



OSHAWA GENERALS HOCKEY CLUB
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To Whom It May Concern,

It is with great enthusiasm that I write this letter of recommendation for Addison Marketing Solutions. Over the past 2 Years we had the pleasure of working closely with Addison Marketing Solutions to enhance our local advertising strategies aimed at increasing ticket sales and expanding our reach within Oshawa and the surrounding area.

The Oshawa Generals Hockey Club faced the challenge of boosting attendance and connecting with a broader audience base. Addison Marketing Solutions provided us with innovative strategies and comprehensive recommendations that proved to be exceptionally effective. Their expertise in local advertising was instrumental in our record-breaking success this season.

Thanks to the efforts of Addison Marketing Solutions, we not only saw an unprecedented rise in ticket sales but also achieved the highest attendance records in the history of our club. Their targeted advertising campaigns, insightful audience analysis, and creative approaches to community engagement directly contributed to this significant achievement.

Some key highlights of our collaboration include:

- **Innovative Advertising Campaigns:** Addison Marketing Solutions developed and executed advertising campaigns that effectively captured the attention of our target audience, driving increased interest and ticket purchases.
- **Community Engagement:** Their strategies to engage with local communities were particularly successful, fostering a stronger connection between the Oshawa Generals and hockey fans in the region.
- **Audience Analysis:** The thorough audience analysis provided by Addison Marketing Solutions allowed us to understand our market better and tailor our offerings to meet the needs and preferences of our fans.

The impact of Addison Marketing Solutions on our marketing efforts cannot be overstated. Their professionalism, creativity, and dedication to achieving our goals made them an invaluable partner. We attribute a substantial portion of our success this season to their hard work and strategic insights.

I highly recommend Addison Marketing Solutions to any organization seeking to enhance their marketing efforts and achieve tangible results. Their ability to deliver outstanding outcomes through effective advertising strategies makes them a standout in their field.

Please feel free to contact me directly at 905 433 0900 ext-2233 or mbeachin@oshawagenerals.com if you require any further information or wish to discuss this recommendation in more detail.

Sincerely,

A handwritten signature in black ink that reads "Matt Beachin". The signature is written in a cursive, flowing style.

Matt Beachin
Director, Corporate Partnerships