



# CITY OF TAMPA

Bob Buckhorn, Mayor

Art Programs Division

Robin Nigh, Manager

December 29, 2015

To whom it concerns:

Since 2010, the City of Tampa, Art Programs Division and the Friends of Tampa Public Art, a 501 (c) 3 nonprofit organization, has partnered with UPPERCASE, Inc. to assist in marketing and branding the division's biennial event, Lights On Tampa. This event is a public/private partnership which seeks private sponsorships to produce temporary and permanent new media art installations in downtown Tampa.

For Lights On Tampa 2011, 2012 and 2015, UPPERCASE, Inc. assisted in molding and completing the marketing package for each event, providing most services pro-bono. Such services included logo re-design, web site development, ads for digital billboards, and the production of 30 second animated PSAs used to promote the event. The videos ran on the Bright House network, City of Tampa Television, and were used on various social media platforms.

Additionally, when the Board of the Friends of Tampa Public Art began its rebranding efforts to do business as the Public Art Alliance, they reached out to UPPERCASE, Inc. This rebranding resulted in a professional new look for the organization, whose mission is to support the City of Tampa in the realization of Public Art projects through partnerships with the private sector.

UPPERCASE, Inc. has always produced excellent work and has always managed expectations regarding contract price and time management. We look forward to our on-going partnership with this dynamic small business.

Sincerely,

Robin Nigh  
Art Programs Manager