



Florida Blood Services Foundation

“Golf Gets in Your Blood”

SCRAMBLE

November 7, 2007

Bob Gaudreau
Media Golf Productions, Inc.
1402 Monte Lake Dr.
Valrico, FL 33594

Dear Bob,

Things have calmed down enough since our 15th Annual “Golf Gets In Your Blood” Scramble that I’ve had a chance to look over the results and assess all our activities and sponsorship opportunities.

I have to tell you that once again, you’ve brought not only great value but some very attractive premiums for both sponsors and players. This year was the first time we took advantage of your new Golf Swing Analysis and it was not only a fabulous opportunity for the sponsor, Central Florida Eurocars, but it was an effective selling point as I told potential players and other sponsors about getting a personalized golf swing analysis from PGA Tour Instructor, Richard Hall. In several instances, I’m sure it helped influence the decision to participate.

I can’t speak highly enough of the superior product that you and Richard produced. Richard has an excellent voice and was patient and thorough with each of the more than 125 players he analyzed. I had one golfer tell me that he could tell that Richard was a great coach because he chose one aspect of each golfer to focus on, rather than flooding the player with too much information to integrate into their swing. Richard was extremely professional and clearly is a very talented and informed instructor.

If that weren’t enough, I was so impressed that Richard took the time to brand each and every analysis with the sponsor’s name as well as that of FBS Foundation! I hadn’t expected that and it was not something we discussed, which tells me that you are both on top of the importance of the marketing aspect of this sponsorship, something very important to us as fundraisers. The 30 second ad at the beginning of the CD was perfect and a great way to highlight CFE.

Your relationships in the golf industry also brought a lot of perceived value to the tournament through the golf experiences you procured for us, 5 opportunities for each player! It was a happy turn of events that one certificate was late because I included it when I mailed the CD’s and I heard from players that it was a very nice surprise to get one more bonus.

Seamless scoring, the 50’ putt, the 3 Hole-in-One opportunities, great video production before and after – an excellent package all around. Post event discussions with the committee concluded that we should definitely look at our LeaderBoard contract for the 2008 event. I’ll be in touch!

Kind regards,

Marla Grant
FBS Foundation
Director of Community Relations