

York Region Food Network



October 11, 2006

To Whom It May Concern:

Our vision is to ensure that all residents of York Region are food secure. Food security is the assurance that all people at all times are able to acquire nutritional food in a way that upholds basic human dignity.

Our mission is to increase access to affordable, nutritious food for York Region residents. York Region Food Network will:

- Raise awareness and promote food security issues and policy change in our communities.
- Support community-based food security programs and services.

Watershed Marketing Group Inc. (WMGI) was contracted in February of 2006 to develop a sponsorship package and promotional materials for a fundraising fashion show that took place in April of 2006. This semi-annual event is hosted by local clothing boutique Creative Colours Fashions, and has been in place for 18 years. Each event sees coordination by and proceeds going to a charity partner, and in the spring of 2006, York Region Food Network (YRFN) was the organization of choice.

As the elected charity is responsible for all promotion and sponsorship of the event, we felt we needed external support to achieve our event goals. I worked closely with WMGI for the duration of this project and found their services to be very professional. They were flexible and dedicated to achieving high results, with an ongoing eye to customer service. WMGI worked in a diligent and professional manner to ensure all tight deadlines and commitments were met for the April show.

The staff of WMGI worked independently to ensure sponsorship success by approaching potential sponsors and gaining sponsorship support. This event raised \$8700 for YRFN – the highest recorded return for this event to our knowledge.

The materials for this event (poster, tickets, programme and video presentation) were beautifully designed; the poster was of such exceptional quality that YRFN had it enlarged, mounted and presented to Creative Colours Fashions as a gift.

I have found Watershed Marketing Group staff to be knowledgeable and diligent in meeting all project commitments on time. They go above and beyond to ensure projects are professionally managed and results achieved. Their approach to client management is creative, client-oriented, and always focused on win-win results.

I would highly recommend Watershed Marketing Group to any organization or business that is seeking quality outsourced marketing, project management, consulting, public relations and creative support.

Sincerely,

A handwritten signature in blue ink that reads "Elizabeth Brims".

Elizabeth Brims
Executive Director
York Region Food Network

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...the voice of hunger in York Region