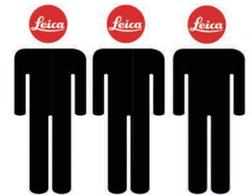


You Are Here is a show by emerging urban art gallery and collective, **ThinkTank Gallery**, co-curated & produced by street photography professional **Eric Kim**. It is hosted in the heart of the fashion district, perched above the iconic **Santee Alley** in a large warehouse space, to which it pays due respect. **32 photographers** are hand-selected and given 10 days to photograph within the perimeters of a single square block. Packed with culture, the city of LA welcomes its creative crowd into this historic neighborhood. Artists are asked to capture this bustling area and respect its unique nature as the neighborhood evolves into becoming the epicenter of art in Los Angeles.

WHAT WE'D LIKE TO ACCOMPLISH THROUGH PROPOSED PARTNERSHIP

- **TO HAVE THREE LEICA REPRESENTATIVES JUDGE A CONTEST**

As we desire to focus heavily on Leica as a sponsor for this show - it seems like a perfect fit, after all! - we would be quite honored if three members of the company would assist the gallery in selecting the best photographer that represents street photography in the area for which a prize would be given, outlined below.



- **TO RECEIVE ONE LEICA VLUX-30 CAMERA TO GIVE AWAY**

The current VLUX-30 campaign is a compelling one. We feel that the ongoing "the city is your playground," "go play," and "fire your imagination" tagline campaign fits perfectly with our theme. Giving away this camera would be a natural and inspiring prize for our artists' hard work.



- **A MONETARY SPONSORSHIP OF \$ 2,500**

Well-done photography exhibitions are few and far between, and a well-done, inspiring street photography exhibit is even harder to find. We want to encourage creative expression in our street photography community by providing them with framing services. If Leica could help make this happen, it would make the overall production much smoother. The sponsorship would also help with the video outlined below.



- **TO BORROW FOUR LEICA CAMERAS/LENSES**

There are five featured photographers, upon whom we will focus heavily upon in the video production, curating, and marketing - including interviews and prime wall space in the gallery. We would like to give these five artists Leica cameras (Eric already has one) with which to shoot during the production. Our overall statement is that Leica is the quintessential street photography camera.



- **TO RECEIVE LOGOS/CREATIVE BRANDING CONTENT**

Heavy focus on social media is vital in any successful marketing campaign. ThinkTank Gallery will run a robust promotion for this show. Pushes toward Leica's Facebook, Twitter, and blog would be beneficial to all parties. A video documenting the "invasion" with great viral potential is also in the works, with platforms on which to promote it. Leica has input on this video's creation and heavy marketing space within said video, including slogans and logos. The red dot is an integral part of *You Are Here's* imagery, and Leica knows a bit about the red dot!

