



February 19, 2020

To Whom it May Concern:

This letter is in recommendation of GriffinWink Advertising as they submit a proposal for marketing and advertising. I have had the pleasure of working with the GriffinWink team over the past three years. As the principal non-profit arts organization in the Lubbock Cultural District, we have worked with a wide range of advertising firms on numerous projects. More than others, we have found GriffinWink's creative energy to match our own.

Since 2017, GriffinWink has managed all the promotional needs of LHUCA's Flatland Film Festival. Now in its 17th year, the festival consists of three days of independent and short films. In the past three years since GriffinWink has taken over marketing for Flatland, we have seen nearly sold out audiences and peak attendance for the festival. Before they became involved, attendances were so low we had considered discontinuing the film festival. They brought new digital advertising avenues and better print materials to the festival, making it successful again. They also revamped the festival website, adding more content and better graphics. Their position with LHUCA requires collaborating with multiple other organizations and businesses involved with the festival. GriffinWink manages these relationships in a professional, timely, and helpful way.

With GriffinWink's proven experience working with a variety of space, I know they would offer creative solutions to your marketing and advertising needs.

Thank you for your time and consideration.

Sincerely,

Lindsey Maestri
Executive Director