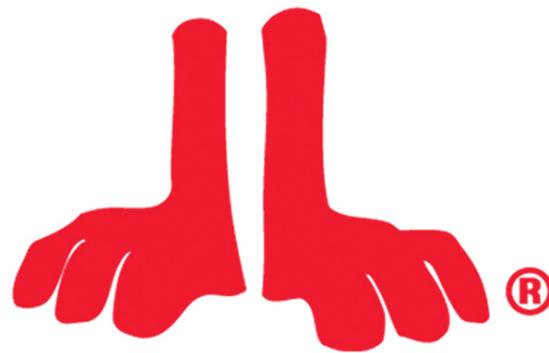


Proposal For:

Alberta Standardbred Horse Association



mascots.com

Street Characters Inc.

1-800-MASCOTS

“We Entertain The World Creating The Absolute Best Mascots. Period!”

Overview:

Thanks very much for the opportunity to include Street Characters Inc. in consideration of your mascot for Alberta Standardbred Horse Association. We are very interested and excited at the prospect and opportunity of this project.

In 1984 Street Character's Founder and Topdog, Glenn Street, along with a friend built and launched what turned out to be the very first mascot in the NHL, and one of the first mascots in Professional Sports, "Harvey the Hound" of the Calgary Flames.

Glenn and his friend owned and operated Harvey with one of them performing as Harvey at each game. Teams would come and play the Flames and inevitably Glenn would get a call a few days later from the visiting teams asking if he could create a character for them as well.

As both Glenn and his Friend had full time jobs they would pass on the opportunity believing there wasn't enough business to form a Company. The requests continued to pour in, and in 1987, the pair became partners and started their new venture.

As a pioneer in our Industry, Street Characters has worked with more Colleges and Professional Teams than anyone, and we live and breathe our Mission of creating the "Absolute Best" characters every day.

Glenn's experience as a Mascot Performer gives Street Characters a unique perspective in our Industry. Making your character look the way you want it to look is the easy part, making the costume "User Friendly" (lightweight, durable, easy to maintain, mobile and safe) truly requires someone with experience. After all, if your performer can't wear the costume, it's of no use to you!

Glenn's high standards go beyond just the design of the character. All costumes are made with the absolute best materials to ensure long life, comfort and durability. One quick example is we use new technology "Dry Wick" fabrics to line our costumes. We are not aware of any other Company that even lines their costumes. Why do we do it?

- A) The back of the fur is very coarse and chafes the Performer (comfort)
- B) The fur of the character is knit, just like a sweater, having a fabric to back it helps the costume keep its shape (durability)
- C) We use Dry Wick mesh because it is the proper fabric to use. (quality)

In order to make the best, you also have to hire the best. Street Characters has the highest hiring standards in our Industry. Team Members must have a College Degree or Diploma in their craft to join our Team.

To work in our Sewing Department, you must have a Degree or Diploma in Apparel Technology, Costume Design or Garment Design and Construction. Our Props Department requires Team Members to have a Degree in Theater Arts – Technical Stream. This means these individuals have been properly trained in making 3 Dimensional objects for the theater industry, and more importantly, have been taught how to keep proper records when doing so.

We have learned the hard way that “Self Taught” individuals just don’t have the skills to meet our rigorous standards.

To learn more about our standards please see:

<https://youtu.be/VxxjW0PmK1o>

<https://youtu.be/j2yqnsamPjE>



Principal Contacts:

