

October 24, 2011



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Attention: Lisa Kidd
Communications and Economic Development Coordinator
Town of the Blue Mountains
32, Mill Street, Box 310
Thornbury, NOH 2P0

Dear, Town of the Blue Mountains Council

On April 14th & 15th, 2012, Back Porch Promotions of Hanover will host the Town of the Blue Mountains "Cottage Life Show" at the Beaver Valley Community Centre featuring local business's from the Town of the Blue Mountains and surrounding area.

Back Porch Promotions is a Hanover-based consumer trade show event management company. We have a reputation for producing first-class, highly focused events for exhibitors and consumers. Our Shows are known for being well organized, efficient and productive selling events for exhibitors and for contributing to the local tourism and economics of the towns we produce our shows in. We have been producing these shows for the past 4 years in Hanover and the surrounding areas.

In the past four years our events have drawn more than 8000 attendees and the participation of over 400 local companies and organizations.

This event should attract over 86 plus companies from your community. We will begin marketing this event to local business's at the end of October when the web site is launched. Our shows vendor units consistently sell out.

Vendors we are targeting will include log, timber frame and cedar homes, cottage rental, designers, cottage & home furnishings, lakefront homebuilders and realtors, lakeshore maintenance, boats and docks, outdoor recreational equipment, products that reduce consumption of water and energy, non-profit environmental organizations, government agencies, financing and other products and services.

Ideas to increase outdoor living space, landscape displays of fireplaces, cooking options, patios, decks and gardening products, outdoor living space and innovative dock furniture.

You can view our shows at www.hanoverhgs.ca , www.gbfoodwine.ca and currently at http://silverstreampublications.com/bluemountain_cls/

Once the web site is launched it can be accessed at this address <http://www.cottage-life.ca>

The Town of Hanover realized the value of working with us and participated as a Sponsor at the 1st Annual Grey Bruce Food; Art & Wine Show held this past September. They provided a discount on the facility in exchange for a Gold Sponsorship.

Although they were listed as a Gold Sponsor they received the equivalent of a Platinum Sponsorship package. The Town of Hanover was listed on all radio and print media advertising, web site and press as a Gold Sponsor of the event, as well provided them with event main door Sponsorship recognition.

We would like to offer the Town of the Blue Mountains the same opportunity including a vendor unit at the event to promote and support the local business's participating. This Sponsorship carries a value of \$2,000.00 and cost for participating companies is \$1,500.00. We would be open to negotiation on this offer.

We hope you will see this as a mutually beneficial arrangement in creating a new event and attraction to your town it's tourism and the economic spin off these events generate for the hosting communities. These evnts have also become annula events in the hosting communities. Our research indicates your area should support annula shows as well.

Please do not hesitate to contact me at d.schefter@wightman.ca or at 519-506-4782 with any questions.

Sincerely,
Dave Schefter
President
Back Porch Promotions
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Hanover, ON
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