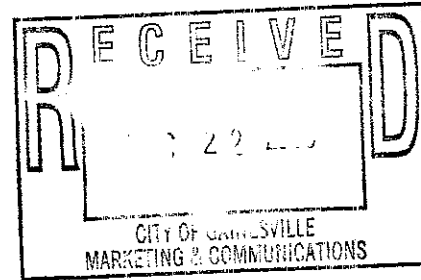


050849

# Market Gainesville Partnership

December 16, 2005

Mr. Bob Woods  
City of Gainesville  
P.O. Box 490  
Gainesville, Florida 32602



Dear Bob:

Thank you for agreeing to be a major sponsor of our Market Gainesville Partnership branding initiative.

As you know, the funds raised by the Market Gainesville Partnership will be used to develop a professional branding effort for our larger community which will combine research, strategy and creative work to develop a unique community brand. Such a brand will be invaluable in our ongoing economic development and tourism development strategies and can play a major role in citizen attraction and retention as well. The effort will begin as soon as possible in 2006 and will take about nine months to complete. During that time, the Market Gainesville Partnership will meet regularly and members will be involved in the development of the brand.

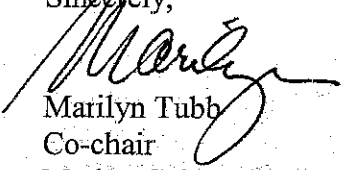
The Gainesville Community Foundation, a 501(c)3 not-for-profit foundation, has created a separate account for our Market Gainesville Partnership, to which we may safely deposit our investments while the branding process is underway.

We ask that your investment of \$20,000 be made payable to "The Gainesville Community Foundation," with the descriptor, "Market Gainesville Partnership" on the purpose line. Please send it by January 31, 2006 to the following address:

Gainesville Community Foundation  
5346 SW 91st Terrace  
Gainesville, Florida 32608

I especially thank you for your prompt and decisive commitment.

Sincerely,

  
Marilyn Tubb  
Co-chair  
Market Gainesville Partnership  
P.O. Box 100326  
Gainesville, Florida 32610