



Dear Mr. Joe America
OUTDOOR PRODUCTS COMPANY
1234 Main Street
Anywhere, DE 11111

Would you like to gain exposure to a highly targeted group of field enthusiasts?

One hundred or more of the best amateur-handled English Springer Spaniels in North America will be competing in the National Amateur Champion in Mansfield, Washington starting December 3, 2007 and running through December 7, 2007. This exciting event showcases the best of the best from regional competitions throughout the year and we will have participants from California through Maine...some competitors will even travel from Canada to participate in the biggest event of the field trial calendar.

Since this event is the highlight of the competition year, the SuperBowl of sorts for the field-bred English Springer Spaniel, all participants and spectators are field sports enthusiasts.

The competition is incredible; dogs must perform as on a "typical day hunting, but in more perfect form." They are tested in five land series over varying terrain and one water series, with elimination possible from series to series. The event will be judged by Paul McGagh from North Dakota (originally Wales) and Chuck Nelson from Wisconsin - both experienced handlers with national placements themselves. Their job is to assess the ability of these dogs to find, flush and fetch (retrieve) pheasants. With the high level of competition, they have both the pleasure and the challenge to observe these top competitors, then pick the "best of the best."

You have a unique opportunity to showcase your product or service with participants and spectators of this event in several ways:

- 1) Corporate or individual sponsorship of a series (*five SOLD, taking back-up offers only*)
- 2) Advertising in our full-color collector's item event catalog (contact us)
- 3) Donating one of your products or services for our silent auction (contact us)

Plus, as an added benefit, all sponsors will also receive a sponsor listing on www.essft.com, a website dedicated to Springer trials and related topics. This listing will be online for many months - from the time of your donation until the 2008 championship website is launched. The visitor rate on this site is quite impressive, but more importantly it is a highly targeted audience of field sporting enthusiasts.

So don't delay to take advantage of this great opportunity. You can reserve your preferred form of donation by contacting either of us by phone or email, as listed below.

Sincerely,

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P.S. Field trailers love to spend money on their hobby - don't miss the chance to connect with these enthusiasts!