



BRACEBRIDGE
The Heart of Muskoka

The Corporation of the Town of Bracebridge

R. Murray Clarke, Chief Administrative Officer

Andrew D. Nelan, Municipal Treasurer

November 11, 2005

Steve Klein
CEO and Creative Director
Marketing Breakthroughs Inc.
1150 Morrison Drive, Suite 201A
Ottawa, ON
K2H 8S9

Dear Steve:

On behalf of the Town of Bracebridge, and our Recreation Advisory Committee, I wanted to take a moment to express how pleased we are with Marketing Breakthroughs, and our decision to select you and your firm as the driving force behind the fundraising campaign for our New Community Recreation Complex.

Right from the beginning, you played a major role in organizing the project and our fundraising team. The quality of the branding and positioning that you have created for the Complex has been outstanding. We have been particularly pleased with the originality, flare, content, and design of all of the presentation materials and ads that your firm has produced on our behalf.

The January 2005 Media Event that you and your team produced helped us bring this project to life and added significant momentum to our fundraising campaign. During the past nine months, you and your team have done an excellent job organizing and facilitating our fundraising team meetings and ensuring both our volunteers and staff felt very much part of the process.

We are very are pleased that our campaign has achieved half of its goal, and our team looks forward to continued success as we move forward with the program.

We have come to greatly value your experienced and common sense approach, and your "can-do" attitude. Marketing Breakthroughs has proven to be a worthy partner, and our Municipality eagerly looks forward to working with you and your team during the coming months.

Sincerely Yours,

R.M. Clarke, Chief Administrative Officer
Town of Bracebridge

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