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October 8, 2004

John Smith  
123 Everywhere  
Anyplace, TX 12345

John Smith:

Thank you for giving us the opportunity to introduce you to our sports decal fundraiser program. Our fundraiser program offers your organization the opportunity to raise funds without any risk or investment of funds. We have prepared a package with the forms and displays you will need to get started with your fundraiser.

Feel free to copy the order form as needed. We are excited to have the opportunity to work with your organization. We value you as a customer and appreciate your comments and suggestions.

The decals are generally sold for \$10.00 to \$12.00. Your cost per decal is as follows.

10 to 20	\$6.00
21 to 40	\$5.50
41 to 70	\$5.00
71 to 99	\$4.75
100 or more	\$4.50

There are no restrictions on decal styles, which means you can order any combination of styles and lettering to be eligible for the discounted pricing levels. After the initial order, any order of 10 or more decals will receive the same discounted pricing as the initial order.

Shipping and handling charges are included in the prices outlined above. You can avoid paying sales tax by returning a completed Texas Sales and Use Tax Exemption Certification (sales taxes applicable to Texas residents only).

You should collect payments at the time of sale, made payable to your organization. Mail or fax your orders after your fundraiser has been completed. Decals will be mailed to your organization within 14 business days from receipt of your order. A bill will be enclosed with each completed order.

Our decals are personalized with the team and player name and number. They are applied to the exterior side of the window so window tinting will not be damaged. Our decals are not only a great way to earn money for your organization; they are a great way to show your pride in your organization and your teams.

Individual decals are also available for purchase online at <http://www.y-coach.com/shopping.html>.

We have been fortunate to serve many organizations, and it is our wish to some day be able to serve your organization. If you have any questions, please do not hesitate to call.

Sincerely,

Schann Holladay  
Y-coach.com