

August 20, 2012

Ms. Susan Smith
Delta Airlines
PO Box 20706
Atlanta, GA 30320-6001

Dear Susan,

It was great speaking with you recently about sponsorship of Georgia Public Broadcasting's new series, *The Weigh We Were*®. On behalf of the over 65% of Georgians who are struggling with obesity and excess weight, I thank you so much in advance for your consideration of this support.

The Weigh We Were® is a unique inspirational educational series that features success stories of people in Georgia who've conquered their weight problems head on by establishing healthy patterns of diet and exercise – on their own. In each 30-minute episode, viewers will see 12-15 guests from all over Georgia who have overcome everyday obstacles to enjoy lasting weight loss success.

Through your sponsorship, Delta Airlines will receive marketing and business-building benefits that help the company capture the attention of some very attractive groups of Georgia Public Broadcasting viewers. As a sponsor of *The Weigh We Were*®, you'll be reaching **2.5 million estimated viewers** who are among the most educated, affluent consumers in our state. Most importantly, you'll be reaching them at a time when they are most likely to respond favorably to your marketing and sales messages.

Included with this letter you'll find a proposal inviting Delta Airlines to become a sponsor of *The Weigh We Were*®. The valuable benefit packages described on pages 12-15 provide Delta Airlines with outstanding opportunities to reach target audiences, build brand loyalty, communicate key messages, and sell its products and services.

With some benefit packages offering **nearly \$300,000 in media placement and marketing benefits**, we're confident that Delta Airlines will gain a high return on its investment as a sponsor of *The Weigh We Were*®.

And, you can maximize the value of benefits offered through your sponsorship by sending in your reservation by **September 30, 2012**. As an added incentive for placing your reservation early, your commitment by this date entitles you to **10% off your sponsorship fee**.

Susan, thank you again. I deeply appreciate your time, interest and willingness to consider sponsorship of *The Weigh We Were*®. I look forward to hearing from you and all of us here at Georgia Public Broadcasting hope to count Delta Airlines in as a partner in our war against obesity in Georgia.

All the best,

(SIGNATURE)

Kat Carney
Executive Producer & Host (Lost 90 pounds!)
The Weigh We Were®