State Fair of Texas Raffle Leadership

R. Heath Cheek

*Chairman*

*Bell Nunnally & Martin*

Richmond Collinsworth

*Vice-Chair*

*TIG*

Christina Conway

*Vice-Chair*

*Oncor*

Jimmy Conway

*Vice-Chair*

*Marriott*

Paul Haney

*Vice-Chair*

*Frost Bank*

Luisa del Rosal

*Vice-Chair*

*SMU*

Court Goolsby

*Vice-Chair*

*Amegy Bank*

Chad Lancaster

*Vice-Chair*

*Third Coast Bank*

Laura Oslick

*Vice-Chair*

*Hunt Realty*

Mattson Uihlein

*Vice-Chair*

*Bank of Texas*

Nick Wells

*Vice-Chair*

*Whitley Penn*

Daryl Real,

*State Fair of Texas*

May 20, 2015

Via Mail and E-Mail lperkins@omnihotels.com

[INSERT ADDRESS]

Dear [INSERT NAME]:

I am the chair of a committee for the largest annual event in Texas: the State Fair of Texas®. The State Fair of Texas draws over 3.5 million visitors over 24 days in October each year (September 25 to October 18). Most people do not realize that the State Fair is a charitable organization, whose purpose is to provide hundreds of thousands of dollars in scholarships for needy inner-city and rural high school students attending college. Four years ago, the State Fair added a new, high-profile Raffle Committee to raise more money for scholarships for these kids. The first four years of the Raffle were a huge success (raising over $200,000 in scholarships) and this year we have set a goal to raise $75,000 more. Over the past four years, we have been able to provide 40 four-year scholarships to great kids attending Texas colleges.

Last year, [INSERT COMPANY] was a big part of our success by sponsoring the SFT Raffle at the [INSERT LEVEL]. I’m writing to ask you to renew your commitment to the State Fair Scholarship Fund. More details are in the attached brochure. If you could fill out the attached form and return it to us as soon as possible, we would be grateful. Your company will be recognized with signage at the State Fair and in our e-mail communications about the SFT Raffle.

We look forward to hearing from you!

Best regards,

R. Heath Cheek