

E-Mail

From: Drechsel, Gabriele K NAF USARMY IMCOM HQ (US)
Sent: Friday, June 19, 2015 7:05 AM
To: 'Baecher, James – L'Oreal Paris'
Subject: Sponsorship Opportunity with Army MWR

Hello Mr. Baecher,

I am contacting you regarding an opportunity with Army Family & Morale, Welfare and Recreation. We are conducting a singing contest "Operation Rising Star (ORS)" that is based on the American Idol competition. I have enclosed an overview of this program, which runs at approximately 30 installations during September and October this year. There will be a finals competition at Fort Sam Houston in San Antonio in December at which the 2015 Rising Star will be crowned.

This competition presents itself as a great opportunity for L'Oreal to showcase its newest beauty products combined with a sales promotion at the Exchange at the installation and at Fort Sam Houston.

Attached is a proposal for your review. I will call you next week Friday to follow up but please feel free to contact me with any questions you might have at 210-466-1860. I look forward to talking to you soon.

Kind Regards,

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