[MS-0398.025.009.018]

Governor's Council on Physical Fitness and Sports

Arnold Schwarzenegger,
Chair

John Cates,
Executive Director

January 23, 1996

Leon Williams
Metropolitan Transit Development Board
1255 Imperial Avenue, Suite 1000
San Diego, CA 92101-7490

Dear Leon;

Wow! What a great "kick-off" for the Greater San Diego Inner-City Games.

The people assembled at Planet Hollywood have to be the most powerful group of city/county leaders to ever collaborate on behalf of kids. **Long overdue!**

Leon, your participation on the Board of Directors and support of the Games are essential to our success. You are a respected community leader with contacts that can help us make our "wish list" come true.

Please, take a few minutes to review the "wish list" and identify areas that you, or your contacts, can assist. Give us a lead and we will take it from there.

Obviously, we are going to need financial support as well as in-kind support. Our first fundraising goal is to identify twenty (20) founding sponsors at the $10,000 level. We have a very attractive exposure package for our founding sponsors that will greatly exceed the value of their gift. Any potential founding sponsors that you can put us in contact with will be greatly appreciated.

Our second level is the sports sponsorship package. For a $5,000 donation, the sponsor will pick the sport or fitness activity of their choice and be the sole sponsor of that event, city and county wide - exclusive exposure.

Other areas of sponsorship include: essay contest, art contest, dance contest, photography contest and junior broadcaster mentorship program.

Again, Leon, thank you for being a part of this exciting, national community model and please let me know if you have any leads for our "wish list" or sponsorship program.

The Best of Health and Fitness!

John Cates

THANKS FOR MEETING WITH PAUL AND I & YOU AND JIMMY ARE A GREAT TEAM. TOGETHER WE WILL MAKE A DIFFERENCE - THANKS & BLESSING

c.c. Governor Pete Wilson
Arnold Schwarzenegger

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