



MAYOR OF ROTTERDAM

ROTTERDAM,

13 March 2020

To whom it may concern,

It is my pleasure to write this letter of recommendation for one of the most prominent music festivals in The Netherlands since 1976: the North Sea Jazz Festival. The first 30 years The Hague, our international city of peace and justice and seat of the Dutch government, was hometown to North Sea Jazz. The city of Rotterdam has been hosting and supporting the festival for the last 15 years.

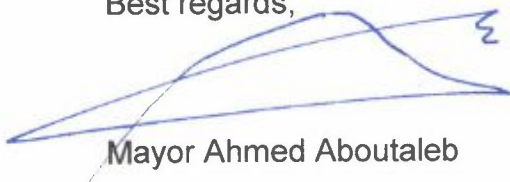
As an internationally orientated port city, we are proud having this vibrant festival in our ranks. Widely acclaimed for its musical variety and excellent production quality, this iconic festival enthuses artists from all continents and attracts a diverse audience from all ages, gender and race, unified by their love of great music.

Being the leading music promotor in The Netherlands for many years, Mojo Concerts/Live Nation NL is an experienced, highly professional organizer of festivals and concerts. Moving with the times, they have a strong focus on health, safety, mobility and sustainability for all stakeholders. They always work in close harmony with city and safety authorities.

Next to adding strong brand value and a unique, positive experience to the city, the North Sea Jazz festival generates a substantial economic and social spin-off on multiple levels. Visitors of the festival from around the world are welcomed by our hospitality industry and cultural institutions. Local guides are on hand to show visitors the highlights and hidden gems of Rotterdam. Up-and-coming talent gets a stage at North Sea Round Town, a musical warming-up throughout the city prior to the main festival.

I am convinced the city of Rotterdam, the North Sea Jazz Festival and Mojo Concerts/Live Nation will be partners for many years to come.

Best regards,



Mayor Ahmed Aboutaleb