



1313 HARBOR BLVD., ANAHEIM, CALIF. • TELEPHONES: KEYSTONE 3-4456 AND MADISON 6-8605

June 23, 1965

Illinois Commission-New York World's Fair
160 North LaSalle Street, Room 533
Chicago, Illinois

Attention: Mr. James A. Cassin, Executive Director

Gentlemen:

This letter confirms, and when signed by each of us shall be the agreement regarding the Illinois Commission-New York World's Fair booth located at the "Great Moments with Mr. Lincoln" attraction in the Main Street Area of Disneyland Park.

We shall make available for your use, space in an area within Building #21103 at the exit from the "Great Moments with Mr. Lincoln" attraction, which area is delineated in red in the plot plan attached hereto. The space shall be used by you for dissemination of information regarding tourism in the State of Illinois. You shall provide this information gratuitously to patrons of Disneyland Park and not sell any material or merchandise whatsoever. Such information may be verbal or consist of printed material containing information concerning tourist attractions, public transportation, roads and highways, and such other similar information as may be reasonably connected with tourism in the State of Illinois.

You shall, at your expense, construct and install a booth from which tourism information can be most expeditiously disseminated. All such construction and installation shall be in compliance with plans and working drawings which have received our prior written approval. The design and decor of the information booth is subject to our prior written approval, to assure it is in keeping with the overall theme, plan and decor of the Main Street Area of Disneyland Park and the "Great Moments with Mr. Lincoln" attraction. All display material shall be in keeping with the high standards of Disneyland Park. You shall supply all printed material and information to be disseminated

at your expense. We have the right, in our sole discretion, to approve what written material may be given away, which approval may be based in part upon the quality or quantity of similar matter given away by others in Disneyland Park. Further, you agree not to give away or display any merchandise or material whatsoever embodying any character or personality from any motion picture, television film or comic strip, whether cartoon, fanciful, or natural person.

We shall have the right to approve the manner and form in which all rights granted you are exercised. However, we understand the primary objective of your booth at Disneyland Park will be to publicize and promote tourism in the State of Illinois to our patrons, and any approvals needed shall not be unreasonably withheld.

We shall operate the information booth on your behalf during those hours Disneyland Park is open to the public and shall provide all personnel necessary for such purpose. We shall be responsible for the hiring, compensating, and training of such personnel, but you shall have the right to consult with us prior to their being hired with regard to your specific needs. We shall provide maintenance, janitorial in nature, of the booth and the area in which it is located and any refurbishment or repair will be at your expense.

As consideration for our obligations and the rights herein granted to you, you agree to pay to us the sum of Sixteen Thousand Three Hundred Dollars (\$16,300.00) upon execution hereof.

The term of this agreement shall commence on the official opening of the information booth and continue for one (1) year thereafter, at which time, this agreement shall terminate and be of no further force or effect. The official opening date of the booth shall be established, for the purposes of this agreement, by separate letter of acknowledgment between us.

It is our understanding that in addition to the Illinois Commission-New York World's Fair, the Division of Tourism of the Board of Economic Development of the State of Illinois is to pay a share of the consideration and is to have an interest in the information booth and, therefore, shall be bound by the same terms and conditions as you.

If this letter accurately states your understanding of our agreement, please sign all three (3) copies in the space provided, and have the

June 23, 1965
Page Three

Chief of the Division of Tourism sign in the same manner. Return one fully executed copy to our office, and retain a copy for your files. The third copy is to be retained by the Division of Tourism.

Very truly yours,

WALT DISNEY PRODUCTIONS
DISNEYLAND DIVISION

BY: _____

ITS: _____

ACCEPTED AND AGREED TO THIS

_____ DAY OF _____ 1965.

ILLINOIS COMMISSION-NEW YORK WORLD'S FAIR

BY: _____

ITS: _____

ACCEPTED AND AGREED TO THIS

_____ DAY OF _____ 1965.

STATE OF ILLINOIS
BOARD OF ECONOMIC DEVELOPMENT
DIVISION OF TOURISM

BY: _____

ITS: _____

JGR;mee