

Broadreach PR Client Reference

To whom it may concern,

I am writing this letter with wholehearted support for Broadreach Public Relations ability to assist organizations of all sizes, including MTI and MERC supported businesses. As an entrepreneur myself, and someone who has spent 10 years representing entrepreneurs across the state, I am familiar with the varied needs of companies who are growing and building a brand.

In my role as leader of the Maine Brewers' Guild, Broadreach has proved extremely valuable for the Maine craft beer industry and Guild as a whole - generating literally thousands of pieces of media coverage for Maine brewers. They have helped our organization craft powerful narratives that echo across industries and into the halls of power, making Maine's brewing industry a source of statewide pride. While I have spent the majority of my 10 years leading this trade association as a sole employee, Broadreach's staff has been an extremely reliable partner and extra set of hands who ensures that not only press conferences are well attended and journalists cover our stories, but that our unique, challenging events go off without a hitch. Broadreach has proven capable time and time again - ensuring favorable coverage in local media, specialized coverage in industry specific publications, and helped us drive sales for events via tv, radio and digital media coverage. They always deliver on-time (usually early), and more often than not, help to ensure I am staying on schedule working on long-term projects and on message during interviews.

It's for these reasons and more that the Guild has chosen to work with Broadreach Public Relations for more than 5 years and why I continuously refer Maine brewers to them. Broadreach understands what entrepreneurs need, and I'd love to see more entrepreneurs work with them so they too can learn the power of public relations in building a brand and company.

Sincerely,

Sean M. Sullivan