

M.R.A. PROMOTIONS

184 Brunswick Street, Fitzroy 3065
Telephone 419 5737

17th, October 1983.

Mr. D. Cedonetto,
Director,
MRA Promotions Pty.Ltd.,
184 Brunswick St.,
FITZROY. VIC. 3065.

Dear Damien,


As Managing Director of MRA Promotions Pty.Ltd., I make this final request of you to distribute the show posters before the actual bike show.

You took on the job of advertising, as I took on the running of Promotions, my thoughts on your job is that if you do advertising you do it from the start to the finish. Which means that your job is not finished until those posters are out on the streets.

Last year we lost \$ 16000, partly due to our overspending in the advertising of the show, i.e. \$ 32000. The return on that advertising was negligible that expense was unwarranted, we did not reach the people we wanted. I know that you say it was the rain, but that is only part of our losses.

I trust that you will take this letter in the right context, I am worried of the outcome of the show, if the advertising does not get to the people and all the printing we have done remains here then we have wasted a lot of money for nothing.

I know that I have upheld my position in MRA Promotions, I hope that you do the same.


Yours faithfully.