

To Whom It May Concern:

I am writing to you from Cycling BC, the provincial governing body for the sport of cycling in British Columbia. After a world-class performance at the Beijing Summer Olympics in 2008, and in preparation for the London 2012 Olympic Summer Games, now is the time to initiate the improvement of the BMX Supercross Track in Abbotsford.

We are currently seeking the support of local organizations to sponsor the remaining funds required to complete the project. You would be joining a successful group of investors including Cycling BC, Abbotsford BMX, the City of Abbotsford, the Canadian Cycling Association, and Tourism Abbotsford.

On May 22nd & 23rd 2010 the Abbotsford BMX club will be hosting one of four North American class 4 UCI events to be followed by the Canadian Open a class 6 UCI event. The events will be attended by approximately 250 to 300 athletes from Western Canada and their family, including many of the top Junior & Elite athletes from North America. We are expected to spend over \$180,000 in our community. When the improvements are completed Abbotsford BMX will be applying for a BMX SX World Cup event to be held in 2012. With 2012 being an Olympic year all the World Cup events will be heavily attended by the BMX World looking to qualify for the Games in London. This event could bring up to 200 international competitors, their support staff and over \$280,000 in revenue to the Abbotsford area.

Your donation goes directly to the track-building budget, which will help many BC athletes including Tory Nyhaug, Nick Benetti and Danielle Brisson, Canadian BMX Champions in 2009, skyrocket towards "owning the podium" in 2012. As evidenced by the recent Vancouver 2010 Olympic Winter Games, contributions to sport not only help athletes get to the top of their game, but also help our local communities by giving youth something and someone to aspire to.

As of March 16th, the Abbotsford BMX track has secured over 60% of the required funds for project completion; generous donations have been made in the form of cash and sponsorship in kind. We are currently seeking the remaining \$95,000 by April 10th in order to complete the project in time for the track's first international event. With your donation, we would be proud to feature your company's logo at the venue (see the brochure for sponsorship details), giving your financial contribution a measurable return on investment. Considering BMX is a popular sport both in Olympic level competitions as well as grass roots level activities, we feel that this is an opportunity to reach different kinds of potential consumers.

Please take a moment to browse through our brochure, attached in .PDF format, and to visit our website at <http://cyclingbc.net/abbotsford-supercross-upgrade>. If it is more convenient for you or your corporation, you can simply direct your donations to this link: <http://www.sport.bc.ca/services/nationalSportTrustFund.asp>.

Thank you for taking the time to learn more about and participate in the development of a fast paced and vital sport for youth development in BC.

If you have any questions or concerns, please do not hesitate to contact me at the information below.

Warm Regards,



Adam Muys