



**Daniel P. McCoy**  
County Executive

**Larry I. Slatky**  
Executive Director

September 1, 2021

The Honorable Andrew Joyce  
Chairman, Albany County Legislature  
Legislative Clerk's Office  
112 State Street, Suite 710  
Albany, New York 12207

Dear Chairman Joyce:

Shaker Place Rehabilitation and Nursing Center respectfully requests to enter into a contract with Brawn Media to provide multiple media and marketing services. This contract will be for a twenty four (24) month period with a not to exceed amount of \$200,330.00.

Brawn Media has been our media company and has proven to be instrumental in our media efforts that include re-branding, website management, brochures, advertising, on-line reputation services, organic social media, annual web hosting, photo shoots and medial campaigns for staff recruitment and resident informational services.

Brawn Media was chosen through the RFP-2021-108 process and was the lowest responsible bidder.

We respectfully request to enter into this contractual agreement that will commence on January 1, 2022. Thank you for your consideration.

Sincerely,

Larry I. Slatky  
Executive Director

cc: Dennis Feeney, Majority Leader  
Frank Mauriello, Minority Leader  
Rebekah Kennedy, Majority Counsel  
Arnis Zilgme, Minority Counsel

