

CLIENT ORIGINAL

19-Sep-05

General Mills, Inc.  
Vendors Submission/BT3-B2  
PO Box 1113  
Minneapolis, MN 55440

RE: Project Proposal

Unity Fitness Health Center is pleased to submit this request for your review. We look forward to your partnership in our cooperative efforts to establish the first Central Texas adolescent fitness weight management center, should General Mills choose to accept.

Our proposal is for General Mills to occupy and market Yoplait products for children and adults in the Internet café and lounge area. Helping us to launch this new level of fitness training and health education. General Mills will be the only advertised product for yogurt in the facility. Unity Fitness Health Center will provide an affordable opportunity for lower and moderate income residents of the Central Texas area, the chance to attend the facility.

Unity Fitness Health Center is unwavering and persistent in the promotion of good health and better living through exercise and proper nutrition. The objective is to promote the community and surrounding areas with a fitness center that educates fitness rather than traditional Gym's. Presently, our primary business plan loan has been approved by the Certified Development Company (CDC) in Texas. The company works with the Small Business Association (SBA). I am confident this facility will generate an ROI profit for General Mills Yoplait products.

Unity Fitness Health Center has performed research on the market area, and has concluded that no other facilities in a 50 mile radius exist, nor do they offer the services we have. Your investment in our project and programs will enable us to provide a level of service to this community of approximately 124,000 like no other. Not included in this proposal, is the future projection of soldiers and families added to the community by the military in the upcoming year.

Thank you for your interest in Unity Fitness Health Center. We envision building and changing lives one at a time. It would be an honor to discuss our project in more detail including sales and marketing strategies.

Sincerely,

Frederick Coffey, Chairman



**Client: Unity Fitness One Stop Health Center**

**Project Type: Sales / Product Sponsorship Letter (client original & Scribe edit)**

SCRIBE, ETC. COPYEDIT

3-Oct-05

General Mills, Inc.  
Vendors Submission/BT3-B2  
PO Box 1113  
Minneapolis, MN 55440

RE: Project Proposal

It's General Mills' Yoplait hands down. You have the brand recognition. You have the superior products. You are the company we want to partner with in order to offer our clients healthy food options while at the Unity Fitness Health Center snack bar. And that's not just lip service.

Our staff dietician recommends General Mills' Yoplait products because the products align with our core goals: healthy hearts, healthy bodies—which we all know comes with exercise and nutritious food. Yoplait products are also ideal for Unity Fitness clientele because the products appeal to adults and children alike and because the products foster healthy living in so many ways. From promoting weight loss and helping to nip vitamin D deficiency in the bud to chiseling away at high cholesterol and developing strong muscles, we know Yoplait is the best there is.

Our proposal is for General Mills to occupy and market Yoplait products for children and adults in the Unity Fitness Internet Café and Lounge area. We're interested in carrying all varieties of the Yoplait product line including the different Yoplait Yogurts and Yoplait Smoothies as well as Yoplait Nouriche, Trix, Yumsters and Go-Gurt. In exchange for supplying your products, General Mills' Yoplait will be the only advertised product for yogurt-related snacks in the facility. Now, I know what you're thinking: Sounds good so far but how else do we benefit from this venture? I'm way ahead of you.

While fitness and health will always be foremost in all that is done through Unity Fitness, we most certainly plan on generating a hefty profit. To position ourselves for success, we submitted our business plan for approval by the Certified Development Company (CDC) in Texas, a Small Business Association (SBA) affiliate. As a result, they have agreed to provide generous financial backing for this project so we know we'll have the funds to operate a top-notch facility.

We've also done extensive inquiries of the Killen-Fort Hood area of Texas. Our market research shows that once completed, Unity Fitness will be the only facility in the area with aquatics, cardiovascular, and weight training facilities as well as weight management programs and nutritional consultation services, all under one roof. By partnering with Unity Fitness, you'll be able to create a stronghold for Yoplait products in our 124,000-person market plus, enjoy a large return on your investment.

I am excited about this venture and confident that a partnership between General Mills and Unity Fitness will be a profitable and rewarding for both companies. The planning is done. The funds are in place. All we need now is your Yoplait products. Feel free to contact me for additional information on Unity Fitness, our vision, and the sales and marketing strategies we intend to employ to make our name, and yours, synonymous with positive change in central Texas. I look forward to a long and profitable partnership with General Mills.

Sincerely,

Frederick Coffey Chairman