



June 29, 2020

Brian Burnstein
Publisher
Town Planner Community Calendar

Dear Brian,

I wanted to share with you how pleased I am with the community's ongoing response to our sponsorship of the Town Planner. I run a monthly Promotional Event in the Golden Valley edition and use the Digital Package to supplement my print ads.

Over the course of the past few years, I've had numerous customers find out about Papa Hawks Sports & Collectibles from Town Planner. Whether they visit my shop, visit me at a local sports card event or apply to work here after seeing my job posts on Town Planner's website, it all bubbles up to increased revenue.

A few weeks ago, I had you post a Part-Time retail job opening and it was very effective. As I said at the time: "You can pull the employment ad – it brought me 2 great employees. Thanks, it works!!"

Sponsoring the Golden Valley Town Planner communicates to local families that I'm invested in the community so it makes business sense. And having category exclusivity is a big advantage that is really appreciated.

Overall, Town Planner is one of the most effective local advertising programs that I've tried. I highly recommend the calendar to fellow small business owners that are looking to be seen daily, year-round. I look forward to continuing our relationship for years to come.

Sincerely,

Mark Hochstaetter, Owner
Papa Hawks Sports & Collectibles
1200 Mendelssohn Ave N., Suite 104
Golden Valley, MN 55427
612-799-8870

SAVE \$5.00 On Your Purchase of \$20 or More thru the end of Jan. 2020 PROMO CODE 202051 612-799-8870 1200 Mendelssohn Ave N www.papahawksports.com	SAVE 20% On Your Purchase of \$75 or More thru the end of Feb. 2020 PROMO CODE 2020202 612-799-8870 1200 Mendelssohn Ave N www.papahawksports.com	SAVE \$5.00 On Your Purchase of \$20 or More thru the end of Mar. 2020 PROMO CODE 202053 612-799-8870 1200 Mendelssohn Ave N www.papahawksports.com
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