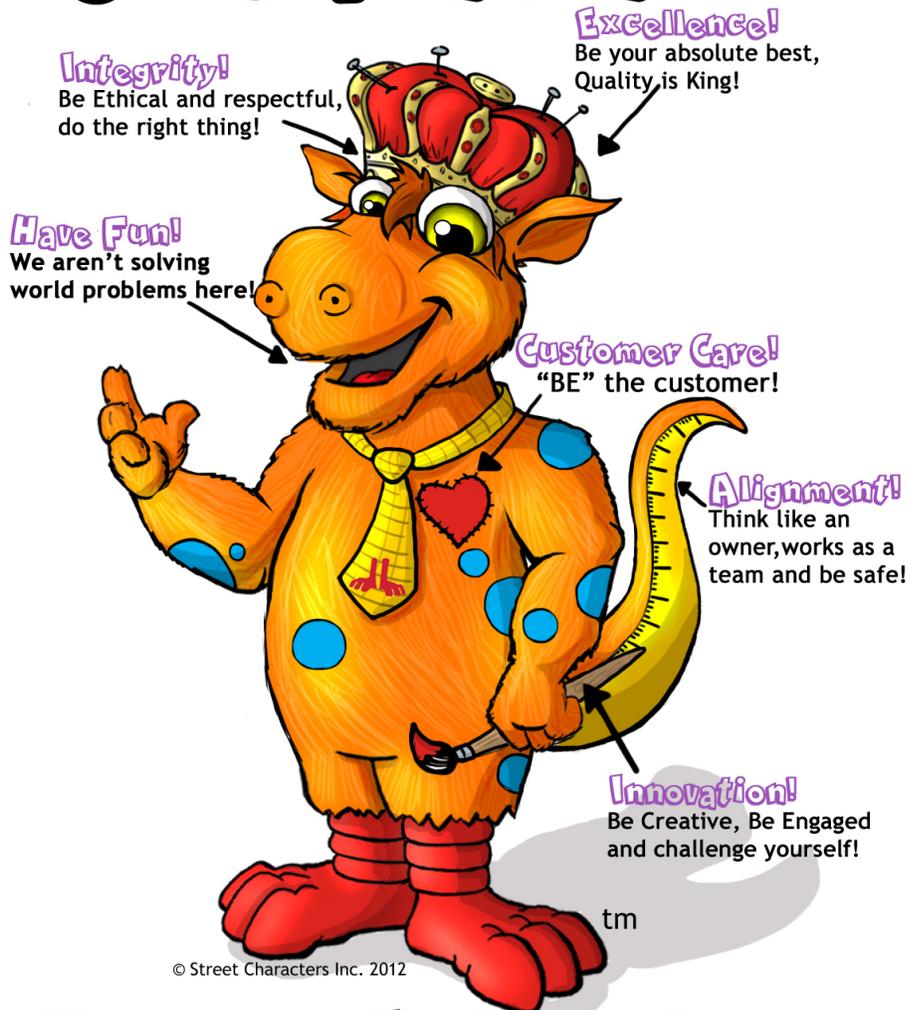
Aubrey Fishman, our Chief Seller of Mascots will be your initial main contact leading up to when the costume is started and quarterback the overall project

Shannon Reeves, our Concept Artist, with her endless creativity and patience, Shannon will work with you through the design process of your mascot

April Halden, our Production Manager, will be your main contact once the art is approved and through the production process through until delivery

Glenn Street, Founder and Topdog, Glenn will monitor the progress of your Street Character through our daily Team Meetings and is there to problem solve.

Our Corporate Values



Character Is Everything!

Street Characters implements an exclusive 12-step Mascot Ergonomics System™ when designing and manufacturing our mascots. Our Mascot Ergonomics System™ includes the following steps:

Ergonomics: human factors incorporated into engineering & design.

Mascot Ergonomics: ergonomic, safety, durability and comfort considerations for human performers inside of wildly creative costumes while doing high-performance mascot stunts

1. Design Practicality Test

An important check: to make sure that the creative design does not impose any practical limitations... such as a mascot head that is too large to fit through doorways, or a fabric that is too hot for warm climates.

2. Mascot Feet

We will utilize either a 3 strap recessed base so Performer can use their own shoes or a built-in running shoe mounted to the foot base. Either option provides comfort, safety and proper mobility. We can also customize and accommodate other options.

3. Mascot Crash-testing™

This is an important safety element to eliminate any potentially dangerous protrusions within the Mascot costume in the event of a fall or over-enthusiastic fans mobbing a performer.

