



**September 1st, 2023**

To the jury of the Barrie Business Awards,

My name is Iain Moggach and I am the Artistic Director of Theatre by the Bay (TBTB). I am writing today in whole-hearted support of Rhubarb Media's nomination for the Marketing and Promotions Award.

Theatre by the Bay and Rhubarb Media have been collaborating since 2020. Chad and his team's professionalism, creativity, and expertise have risen the calibre of my company through their exceptional graphic design. From posters to programs to production 'logos', they have done it all for us. Without question Rhubarb Media's work has placed TBTB in the same tier as Stratford and Mirvish in terms of exceptional marketing materials.

I believe 2023 has been their best work and makes them worthy of the Marketing and Promotions Award. This year, we came to Rhubarb Media with the concept for both productions of *Bobbie* and *Icemen* and collaborated with them on the designs. The results are marketing materials that, when separated from one another, look epic and intriguing and together are cohesive and striking. They are the most beautiful poster designs Barrie has probably ever seen.

Exquisite designs, however, only help in so far as they can be used to drive interest in our shows and traffic to our platforms. Rhubarb Media's support and expertise has been invaluable for our company this year. With their help, Theatre by the Bay has seen the return of audiences to pre-pandemic levels (something that we feared might never be the case), a surge in our social media following and newsletter signups, and garnered the interest of press and media from across the country.

But it is not just for their work with TBTB that they deserve this award. Their many years of experience designing logos and branding for organizations from across Simcoe County (and beyond) has changed the futures of so many. They are incredibly gracious, knowledgeable people who fuse passion and excellence on every project they work on. TBTB is just one company that can speak to this. We consider ourselves so fortunate to have Rhubarb Media in our community. I'd venture to say, we all are.

Sincerely,

Iain Moggach  
Artistic Director

**THEATRE BY THE BAY**

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