

To:

Subject: ***IN SEARCH OF NEW ALLIANCES***

Ref: .ORiGgi 2copy/419A

Dear entrepreneur,

With pleasure I would like to introduce you to *THE .ORG*. *THE .ORG* is a facilitating idealistic organisation which investigates possibilities within existing networks. We research possible cooperation's with the aim to deliver benefit for both parties.

Recently a lot of attention went out to new government policies introduced by Sir Halbe Zijlstra, the Secretary of State from the departments; Education, Culture and Science. He states that the actual art funding only supplies negative impulses to the culture sector. It makes this sector lazy and introvert. Artists and art institutions should be more focused on attracting public and cooperate with the market when it comes to their activities. A recent article in a Dutch newspaper; *NRC handelsblad*, shows an enquiry that this is not only the opinion from the government but even 6 out of 10 people supports this complaint.

As well as *THE .ORG* as Halbe Zijlstra agreed on the fact that experiment is essential for an innovative society. After changing thoughts with the Secretary of State a few times, we have decided to activate a new form of fundraising to keep the experiment within culture alive. Aware as Sir Halbe Zijlstra is of the support of enterprising Netherlands he advised me to contact the market.

I would like to ask a short moment of your time to reconsider the next opportunity *THE .ORG* supports. As scheduled Sunday 22 January an exhibition will open in your nearby neighbourhood. This exhibition has the title '***IN SEARCH OF NEW ALLIANCES***', it means searching for and starting of new participations. Here you can find more information about this project online: [www.insearchofnewalliances.blogspot.com](http://www.insearchofnewalliances.blogspot.com)

The government suggests that companies and private persons should support the arts and culture more direct, by becoming a patronage and support exhibitions, individual artists and/or art initiatives. As a representative of *THE .ORG* and send by this new government I urgently request within the possibilities of your company to look for sponsorship opportunities. Not only financial support is welcome but also sharing expertise and supplying materials is wished for.

The exhibition starts from 22 January till 4 March 2012 at the artist initiative **P.ART of your life** located at the baileystraat 11A (Marlanden G5), Zwolle, The Netherlands.

This space is provided by **Brouwers Accountants**. Eight Young experimental artists who make socially involved works are for now without any financial resources preparing this exhibition and need your help.

There are several ways in which we can contribute to your company. You can think of 'special treatment' at the opening and at times the exhibition is on show. It could be a nice opportunity to share time and thoughts with colleagues and other entrepreneurs from the Marlanden. There will be publicity for your brand and you can think of an innovative exchange of knowledge and possibilities of collaboration with *THE .ORG* in the future.

We look forward to your response and a fruitful collaboration.

Sincerely,  
Edwin Stolk  
(Spokesman of THE. ORG)

Signature: