



THE SWEET LIFE COTTON CANDY EVENT STAFFING

Cotton Candy Event Staffing Inc. was created by two passionate and driven entrepreneurs who love the entertainment space and were looking to improve the quality of the branding experience.

Cotton Candy Event Staffing Inc. is a boutique staffing company that believes in the power of people. They understand the importance of having the right people behind each brand and event in order to set the tone to communicate with each target audience. From street teams, promotional models, and brand ambassadors, to dancers, bartenders and specialty/hospitality staff, Cotton Candy works diligently to provide the perfect fit for every event and understands the importance of having the right people behind each and every brand or event they take on. The staff are polished, enthusiastic and have an excellent grasp on how to electrify a branding experience or event. Most importantly they come with larger than life personalities and the ability to make meaningful connections with consumers in high traffic situation.

Co-CEO's Jorie Brown and Nicole grew up both dedicating their lives to working within the entertainment industry. As children they were competitive dancers which has taught the fundamentals of being confident, disciplined, and able to handle pressure; things applicable in all areas of life, especially business. Their backgrounds span from dancing professionally for the NBA's Toronto Raptors Dance Pak and the CFL's Toronto Argonauts Cheerleaders, to working for the top entertainment/production companies in the city. Combined

they have over 10 years of experience within talent acquisition, promotional and talent recruitment and managing large scale team logistics, performances and appearances countrywide. Their background and networks provided them with industry expertise and taught them that the key to any successful campaign is GREAT staff!

In just their first year of operation Cotton Candy has provided staff for some of Canada's most noteworthy events within charities, new start-up companies and fortune 500 companies. Cotton Candy has provided staff for close to 200 events including several motion picture films, musicians, household brand names and provide choreography and staff for major marketing campaigns. They have had their street teams around the city promoting for movies such as Dr Cabbie (Kunal Nayyar, Big Bang Theory, Vinay Virmani, Breakway) and Sin City (Jessica Alba), performing with Ludacris, production management for the Prime Minister and choreographing for the Much Music Awards.

Creators Jorie and Nicole have found their success to be a humbling experience and feel it is a testament to the talented people they have recruited for their roster. Toronto is home base for the Cotton Candy team but they are also activating nationwide in Vancouver, Calgary, Montreal, Winnipeg, and Ottawa. They have been able to tap into their savvy recruiting skills to build strong remote teams across Canada. They live by the motto "Strong apart, unstoppable together" and truly embrace their partnership with each

other and with their diverse team. They know they are only as strong as the team behind them and focus their time and attention on having a cohesive unit, strong company culture and work with clients whom they have a strong affinity for their brand.

One of the biggest challenges Jorie and Nicole have face is trying to break down the stereotype of the "pretty" face. Cotton Candy strives to show the dynamic versatility of the team not just based on appearance but by pairing that with hard working candidates. Cotton Candy is proud to offer the whole package of talented, educated, and confident staff that can communicate clear key brand messaging and make an impact long after the interaction has taken place.

In order to cultivate growth and groom the most qualified and passionate candidates, Jorie and Nicole are always looking for innovative ways to recruit, train and grow the team to their elevated standards. They have found creative social media strategies to be an ongoing asset to their production and success. On the client facing side, customer service and creativity is the recipe for success thus far. From inception to delivery, Cotton Candy work closely with their clients and sponsors in an effort to understand their need and vision so they may manage staff to produce events which exceed their expectations and for which they can be proud of. A large volume of the business has come in through referrals, which has reaffirmed their client's satisfaction for the Cotton Candy roster!