4. Mascot Ingress & Egress

Enjoy the convenience of being able to put on and take off a Mascot Costume by yourself without requiring an assistant. Plus enjoy the safety of knowing you can get out quickly should an emergency situation arise.

5. Mascot Vision™

Years of experience have enabled us to perfect a vision system that enhances your safety and performance without compromising the appearance and illusion of the mascot character.

6. Mascot Mobility™

Our extensive experience gives your costume the important flexibility you need to better perform stunts and interact with audiences while maintaining a high comfort level. The President of Street Characters spent many years as an NHL mascot, and we understand that a high-performance mascot must have unencumbered body movements.

7. Operation Lightweight

Our proprietary manufacturing process gives you the strongest and lightest weight head and body components available. Less weight means less fatigue and fewer things like neck pain. This in turn means better performing mascots.

8. Head Superiority

Nobody in the world makes a better Mascot head than Street Characters. They breathe better, they are more responsive to head movements of the performer, they have better ventilation, they have better vision, and are safer to use. Very compelling reasons.

9. Mascot Venting System™

Having been pro mascots ourselves, we know the importance of proper venting systems. Helps ensure the performer doesn't get too hot.

10. Moisture Resistant Materials

Actually wicks the perspiration away from the performer's body. The performer feels better and the outfit does not get all sweaty. Plus the costume is easier to maintain & clean - most of which can be done in-house. Avoid expensive dry-cleaning and repair bills.

11. The Material Breathes

Using material that breathes helps the performer and makes sure the outfit does not get damp, thus helping to avoid mildew and material rotting.

12. Versatility

With our expertise, we are able to make our Mascot costumes adjustable so that they can fit a wide range of performers without sacrificing any of the close fit necessary for performance

Mascot Clients:

We have helped close to 800 Colleges, over 900 Universities, numerous other Schools, Teams (Major and Minor League) and Corporations with their mascot programs!



We had three of the four mascots in the 2017 Super Bowl (Houston Super Bowl Host Committee, Houston Texans and Super Bowl Champion New England Patriots), represented both teams in the 2018 Super Bowl (New England Patriots and Super Bowl Champion Philadelphia Eagles) again in 2019 (Los Angeles Rams and Super Bowl Champion New England Patriots) and the 2020 Super Bowl Finalist San Francisco 49ers. We also proudly work with the 2019 Stanley Cup Champion St. Louis Blues, the 2020 World Series Champion and 2021 Finalist Los Angeles Dodgers and 2022 Super Bowl Champion Los Angeles Rams.



Some of the mascots we have designed and or produced in Alberta include Alberta Arthritis Society of Alberta/NWT, Balzac Business Community Association, Big Chief Meat Snacks, Bishop Carroll High School, Bowness High School, Brooks Bandits, Brooks Junior High School, Calgary Bantam Football Association, Calgary Fire Department, Calgary Sports & Entertainment Corporation (Calgary Flames, Hitmen and Roughnecks), Calgary Transit, Carey Management, Cochrane Family Services, Country 105, Cross Country Canada (Canmore), Deco Windshield Repair, Drumheller Dragons, Edge School, Forest Lawn High School, Henry Wise Wood High School, Hockey Calgary, Husky Energy, Impark, Joso's Play and Learn Centre, Lake Louise Ski Area, Lethbridge Bulls, Lethbridge Hurricanes, Lethbridge Community College, MD of Rockyview, Medicine Hat Christian School, Mount Royal University, Okotoks Oilers, Osum Oil Sands Corp, Prostaïd Calgary Society, Savanna Energy, Sunny 94 (Lacombe), University of Lethbridge and Yann Haute Patisserie.

Some key features of our mascots include:

- 1. Fully customized**
- 2. Body lined in a moisture-wicking mesh material**
- 3. Built-in muscles**
- 4. Triple stitched**
- 5. Lifetime Limited Warranty against defects
(not wear and tear)**

Longevity and Durability:

Team mascots are the most difficult to build because they are so active.

