



June 13.2024

Dear Ryan McHugh (Tourism Culture Division),

On behalf of Sonic Unyon Records please accept this letter of support for the City of Hamilton Tourism Departments application to Caras for the bid to bring the Junos Awards back to Hamilton. We are 100% in favor of this incredible awards show to come back to Hamilton and grace our large venues with the best talent from around the world. The Juno awards animate our downtown and venues throughout the city. The economic impact and awareness to the city that the Juno Awards bring is incredibly important to the vibrancy of the city's music scene.

Our tourism department has fully embraced the music culture in Hamilton and their bid will reflect this desire to have Hamilton streets filled with music and talent from across Canada. Please strongly consider Hamilton as the next home to the Juno awards in 2026/2027.

We are fully committed to supporting the City of Hamilton and the Caras organization from the top down with our volunteerism and activations within Hamilton.

Yours sincerely,

Tim Potocic
President, Sonic Unyon Records