switch liberate your brand

University of Michigan
Bicentennial Advisory Committee

Dear Friends,

Switch is thrilled to be invited to participate in this milestone event for the University of Michigan. Just to walk the campus is an inspiring event, but to begin to realize all the accomplishments and accolades of your institution is amazing.

Rest assured you have the utmost commitment from the leadership of Switch to help bring your vision to life. We are providing our most accomplished team members with the resources to deliver this seminal event. Indeed, the production of "2017: A Michigan Odyssey" will certainly "celebrate the past and embrace the future" of the University.

As you review our proposal and consider our ideas, there is one addition point I wanted to share. While we are in the business of supporting corporate marketing and communications, we are at the core, theater people. We support the arts community in our hometown and are active in many aspects of live theater. The "sawdust and greasepaint" is in our DNA and it is at the core of the people we bring to your event.

Thank you again for letting us share our ideas and suggestions. We look forward to working with you to bring this event to the Crisler Center in 2017.

John Nickel
President

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