



Toronto and East York Community Council
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To Whom This May Concern,

This letter is intended to confirm that SDI Marketing, on behalf of Molson Coors Canada, is hosting an event for Heineken Pop-Up Patio for eight (8) days in May 2017. Exact dates are to be determined. Options include May 15-22, May 21-May 28, May 23-30. These dates include the time required to build/teardown the event. The patio will be open to the public for 3 days. If it is a weekday, the time would be 4-8pm. If it is open on a weekend, the time would be 1-5pm. This event will take place in a parking lot at 70 Bathurst Street as per an agreement with the landlord. The purpose of this event is to create a unique new patio space for guests of legal drinking age to enjoy one (1) pint of Heineken.

SDI Marketing is a local marketing agency that has been operating out of Toronto since 1988. SDI has been responsible for many great events over the years and are currently responsible for events like Rogers Hometown Hockey where we work with 24 different cities or townships across Canada throughout the regular NHL Season and bring the biggest hockey festival and tour Canada has ever had. We are also responsible for the Road Hockey to Conquer Cancer event which was started by SDI and has gone to grow into a record-breaking Road Hockey tournament fundraiser in the world. (World Guinness book of records for the 2015 event)

We have also worked with the City Of Toronto over the years but most recently representing Mountain Dew at the Roundhouse Park by putting on the first ever Dewtour Am Series Skateboard and BMX competition in one of Toronto's oldest grounds. Simon Hewett was our city contact for this event and we couldn't have asked for a better working relationship. In 2016, we ran very successful Heineken City Canvas event at the Underpass Park.

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