Our mascots are made for highly active sports mascots who are out for long periods of time. Our mascots are typically made to last for up to 300 appearances if maintained properly. We have some Pro Sports team mascots and other extreme characters who can reach 300 appearances over one or two years (re: games, community events, etc.) and we have seen some costumes that are used more moderately and are over 20 years old. The main way to keep your Street Character lasting is by properly maintaining it by cleaning it when needed, and do repairs as soon as they are identified. Your Street Character is like your car, if you notice a small problem and deal with it right away, the repair time and cost is minimal, however if you choose to ignore it the costs to repair it increase greatly.

Our mascots are crafted to require minimal maintenance for example all of the seams are stitched twice, then bound, then stitched again (re: triple stitched).

For easy and inexpensive care, most parts of the mascot body and clothing will be machine washable, which will help to extend the life. Specific cleaning instructions will be included with your new mascot and we are here to support you as well if you have further questions.

Parts of a costume will wear out or be damaged from time to time. We offer a full parts replacement program where we will replace only the parts you need, and not require you to order a whole new costume.

We have a Mascot Spa and you may consider budgeting a deep clean on occasion.

We also include a Limited Lifetime Warranty for your mascot against defects and workmanship (not wear and tear).



Drexel Dragons

©Street Characters 2002

Artwork and Licensing (if required):

You can provide artwork or we can get our Concept Artist involved to create a sketch.

We will offer to complete an initial concept and up to three (3) revisions at no charge if this project is within your projected timeline, estimated budget and is not a lowest price-only bid situation. Beyond this, we reserve the right to charge for art (re: \$75 +GST per hour) but would advise you in writing prior to moving forward.

Please note you would still be responsible for licensing of Street Characters created artwork, if required and these are the two options:

1. Exclusive License Agreement (ELA) plus conversion of the original sketch to higher resolution (Vector/AI/eps) format \$1,500 +GST (\$1,000 license + \$500 art conversion), which allows you to use the Street Characters sketch for print and to produce merchandise (re: dolls, bobbleheads, etc.). Please note this will be reduced to \$1,250 +GST (\$1,500-250) if ordered at the same time as the new mascot.
2. Outright Purchase of All Rights license is \$5,000 + GST, which allows you to take the Street Characters design and/or mascot to another mascot manufacturer to reproduce/replicate the physical mascot now or down the road

Once you purchase the ELA, you can purchase the Outright license at any time down the road and pay the difference (\$5,000-1,000=\$4,000 +GST).

You don't have to purchase a license right away (or ever) but it would limit your use of the Street Characters created sketch. We at least need to create mascot-friendly art for production purposes or you can provide artwork to us.

For your information, some clients initially purchase the ELA and higher resolution artwork for \$1,500 +GST (option 1) and start by using their character on 'paper' until they are ready to purchase the mascot.

Price Estimate:

All of our mascots are custom designed and built by Street Characters.

Horse characters would typically range between \$10,000 - \$13,000 (+) with 'stock' materials.

We strictly charge based on time and materials and items like clothing, accessories (helmet, goggles, etc.) and if custom materials (custom fur for mane and tail and/or 'specific' colours, etc.) are required can impact prices. We would not be able to provide a firm quote on a character until the art is completed and know exactly what we will be producing but hopefully this will give you some budget guidelines.

We would not be able to provide a firm quote until the art is completed and know exactly what we will be producing but hopefully this will give you some budget guidelines.

All prices are in Canadian funds and are before licensing, if required, shipping (if not picked up at Street Characters) or GST.

*******Please note a very recent change with a LONG TIME fur supplier of 'stock' materials since our last communication may impact the pricing and turnaround time until we can secure a new supplier*******

Timeline and Delivery:

We are currently booking into mid to late November 2022 but this is subject to change, as we simply place orders into our schedule as they are officially signed off (***note-turnaround time also subject to change with some of the unknowns moving forward, including material availability, employee health and potential government imposed production shutdowns***).

