



TORONTO
500 Kipling Avenue
Toronto, ON M8Z 5E5
tel: (416) 967-1010

OTTAWA
770 Industrial Road, Unit 8
Ottawa, ON K1G 4G5
tel: (613) 737-3536

EDMONTON
1700-10303 Jasper Avenue
Edmonton, AB T5J 3N6
tel: (780) 498-3490

CALGARY
4820 52 Street SE
Calgary, ON T2B 3R2
tel: (403) 221-7373

April 8, 2013

To whom it may concern;

'The It Factor' is what they have got; the name of the company says it all when it comes to their top of the line event execution. We have worked with Natasha Borota and her team for many years in different facets of the event, marketing and celebrity industries. Each event we participate in as a sponsor with The It Factor creates a new level of respect for their craft. When it comes to the competitive world of fundraisers, somehow they continue to improve their skills while achieving the "WOW" factor over and over again. Our guest are swept away as soon as they enter the venue's front doors into a fairy-tale of the theme in which they have created through décor, flawless event execution, entertainment and production. With our marketing and sponsorship budget we as a company have a philanthropic agenda that The It Factor makes easy to achieve. We get an exceptional ROI due to the creative presentation and opportunities they provide to achieve added value for us a client.

We look forward to continuing our relationship with The It Factor for many years to come.

Sincerely,

Pat Finelli
Chief Marketing Officer
Pizza Pizza Limited
PF/mg