

< DATE >

< PROSPECT NAME >

< PROSPECT COMPANY >

< PROSPECT ADDRESS >

< PROSPECT CITY, STATE, ZIP >

*Your one dependable source for
everything to make your next corporate
or private event one people will
remember for years to come*

Dear Ms./Mr. Prospect:

When you plan a special event small or large, you can burn a lot of valuable time calling all of the places and people you need to make it happen ... sites, caterers, florists, musicians, and on and on ... then spend even more energy coordinating all of their efforts.

Or you can call us.

We're Bayview Studios. Together with our wholly-owned affiliates, Podesta Flowers and Green Valley Plant Rental, we can make all the arrangements necessary for you and your guests to enjoy a memorable, smashing successful event.

Staging, lighting, theme props, custom design, florals, and plants of all kinds ... all with one call

Staging, lighting, theme props, custom design, florals, and plants of all kinds ... we have the best and largest collections in Northern California. Plus, we know all the top caterers, talent brokers, and special venues for making your event most extraordinary, whether you're inviting 60 guests or 6,000 or more.

And because our range of services can meet almost every event need, we can offer you a better price on an entire package than you might be able to negotiate with separate vendors.

More than 70% of our business is repeat and the rest is referral

We are known throughout the Bay Area for our design, service, and quality. Our reputation includes major roles in producing such big-time events as the San Francisco Symphony's annual Black & White Ball, the U.S. Open Golf Tournament, the Volvo Open Tennis Tournament, soccer's World Cup, and football's Super Bowl.

References? Our client roster includes almost all of the Bay Area's top corporations: Bank of America, Montgomery Securities, Sun Microsystems, Advance Micro Devices, just to name a few. In fact, more than 70% of our business is repeat and the rest is referral.

Put us on speed dial to make your next event a smashing success

We invite you to review our enclosed catalog and to learn how we might be of service to you. Our design team would be happy to provide you with a complimentary, no-obligation consultation for your next event. Just call 510.XXX.XXXX. It may well be the only call you need to make.

Thank you.

Sincerely,

Mark Giormo, President

P.S. If you would like to see our operations in action, we'd be happy to include you as a special guest at our next client event, so you can see the potential of all we have to offer.