



16 February 2024

To Whom it May Concern:

I am writing today on behalf of Mark Snapper of *Eye Candy Ads* to advocate for his application re: billboard advertising in Georgina. The billboards in Georgina draw a lot of attention and help support local community organizations with our residents— many of whom are commuters who see the ads on their way in and out of our town.

We, The Queensville Players, had the opportunity to make a powerful connection with Mark who very generously donated ad space to our organization this past November 2023. The Queensville Players, as you well know, has been Georgina's local community theatre group for over 40 years. During that time, we have been featured in the local newspaper, and brought many theatre-going enthusiasts to The Stephen Leacock Theatre in Keswick. Over the last 10 years, we have not been able to afford advertising through the newspapers or TOG because the costs have been prohibitive for us. We noticed a decline in our audiences as a result.

As a not-for-profit group, we rely on the support of generous donors, like Mark. In November when I first had the great pleasure of meeting Mark, I spoke to him about renting some ad space. When I shared our plight of not having the funds to spend on advertising, he was quick to offer up the space for free. Mark grew up in a home where the Arts had a prominent and vibrant space; this impacted his life in a profound way. He knows the value of the Arts, and what it brings to the residents of Georgina. As a supporter of the Arts in our community, Mark has championed several not-for-profit groups in Georgina, and that deserves recognition and thanks.

Our pre-show ticket sales for our spring show, *Anastasia* are at an all time high, and I believe it is due to the ad space so generously donated by Mark. Ads really do work, and my feeling is that the more billboards we have, the better off many of our not-for-profit groups and small businesses will be. It is my hope that the TOG will allow *Eye Candy Ads* to provide the opportunity for an additional billboard; the benefits will be sown many times over and it is a wonderful way to promote so many incredible things happening here in Georgina.

Yours Truly,

*Karin Simpson*

Past President - *The Queensville Players*



# THE GEORGINA CENTRE FOR ARTS AND CULTURE

February 8, 2024

To Whom it May Concern,

This letter is intended to provide support and express gratitude to Eye Candy Ads for their donation of ad space on the electronic billboard North/East of Woodbine and Ravenshoe in Keswick.

The Georgina Centre for Arts and Culture is a non-profit, charitable organization running arts programming in Georgina. With a limited budget, marketing choices are always made with the largest impact possible in mind.

As an arts appreciator, Mark from Eye Candy Ads came to our organization in 2023 offering free space on their electronic billboard. The gallery gratefully accepted and were very impressed with the results. Within a few days of the first ad going up in November 2023, new, unique visitors started to come in because they had seen the eye-catching ad for our Red Show Exhibition as they were travelling through. Some of these visitors did not know the gallery existed and had not planned on visiting, and many were visitors from outside Georgina.

I believe that the billboard draws people off the highways, into the downtown areas of Georgina, and am looking forward to seeing further impact in the summer when cottagers begin travelling that intersection. It is a great way to advertise all that Georgina has to offer alongside the beach and water activities, pushing visitors to businesses and attractions as they are passing through or visiting.

If you have any questions or would like more information about our experiences with advertising on the billboard North/East of Woodbine and Ravenshoe in Keswick, please reach out.

Warm regards,

**Christine Arnold**  
Executive Director  
Georgina Centre for Arts and Culture

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