

Stanley-Williams Presentations

1715 37TH STREET, N.W.
WASHINGTON, D. C. 20007

ROBERT B. STANLEY
HARDING DE C. WILLIAMS, JR.

October 7, 1975

Ms. Helen Schneyer, President
Folklore Society of Greater
Washington, Inc.

Dear Helen:

This letter follows up our recent telephone conversation concerning the agreement between the Society and ourselves (SW). The agreement calls for SW to present, and take the financial risk for, concerts under the sponsorship of the Society. Performers and dates are to be cleared with the Society and members receive a 25% discount on mail order tickets. At the end of the season, SW pays the Society, or makes a donation, of 20% of the net, if any, after deduction of actual expenses, which do not include a fee, or other charge, for the time of Bob or me.

We believe that this arrangement has been mutually beneficial, and look forward to its continuation.

When we first entered into this agreement, we based the donation on a rough estimate of the savings which would result from the lower "charity" advertising rate from the Post and Star. This savings could then benefit the Society and we would have the advantage of your publicity and support. As you may know, the Post has discontinued the lower rate for charitable groups. Since about two thirds of our advertising is placed in that paper, this results in a substantial increase in our costs. This fact plus the fact that costs in the concert business, as in others, are increasing by amounts greater than the capability of being passed on to the concertgoer (and we do like to keep ticket prices as low as possible) we are proposing a percentage reduction to 10% of our net, for the current season, with no reduction in the discount to members of the Society.

If you have any questions on the matter, please do not hesitate to call me at 331-0270. We both look forward to bigger and better concerts. I am attaching some flyers for the Manitas de Plata concert on the 23rd. We need all the help we can get on this one. Hope to see you there.

Sincerely,