

**Office of Student Life & Activities**

April 29, 2016

To Whom It May Concern:

A few times in a lifetime, a man is called upon to do the extraordinary.....

Leader, role model, ambassador, and creative thinker are but a few characteristics to describe Mr. Terrill Vidale, CEO & President of 2Deep Entertainment. Mr. Vidale is the epitome of these things and more to Albany State University. Mr. Vidale and 2Deep Entertainment was referred to Albany State University via a former colleague within the University System of Georgia. As Student Affairs/Campus Life practitioners, many of you many know that we are often approached by many seeking to plant their seeds on the very campuses that we serve. However, it is our duty to provide our students with holistic and inclusive experiences. And it is an EXPERIENCE that the Office of Student Life & Activities at ASU sought when working with 2Deep Entertainment and it was definitely an experience that the students received.

"2DEEP" was a breath of fresh air to our office. Mr. Vidale provides services that go above and beyond what you would expect from the typical promotions company. As a matter of fact, 2DEEP does and offers so much more to its customers, therefore to use the words "promotions company" is offensive. I have worked in Higher Ed since October 2004 and in Student Life & Activities since 2009 and in ten plus years, I have never worked with a company so thorough and attentive to its customers.

They say behind every great man/company there is an equally great team/staff and in the case of 2 Deep Entertainment this is absolutely true. Mr. Vidale also has an awesome and vibrant staff, the connected with the members of the university's programming board and made them feel like they were a part of the 2Deep staff. The relationships that were built between Mr. Vidale and the programming board prior to the event was priceless. I conveyed to Mr. Vidale how important it was for me to include the leadership team of the programming board in the process and he went out his way to meet their "busy student schedules" for conference calls

and meetings. Mr. Vidale exemplifies the epitome of professionalism and if given the opportunity to work with him, he is sure to nurture, develop, perfect, and enhance your student's EXPERIENCE.

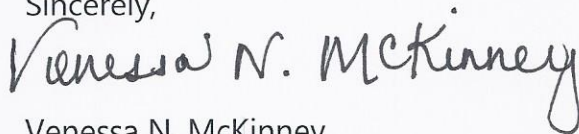
Mr. Vidale & 2Deep Entertainment is destined to reach the top because he has never settled for anything less than the best, can't is not a part of his character, and he doesn't take "no" for an answer when negotiating on your behalf. It is not often in this profession that you come across a business owner as involved and dedicated to the students; especially not being an official university employee.

Our office truly valued the time and energy 2Deep spent working with our campus. Moreover, he is very perceptive, show willingness and aptitude to brand his company to be more than your typical promoter/vendor. 2DEEP is an agency!

So as you can see, 2Deep Entertainment has been an asset to the ASU family, as well as to its community at-large. This company represents true quality and loyalty. If you are looking for a seamless process then you should definitely be looking to work with 2Deep Entertainment.

If you should need additional information, please feel free to contact me at 229-903-3603 or e-mail me at [vmckinney@asurams.edu](mailto:vmckinney@asurams.edu).

Sincerely,

A handwritten signature in black ink that reads "Venessa N. McKinney". The signature is written in a cursive style with a large, looped initial 'V'.

Venessa N. McKinney  
Assistant Director, Student Life & Activities  
Albany State University  
Albany, Ga 31705