

Zeinabova, Blanka

From: Johnston, Dan
Sent: January 28, 2016 3:39 PM
To: Zeinabova, Blanka
Subject: Fwd: BC Business Profile
Attachments: Example special feature support letter_BBOT.DOCX; ATT00001.htm

hi Blanka,

Can you please issue this as a supplemental for today's meeting.

Thanks

Dan
Sent from my iPad

Begin forwarded message:

From: Paul Holden <paul@bbot.ca>
Date: January 27, 2016 at 3:23:24 PM PST
To: Paul Holden <paul@bbot.ca>, "Johnston, Dan" <Dan.Johnston@burnaby.ca>
Cc: "Moncur, Bob" <Robert.Moncur@burnaby.ca>, Chad Turpin <chad.turpin@burnaby.ca>
Subject: RE: BC Business Profile

Hi Dan

As we discussed yesterday please find attached a sample letter that BC Business would like the Mayor and I to sign. They would also like the City to provide a list of suppliers which BCB will then approach to support the piece – the more ads sold the bigger the profile. They will also contact prospects that we can provide.

As a next step we'd also need to appoint a couple of people to work with BCB on the editorial direction and content of the profile.

Thanks

Paul

Paul Holden
President & CEO
Burnaby Board of Trade
201-4555 Kingsway
Burnaby, BC
V5H 4T8
www.bbot.ca
604-412-0100 (1104)
Twitter [@BurnabyBOT](#) | Facebook
[Take the Pledge for a Sustainable Community!](#)

February 2016

In June 2016, the **Burnaby Board of Trade** and the **City of Burnaby** will be working together with *BCBusiness* to create a *Special Promotional Feature* that will appear in both the June 2016 print issue and online at BCBusiness.ca. The feature will shine a spotlight on the **City of Burnaby Economic Development Profile** and the many initiatives underway that are fostering economic growth and vitality in our city.

As an important partner, I wanted to make you aware of this opportunity to advertise and share your message in *BCBusiness*. You will reach over 100,000 business readers, corporate decision-makers, investors and entrepreneurs. Included with your print advertisement, this *Special Promotional Feature* will appear online at BCBusiness.ca and will be shared through *BCBusiness* social media channels giving your message greater exposure throughout the BC business community.

A representative from *BCBusiness* (CW Media Ltd) will be contacting you shortly to provide further details and to ask for your support. We thank you for your consideration.

Best regards,

Paul Holden
Title

Derek Corrigan
Mayor, City of Burnaby