

*SAMPLE LETTER SHARED COURTESY OF GREATER LANSING CVB*

June 18, 2007

Dear Member Restaurant,

The Greater Lansing Convention & Visitors Bureau is collecting offers from our member restaurants for the fourth round of our dining coupon program. Don't miss this cost effective opportunity to market your restaurant to upcoming convention attendees coming to the Greater Lansing area. We created this program at the request of our clients for conventions and sporting event groups.

The 2007 dining coupons will be distributed to interested conference and athletic groups throughout the second half of the year. To see the types of groups we will be targeting to offer this attractive incentive for their attendees, please review the enclosed convention calendar. We will be targeting the MI Agriculture Equipment Expo 2007 with 15,000 visitors in July, 2007 MI Baseball Players Association with 1100 visitors for the U-11 World Series and the list goes on. The late Fall is a very busy time for our hospitality industry; don't you want a piece of those direct spending dollars?

There will be twelve spots available on a first come first serve basis and we will not be charging a fee. The coupons will be printed and designed in-house to reduce production costs. Please see the enclosed sample. A final copy will be provided to you upon completion.

In order to participate, please fill out the enclosed form noting in detail the incentive you are offering. Some suggestions for discounts might include a free appetizer with the purchase of an entrée, 10% off all entrée purchases, or buy one entrée and receive a second free. We will begin distributing in July. In order to participate, you must offer the discount starting July 1, 2007 through November 30, 2007.

We appreciate your consideration and partnership in promoting the greater Lansing area.

Thank you,

Brandie Putnam, CMP  
Convention Services Manager

Enclosures