



COMPUTER ANIMATION STUDIOS OF ONTARIO

September 21, 2009

Dear CASO Members,

The CASO Board of Directors, has voted in favour of applying to the Entertainment and Creative Cluster Partnerships Fund Application, administered by the OMDC to secure funding for our Web Development Initiative.

After extensive research and round table discussion with industry stakeholders, our proposed initiative includes a new re-vamp of the CASO website (www.casont.ca) and will include:

1. First point of contact for potential clients and members looking for Ontario based Animation and Visual Effects studios on the internet
2. Digital distribution of the Region's collective demo reels
3. Member and client portals for accessing and/or updating content
4. Tracking of members status and providing regular updates
5. Tracking of registration for CASO events, including an ecommerce solution for the sale of CASO event tickets and dues
6. CASO Blog and industry specific discussion forums
7. CASO Webcast seminars/events or conferences for those who were unable to attend live events
8. Link to the Canadian Digital Media Network
9. Turbo charged classified section to include:
 - a. Labour postings for member companies with open positions and artists endorsed by member companies that are looking for positions
 - b. Studio overflow postings to find additional capacity or offer services such as rendering
 - c. Qualification and vetting process for foreign service companies to join CASO and offer member companies overseas service work capacity (companies here cannot be recommended by CASO, but we could establish certain parameters for them to become associate member companies)

We believe that this initiative will continue to enhance and deliver our sector's International Marketing Strategy and will support the needs of our membership base.

In order to complete our application, we request that you express your support for the Web Development Initiative by signing the attached letter and returning, via

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416.207.9142 | www.casont.ca

email to Christa Tazzeo, Manager, Business Affairs, no later than the morning of Wednesday, September 23rd.

Thank you for your help in this regard.

Sincerely,
Computer Animation Studios of Ontario

A handwritten signature in black ink, appearing to read 'M. Carter', written in a cursive style.

Michael Carter
Vice President/Acting President
CASO