



Dear Special Event Liquor License Board,

It is with great excitement that we introduce you to Colleen's Dream Foundation and request a Series 15 Special Event Liquor License for our upcoming 2015 *Cocktails & Couture* event!

Colleen's Dream is a Phoenix-based, qualified 501(c)(3) non-profit organization that funds ovarian cancer research with an emphasis on developing an early detection test and improved treatment options. Ovarian cancer is commonly referred to as "the silent killer" because there is no standardized early detection screening tool and its symptoms generally do not arise until the cancer has spread.

Colleen's Dream was founded in 2012 by Nicole and Billy Cundiff, 11-year veteran kicker in the NFL, in honor of her mother, Colleen Drury. In the nearly two years Colleen's Dream has been operational, it has garnered unfathomable support and quickly became the largest, privately funded, ovarian cancer specific non-profit in the state of Arizona. Colleen's Dream fulfills its mission by partnering with the top gynecological oncologists and research-based hospitals in the United States.

Cocktails & Couture is a unique and exclusive fundraising event featuring the latest fashion trends provided by top boutiques Amy, inc. and Bonafide, craft cocktails, beer, and education, and delectable culinary fare by The Upton. It will be held on the evening of Friday, September 25th, at the Price House, a Frank Lloyd Wright original home located at 7211 N. Tatum Blvd. Paradise Valley, Arizona.

All of the alcohol served at the event will be donated by Tito's Handmade Vodka, Crescent Crown Distributing, and Youngs Market. The event will feature several mixologists who will be serving sample-sized craft cocktails designed to teach our guests about new and unique combinations. There will be some standard sized craft beers and cocktails served. No alcohol will be sold and therefore we do not have a contract providing that Colleen's Dream will be receiving at least 25% of the proceeds.

There will be hired security provided by Pride Group to monitor all areas where guests could enter and exit the private residence. There are barriers created by elevation of the premises and as well as block and retaining walls, which prevent guests from coming and going through alternative routes. Further, security will be posted near the alcohol stations to ensure guest safety. It should be noted that the mixologists and servers are all professionals and will be trained not to over-serve guests.

Colleen's Dream Foundation is committed to the safety and security of our guests and supporters. Please feel free to contact us with any questions or concerns.

Respectfully,

Michelle Batschelet

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*Colleen's Dream Foundation is a tax-exempt charity under the IRS code section 501(c)(3), tax ID# 45-5323829.