

The Wilkinson Group

November 11, 2002

Steve M. Beden
Executive Director
National Booster Club Association
100 N. Morain St., Suite 208
Kennewick, WA 99336

Dear Mr. Beden:

The Wilkinson Group (www.twgsponsorship.com) is a global leader in non-traditional marketing and revenue generation in the NPO and corporate worlds. We have the opportunity to work as AOR in the experiential marketing space for companies such as Cisco Systems, Clorox, got milk?, Reuters, Gateway and more. We also have the chance to guide first stage companies to tier one start-up positions, positioning and market entry as has been the case with Bivio, VantageMed, Qbate, The Internet Home Alliance and more. We are approached several times a week for marketing support but unfortunately turn most away due to a myriad of weaknesses, most surrounding viability and sustainability.

We have had the privilege of being introduced to The National Booster Club Association (NBCA) and have had the opportunity to review its plans and marketing viability. Suffice it to say that our team has not found a company in our 20 years of in-market experience that has the level of potential of the NBCA in relation for service to a complete sector (with the capability to roll out internationally) and with substantial revenue maximization and sustainability over an extended period of time.

TWG's combined experience with social service organizations and corporate bodies allows us to evaluate this opportunity, without qualification beyond funding, as one of the strongest we have ever surveyed. The two criteria that were dominant was the ability to impact mass numbers and deliver strong financial returns.

TWG needs to qualify this letter to any reader by stating that it is our expressed desire to work with the NBCA on its alliance (sponsorships) partnerships and marketing. This qualification is justified though by stating that TWG only works with a handful of companies and endorses the NBCA as one of those that has broken through on all measurement criteria. You have a powerful and compelling proposition. We wish to be involved.

Keep up the great work and the process by which you are approaching the market. You will touch tens of thousands of lives in a wonderful way, with a solid and long standing business.

Please do not hesitate to contact me, or have any of those who are exploring a roll in the evolution of the NBCA, directly.

Most sincerely,



David G. Wilkinson
President and CEO

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