

SCORE[®]

Counselors to America's Small Business

December 12, 2004

Dear Sir or Madam,

On behalf of SCORE Association and The Approved Group Inc., we request your consideration in sponsoring a custom print run of *The Customer-Approved Small Business* for use as a SCORE business counseling resource. Your partnership in this publication provides your brand with exposure through a network of 389 chapters, 800 branches and the SCORE website, www.score.org.

How SCORE helps small business

SCORE "Counselors to America's Small Business" is the best source of free and confidential small business advice to help entrepreneurs build a business. The SCORE Association, headquartered in Washington, D.C., is a nonprofit association dedicated to entrepreneurial education and the formation, growth and success of small businesses nationwide. SCORE is a resource partner with the U.S. Small Business Administration.

The SCORE network has 10,500 volunteers comprised of retired and working executives/managers that provide small business counseling and training. In fiscal year 2004, SCORE volunteers spent 1,377,097 hours helping entrepreneurs

Sponsor benefits

SCORE is proud to form alliances with leading companies and organizations to expand small business outreach, services and resources to communities nationwide. Sponsors of *The Customer-Approved Small Business* will benefit from national brand exposure via SCORE's newsletters and website.

- 32,450 SCORE eNews Subscribers
- 8,413 SOHO eSource Subscribers
- 35,511,624 Web Site Hits
- 965,606 Web Site Unique Visitors

Sponsor example

As part of its acquisition of Cal Fed, Citibank has funded the production of 20,000 copies of a custom version of Small Business Basics that is co-branded for SCORE. This publication will be utilized on the West coast as a workshop/counseling tool.

Thank you for your consideration,



W. Kenneth Yancey, Jr.
CEO