



May 2, 2023

Dear Mason Business Owner,

During the City's participation in the National League of Cities conference, CGI Digital (CGI) selected Mason for the development of up to six videos promoting the community.

CGI Digital (CGI) will lead this initiative by coordinating and producing up to six videos promoting Mason as one of the premier communities in the southwest region and the place businesses and residents choose to locate. Once completed, the videos will be displayed prominently on the City's official website homepage (<https://imaginemason.org/>). The Videos will allow viewers to learn more about the Mason community and include Welcome, 4th Best Place to Live, Culture of Wellness/Tourism/Attractions, Community Organizations, Inclusivity, Economic Development.

As a valued business partner, we want to let you know about CGI's initiative and, if helpful to your business model, invite you to participate in this exciting opportunity to expand your current marketing program, enhance your online presence, grow your customer base, increase exposure and connect our business community.

We know businesses play a critical role in our city's vitality. CGI will be reaching out to the local business community to introduce them to their sponsorship program designed to greatly enhance the online presence of the business community through these videos.

Again, if helpful to your business plan, we encourage you to consider being a part of this initiative. To learn more about sponsorship opportunities or to request an appointment please email Senior Sales Executive Manager Nikki Katz at nkatz@cgicompany.com.

Thank you for being a part of what makes Mason a great place to live, learn, work and play. Be sure to check out the City's website at www.imaginemason.org later this summer/fall to view the videos!

Sincerely,

A handwritten signature in blue ink, appearing to read 'Eric Hansen', written over a white background.

Eric Hansen
City Manager

