

From: Christopher Earlie

To: Heather Gilbert

TO WHOM THIS MAY CONCERN

In 2009, Fizz was awarded the single supplier contract for the Bridge Master's (BM's) venues at Tower Bridge. Fizz were selected as sole supplier because of their personalised approach to events, an expertise in venue/event marketing and their track record of delivering quality events (over 4 years previously) at Tower Bridge.

At their last contract renewal, the number of events (annual) held at the BM's venues had more than doubled (despite a poor economic climate) and the Fizz contract was renewed. Fizz have remained committed to the BM's venues at Tower Bridge and this can be easily demonstrated through their ongoing creation, implementation and management of a varied range of marketing activities. These activities support the Tower Bridge team's activities and programme and also helps to raise awareness of the BM's venues in the marketplace. We believe this has contributed significantly to the excellent growth experienced.

Fizz's philosophy is that a customised approach to every event proposal is fundamental to winning events at Tower Bridge's unique locations. The type of events at the Bridge Master's venues cover a wide spectrum and Fizz's unique venue experience, creative expertise and innovative approach have converted many event opportunities which we believe would not have taken place with an ' off the shelf' approach.

In summary, Fizz have consistently raised their game, taking on additional responsibilities, whilst continuing to deliver to the high standards required by Tower Bridge. Smaller capacities, no facilities on site and challenging day time access have all been understood and solutions found.

I would wholeheartedly recommend Fizz based on their outstanding and unwavering levels of professionalism, customer service and attention to detail. Please do not hesitate to contact me if you require further details on Fizz's performance and proven track record at Tower Bridge.

Best regards,

Chris Earlie
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