

June 27, 2006

Ms. Gina Jackman, Store Manager  
Nike Town Miami  
5701 Sunset Drive  
South Miami, FL 33143

Dear Ms. Jackman,

A replica of the mini-train enjoyed by generations at Virginia Key Beach Park was purchased and is on its way to the Historic Park! This milestone in the Park's renaissance deserves a celebration as such we are inviting everyone we can to join in the celebration on **Saturday, August 19<sup>th</sup>, 2006 from Noon to 3:00 pm at Historic Virginia Key Beach Park located at 4020 Virginia Beach Drive, Miami Florida 33149.**

We'd like Nike Town to participate in this one-time-only event as a sponsor. Your assistance through an in-kind donation of sporting goods and gift certificates for our raffle will help make a truly memorable day for the expected crowd of 1,000. It's the only time the Park will be open to the public this year as we continue to make improvements, so anticipation is running high in the community

There'll be plenty to eat and do – our friends and neighbors will enjoy free food and beverages, prize raffles, a children's play area, Dominos Tournament, entertainment by HOT-105 D-Js with dancing on the Park's original dance floor, the Junkanoos and a steel band, plus sun, sand and a special inter-active "Train Art" environment, all sure to generate excitement and media coverage.

Your in-kind donation of \$2,500 will earn a special place for your company banner (you provide the banner), preferred placement in printed materials, special recognition from the podium by Trust Chair Mrs. M. Athalie Range and mention in the next Trust newsletter, Sunrise, mailed to over 9,000 throughout the community. Your company's name will also appear on all publicity and advertising, and on "Thank You" signage at the Park. Nike Town can also distribute promotional materials (discount flyers, promotions, events, etc.) and have company representatives available, including a mascot, celebrity or promotional vehicle, as you like.

We sincerely need your help in bringing the mini-train back to life and to put the Virginia Key Beach Park logo and the Nike Town Miami brand in the minds of all citizens.

Sincerely,

David Shorter  
Executive Director

*Staff Contacts: Judi Hamilton @ 305.960.4606 & Paul Thompson @ 305.960.4605*