

July 18, 2006

Decision maker,
Company A
Address
Miami, FL xxxxx

Dear Sir/Madam,

Here is a great opportunity for your company to participate in this one-time-only event as a sponsor.

A replica of a mini-train which was enjoyed by generations at Virginia Key Beach Park, has been purchased, and is on its way to this Historic Park! This milestone in the Park's renaissance has very deep cultural relevance for the main ethnic groups which permeated its history. As such, it deserves a celebration which will appropriately embrace all the ethnic groups of which our fair city of Miami now comprises.

In that regard we are inviting everyone to join in the celebration on **Saturday, August 19th, 2006 from Noon to 3:00 pm at Historic Virginia Key Beach Park located at 4020 Virginia Beach Drive, Miami Florida 33149.**

There will be plenty to do and to eat. Our multi-ethnic friends and neighbors will enjoy

- free food and beverages,
- prize raffles,
- a children's play area,
- a Domino Tournament,
- entertainment by HOT-105 D-Js with dancing on the Park's original dance floor,
- the Junkanoo and a steel band, plus
- sun, sand, and
- a special inter-active "Train Art" environment,

all guaranteed to generate excitement and media coverage.

We request your assistance through sponsorship of cash in the amount of \$2,000 to be used for prizes in our domino tournament. This will help make it a fun-filled event and a truly memorable day for the expected crowd of 1,000. The domino tournament, a highlight of this family fun-filled event features well respected organizer of international domino tournaments, Ruddy Schaaffe, designer and manager of the 2005 Las Vegas World Domino Tournament being currently showcased on ESPN DEPORTES and ESPN2, will stage this Virginia Key Beach Park event.

The tournament's theme of multi-ethnic inclusive complements that of worldwide domino integration, an effort being pursued today in the sport. As seen on television and in various printed media, the various factions in multi-ethnic "Dominoworld" are coming together in many forums all over the world with the ultimate aim of arriving at a uniformed international standard. This event will provide one such forum, as the vast majority of Miami's multi-ethnic groups have deep roots in dominoes.

Your sponsorship of \$2,000 will earn your company:

- a special place for its banner in the tournament area (you provide the banner),
- the appearance of its name on all publicity and advertising,
- preferred placement on printed materials,
- special recognition from the podium by Trust Chair Mrs. M. Athalie Range,
- mention in the next Trust newsletter, Sunrise, mailed to over 9,000 throughout the community, and
- "Thank You" signage at the Park.

Your company will also have the opportunity to distribute promotional materials (discount flyers, promotions, events, etc.) and to have qualified company representatives on sight for direct interface with this captive audience, as well as 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 your company's name in the minds of the multi-ethnic citizens.

Sincerely,

David Shorter
Executive Director

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