316 Colonial Pkwy  
Esterhazy, NM 87101  
  
July 30, 2017  
  
Ms. Ginny Clark  
Overwatch Villa  
  
7419 Bubble Net Road  
Baleen, WA 98101  
  
Dear Ms. Clark:  
  
Hope you're doing well. I’m Miranda Lawson, Director of Marketing at Mass Airlines, and I  
wanted to share some marketing ideas with you that could benefit both of our companies.  
  
Whenever our flight crews fly into the Seattle area, they overwhelmingly prefer staying at  
the Overwatch Villa, but there is often no vacancy. If the Overwatch Villa were to  
permanently reserve a block of rooms for our crew members, we'd be happy to promote the  
Overwatch Villa in our in-flight magazine at a significant discount.  
  
To demonstrate what a Mass Airlines and Overwatch Villa partnership could look like, I've  
enclosed three sample ads created by our graphic design team. These samples should prove  
that we're eager to highlight the Overwatch Villa for the millions of passengers we serve  
each year. If you'd like to discuss this in further detail, I can be reached at 575-555-9255, or  
at mlawson@massairlines.com. | look forward to hearing from you.  
  
Sincerely,  
  
Veinnda Kauwrsce  
  
Miranda Lawson  
Director of Marketing, Mass Airlines  
  
Enclosures: Three samples of print advertisements.