

March 9, 1965

Mr. Kevin Durnin, Chairman  
European Travel Commission  
c/o Irish Tourist Office  
33 East 50th Street  
New York, New York

Dear Mr. Durnin:

This letter shall constitute the agreement between us for our firm to handle administrative, public relations and promotional activities for the European Travel Commission for the period April 1 to December 31, 1965.

Attached to and an integral part of this agreement is a document entitled "Joint Publicity Program in the U.S.A." which includes notes on special projects for 1965 and a budget (estimated and subject to reallocation) for said projects.

1. Machinery for Cooperation Among the European National Tourist Offices

A sum of \$16,000 shall be set aside for this activity. Of this total sum of \$16,000, it is understood that \$10,000 shall be paid by you to our firm for direction of the activity, secretarial and clerical services and \$2,625 shall be paid to this firm for rent of that area of our Rockefeller Center premises allocated to the ETC executive offices including rental of furniture and equipment; provision of light, heat and air cooling system.

The foregoing fixed charges amount total \$12,625 which shall be paid to our firm at the rate of \$1,402.77 per month. You shall be billed on the 20th of the month prior to the month services are provided and payment shall be made to us not later than the first of the month. The first payment on the fixed charges shall be billed on the 20th of March, payable not later than April 1, 1965.

Other expenses such as telephone service, cables, mimeographing, photostating and photocopying reports and other documents; postages; letterhead and other office supplies; and miscellaneous additional expenses in connection with the machinery for cooperation shall be billed by us to you on the 10th of each month and shall be payable upon presentation. Such other expenses shall be limited to \$3375 and we shall not incur expenses beyond this amount without your approval and your provision for payment.

2. Additional activities listed in the attached "Budget for Projects"

A total of not less than \$59,000 shall be available to carry out the projects listed (or projects substituted for the projects listed, by mutual agreement between us). Of this total, \$24,500 shall be

March 9, 1965

available to our firm for costs in connection with the projects such as artwork, printing, photography, mailings, films, slides, the production of special presentations, reports, travel and entertainment in connection with carrying out the projects and other out-of-pocket outlays. Such expenses will be billed on the tenth of each month, payable upon presentation.

The balance of the total amount, or \$24,500, shall be paid to our firm for research, planning, creating, writing, arranging meetings and conferences, coordination within the travel industry and providing public relations specialists and other personnel necessary to carry out the projects other than personnel under paragraph 1. This amount shall be billed to you in monthly installments of \$2,722.22 on the 20th day of each month, beginning March 20, 1965 (for the month of April) and is payable by the first of the month.

Our appointment as your agency for public relations and publicity shall be exclusive and our firm will be entrusted with all of your activities for the period of this agreement. Our firm will provide services only for the projects listed in the attachment or substituted by mutual agreement. Should additional projects be undertaken, it is understood that half of the budget for each project will be available for out-of-pocket expenses and the balance for compensation to our firm for work in connection with the projects.

3. It is understood that Mr. Durain in agreeing to this letter does not assume any personal responsibility or obligation, but the payments provided shall be made by the travel organizations constituted by the European Travel Commission.

Sincerely,

DONALD N. MARTIN AND COMPANY

By Donald N. Martin  
Donald N. Martin

Consented and agreed to:

EUROPEAN TRAVEL COMMISSION

By Kevin Durain  
Kevin Durain  
Chairman