

LUMINATO FESTIVAL TORONTO

May 19, 2021

Re. Letter of Support for Branded Cities

To whom it may concern,

I am writing to confirm my support for Branded Cities' proposals for full digital signage expansion at Yonge-Dundas Square and digital signage conversions at Exhibition Place and 270 Evans Avenue.

Out of home operators like Branded Cities are essential partners in promoting the work of the cultural not-for-profit sector. Through collaboration, Branded Cities has helped arts charities succeed in realizing projects and maximizing audience reach, when finite budgets make it impossible to pay market rate for advertising.

On behalf of Luminato Festival Toronto, I hope that you will consider this request.

Sincerely,



Celia Smith
CEO, Luminato Festival Toronto