carry out the following actions:

- **RESEARCH:** Thorough research on past media coverage and critical writing on Avant Gardner; the history of the CityFox, Brooklyn Mirage, and Reynard Productions; and recent press on headlining acts for key upcoming events.
- **STRATEGY:** Develop a strategic media outreach plan in collaboration with Simar Singh and key stakeholders.
- **COMMUNICATION:** Define main talking points about Avant Gardner and its significance on local, national and international levels.
- **MATERIALS:** Create relevant press materials for Avant Gardner, including programming releases, leadership biographies, mission statement, etc. **Cultural Counsel will employ professional editors and critics to develop press materials with no additional charge to the client.**
- **ADVANCE PRESS COVERAGE:** Create a wide list of local / international press outlets in relevant countries for maximum coverage utilizing existing assets.
- **TARGETED OUTREACH:** Ideate a linear strategy that leverages news angles / pitches for the music, real estate, art, design, general interest, travel, and lifestyle press, as well as specific more targeted pieces on each particular asset of Avant Gardner – The Brooklyn Mirage, The Great Hall, and The Kings Hall.
- **PROFILES:** Work with top-tier journalists to develop long-lead profile pieces on leadership team – Billy Bildstein, Simar Singh, and Philipp Wiederkehr.