Once the artwork is finalized and we know what is being produced, a formal quote would be prepared. Once the quote and artwork are signed off, this would officially reserve a spot in the production schedule for Alberta Standardbred Horse Association.

Due to the custom work, we would then invoice you for a deposit (60% cheque or additional 3.5% processing fee for Visa/MC credit card payment), which is required prior to us ordering materials and starting production. The balance is invoiced and due thirty (30) days after it leaves Street Characters.

We would then prepare specifications and material samples for your approval prior to the start of production. Once they are approved and the deposit is received, we start building your new mascot.

For your information, you can pay a deposit (\$5,000 CAN) to reserve a spot in the meantime and work back towards an agreed upon deadline.

We would also like to stress the importance of branding. When it comes to a mascot, you are better off to invest in a mascot which fully represents your organization and what you stand for.

We would also encourage you to review the YouTube video “10 Critical Things When Selecting A Mascot Company” at <https://youtu.be/n3hhTNm0qYM>

We are very excited about the prospect of working with Alberta Standardbred Horse Association and are confident you will see the value of working with a Company with unparalleled experience in making durable and user friendly costumes for extremely active characters.

I hope this information helps and do not hesitate to call or write if you have any questions or want to set up another time to discuss the next steps.

Sincerely,

Aubrey Fishman
Chief Seller of Mascots,
Street Characters® Inc.
1-800-MASCOTS™ (1-800-627-2687)
ext. 5 Direct: 403-291-9700
www.mascots.com™

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Checklist

Mascot Supplier Comparison Chart

These are the 10 Most Critical Things You Need To Know When Hiring A Mascot Company

Issue	Why It's Important To You	Street Characters	Company A	Company B
1) Do they have Workers Compensation?	If they do not have Workers Compensation you could be liable for any injuries during the construction of your mascot	YES	Yes or No	Yes or No
2) Do they have Liability Insurance?	You want to be protected if something happens	YES	Yes or No	Yes or No
3) Do they have a Business License?	There are people out there working out of their homes without a Business License	YES	Yes or No	Yes or No
4) How large is the Company?	A small 1 or 2 person operation offers you no protection if someone is sick or quits. Will also indicate if it is a sideline or home based.	15 - 20 PEOPLE	# of People	# of People
5) Do they do the work In House or do they subcontract out?	Could create WCB Liability issues for you, supplier has little or no control of final product if not done In House.	IN HOUSE	InHouse or Subcontract?	InHouse or Subcontract?
6) What educational/training requirements does the Company have for hiring?	Our experience is that people who are "Self Taught" do not have the ability to properly make a garment. Like Golf, you can't be self taught and be good at it.	Must have College or University Training in their craft. Costume Design, Apparel Technology, or Theatre Arts Degree required.	Educational Requirements of Production Staff	Educational Requirements of Production Staff
7) Do they have proper Safety Guidelines and Protocols?	Could be a liability issue for you if they don't.	Annual inspection by Fire Department, MSDS reviews every 6 Months, other policies regarding Health & Safety in place.	Yes or No	Yes or No
8) Are they stable?	Some Companies have been around a while, but have operated under more than one name.	Created 1st mascot in 1984, Incorporated February 1987		
9) Are mascots their only product?	Do they "Live and die" by making mascots, or do they also manufacture other products, or have another business such as a costume rental shop?	YES	Yes or No	Yes or No
10) Do the Principals in the business have extensive experience as a mascot performer?	Making the character look the way you want it to look is the easy part, but how would they know what is required for your performer from a User and Safety standpoint if they've never had the job?	Founder was one of first mascots in Professional Sports. Has performed in NHL, NFL, and MLB	Yes or No	Yes or No
Does Supplier meet all of the criteria?	We have developed this criteria through our experiences and the unfortunate experiences of others. We strongly recommend only dealing with a supplier that meets all criteria.	YES		