



DEPARTMENT OF THE ARMY
FAMILY AND MORALE, WELFARE AND RECREATION COMMAND
4700 KING STREET
ALEXANDRIA VA 22302-4401

REPLY TO
ATTENTION OF

Corporate Partnerships

Ms. Rosemary O'Brien
Military Marketing, LLC
10 West 15th Street, Suite 2117
New York, New York 10016

Dear Ms. O'Brien:

It is my pleasure to welcome Military Marketing, LLC as the sponsor of the 2010 MWR Bowling promotion. Enclosed please find the sponsorship agreement for this promotion. Thank you for your support of Army MWR programs for Soldiers and their Families.

If the terms outlined in the enclosed agreement meet with your approval, please sign where indicated and return one copy of the agreement to Ms. Gabriele Drechsel, Family and MWR Command, 4700 King Street, Alexandria, Virginia 22302-4403. If you have questions, please contact Ms. Drechsel at (703) 681-1622.

Sincerely,

A handwritten signature in cursive script that reads "Joseph A. Rayzor".

Joseph A. Rayzor
Director, Marketing

Enclosure

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,

Gabriele Drechsel
Senior Program Analyst
IMCOM Marketing & Interactive Solutions
Phone: (210) 466-1860
e-mail: gabriele.k.drechsel.naf@mail.mil