

# Q U I N T E S S E N T I A L L Y

Ali,

Thank you for organizing the retreat and sponsorship opportunity at the Louisville FBO during the Kentucky Derby. As far as direct revenues associated with the event we have currently reached approximately one third of our initial investment however several other potential prospects have expressed interest and may join Quintessentially in the near future. The brand exposure was definitely a positive factor and I believe we reached a demographic that for the most part, we have yet to be exposed to. The 20' banner was the most effective tool other than our own physical presence in the lounge. We enjoyed working with Elite Traveler's event team and they were instrumental in the smooth delivery of the on-site event itself. I would be interested in hearing about future event sponsorship opportunities to work with the Elite Traveler team.

Kind regards,

Peter Baer

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