

**The Mascot Organization LLC will be closed for the month of July**

(July 1, 2020) After careful consideration of the dynamic situation surrounding COVID-19, The Mascot Organization will cease normal operations for the month of July beginning July 1<sup>st</sup>. Our top priority has been the health and wellbeing of our staff as well as servicing the needs of our clients.

We first scaled back operations when the effects of this pandemic began to hit in March to protect the safety of our staff and still meet the needs of our clients. We managed to stay in limited operation through the course of most of this as we did have several functions of our business that fell under the guidelines of "essential". This allowed us to collect back any costumes that were in the field and wrap up all unfinished events and paperwork.

Unfortunately new mascot opportunities have been extremely limited thus putting us in a financial bind. We applied for all of the government assistance programs and were granted Pay Roll Protection which allowed us 12 weeks of breathing room. The time line for this has now expired. We are stuck on our SBA Economic Disaster Injury Loan. Due to a paperwork glitch, we have not been able to complete our application for this program, even though we have received an initial small upfront payment.

We are now at a point where our financial resources are limited, and with not many new opportunities on the horizon, paying a staff to stare at the wall does not make sense especially with a generous unemployment program being offered by the state and federal governments. We opted to furlough our remaining staff for the month of July so they may benefit from this program and again buy us more time before we completely deplete all our remaining funds.

I will be staying with this ship through the month of July fulfilling the 16 jobs on the books for this month and any that may come up. I can also call in freelancers as needed. Our typical July would have over 450 performer and costume reservations so you can see how demand has fallen for our service. I want to thank the clients who have graciously paid cancelation fees on events cancelled due to covid-19 and those who paid costume holding and storage fees. These fees are the only reason we are still here presently. Unfortunately that small trickle of revenue is drying up also we are quickly reaching a point where we can not meet our monthly overhead even in its new scaled back form. Both land lords have been very understanding and have worked with us though this time but without work and revenue this will only go so far.

We are hoping things will begin to pick back up in August as the country begins to reopen and we can partly salvage the fall and winter and make it out of 2020 alive. Our goal is to begin bringing back out staff at the beginning of August. This can only happen if demand is there. So if you have a possible opportunity coming up some time in the remainder of this year. Please reach out to me.

We are now offering virtual mascot events. We have constructed 2 fully lit studio spaces 1 with an Ulti-matte Green Screen the other with a HD color Blue Screen to be able to place a character in any virtual background including their own home environment. We have a 4k capable camera and streaming PC which can send video out real time though Facebook live, YouTube, Instagram, zoom or other social platforms. We can also record your character for later use all without any costumes leaving our facility saving shipping or coming in contact with anyone helping slow the spread of COVID-19.

We have launched socially distant meet and greets where characters can pose for photos at a live venue and still maintain healthy and safe socially distant protocols this has been done quite successfully in Europe and we have already done a small number of events here in the US. Contact me and I will be happy to share more information on these new ways to use your mascots.

We thank you for your loyalty towards our small business, We appreciate any future support you can provide and we look forward to hopefully working with you again once we come to the end of this world wide health emergency. Please call our main number 614-846-4726 if you have any questions leave a message if I do not answer or drop me an email Adam@mascot.org

Thank you so much!

Adam Bonner

Co-Founder and COO