

September 9 2019

Devon Nicholson

(Director of Nicholson Productions Inc.)

6887 Bilberry Dr

Ottawa ON K1C 2E8

Re: Special Occasions Permit Application for Great North Wrestling Event in Rockland Oct 19 2019

Attention to Rockland Clerk Monique Ouellet,

I am going to be presenting my 3rd professional wrestling event at the Jean Marc Lalonde Arena in Rockland ON on Saturday Oct 19 at 8 pm. For the last event I presented in that venue in November 2017 I was granted a letter of municipal significance and an alcohol permit for the event which took place without issue. From what I recall we sold about 70 beers at that event and we kept the service to the arena floor only.

I am promoted over 100 Great North Wrestling events since 2007 without one insurance claim or major security issue. We have been granted alcohol licenses in the past for our Napanee, Ottawa and Petawawa events however most of the time we go to arenas with their own alcohol license.

How this event is municipally significant here are some reasons:

- We are holding the event in a municipal facility and paying the extra fee to be able to obtain an alcohol permit.
- Many of the Great North Wrestling fans that come to our events follow us to all of our events so it brings some extra people into town the day of the show who will potentially spend money on other business while there.
- We have over 80 million views on our companies YouTube channel and 120K Subscribers. We post videos from our event on the channel and always talk about the town where the matches are taking place in the videos so it gives the town some recognition.

Finally, why we would like the alcohol permit is because these events are very costly to present and we charge very reasonable ticket prices to attend starting at just \$10. In order for us to break even the extra money from alcohol sales really helps and allows us to return in the future.

Thank you for your consideration,

Devon Nicholson