

breaks down in the following manner:

1) The production of the Paintings and Text.

2) The Publication of the book

- A) Design by Halman
- B) The printing of the plates and text
- C) The production of the presentation box
- D) Proper credits - Institute's name involved.

3) The Distribution of the Book

A) Exhibitions and Promotion

1) Institute sponsored ship.

↳ ~~to~~ October opening & I show it Institute

↳ Traveling exhibit throughout Texas

for 1986 Bicentennial year with originals going to large cities (whose receiving museums can afford insurance and shipping,) and framed prints to smaller towns.

B. Promotion

1) TV and Magazine exposure

2) Catalogue

A catalogue resource detailing the production of the hard book only.

B. Catalogue of entire show includes, non hard paintings also.

C. We would send catalogue.

obtaining data
to official committee
to Bicentennial
and of Texas etc.

D. Promotion (Cont.)

D. Pastor production by Institute
and signed by Mrs.

B. Sales

- 1) Sales handled by the Gentings
a. Timing before 1980 address
b. Pre-Institute publishing
- 2) Sales handled by the Institute.
 - a) Pricing schedule
 - b) Allotment of specific number of

books to the Institute.

Determining
could be a present
amount. \$500.00
in 1980.

- c) Institute's % of commission
- d) Handling and shipping.

Would the Institute make
boxes, crates and ship for only those books that the
Institute sells.

Conclusion