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July 27, 2017

Dear Sir or Madam,

We are pleased to announce that Askin & Hooker, LLC will once again serve as the presenting sponsor for the second annual Labor Day 5K to benefit the Lake Mohawk Preservation Foundation. As you may know, Todd and I have been involved over the years with many causes that benefit the environment. I serve on the Board of the Lake Mohawk Preservation Foundation, and this year I am the President. Todd volunteers at the TREE Fund and the NJ Tree Foundation. We are excited to be able to work toward raising funds for a local, Sussex County organization that works so hard to preserve and protect Lake Mohawk, which is a treasured resource right in our own backyard! Todd and I both believe that we all have a responsibility to serve as stewards of our shared environment, which is why we continue to sponsor this event. We are hoping that you also will be interested in serving as a sponsor for this event.

There are various levels of sponsorship available, as outlined on the attached form, from Gold and Silver to Bronze. I realize as a business that you are constantly solicited to contribute/sponsor various charities and events on what undoubtedly feels like a weekly basis. I know we are at our firm and it is difficult, if not impossible, to respond and participate in each one. However, I would ask you to consider standing with us for this cause and to support this event for the benefit of the Lake Mohawk Preservation Foundation.

If you have any questions about this event or the sponsorship opportunities, please do not hesitate to contact me, or visit the laborday5k.org website.

With warm regards,

William P. Askin