



June 27, 2011

Mr. Jeff Chong
SFC International

Re: 2012 Ironman 5150, Toronto

Dear Mr. Chong:

As the charitable arm of Maple Leaf Sports & Entertainment, the MLSE Team Up Foundation is dedicated to improving the lives of youth by revitalizing City of Toronto recreational facilities, giving to sustainable programs and empowering youth through sporting activities. The MLSE Team Up Foundation combines the philanthropic efforts of the Toronto Maple Leafs, Toronto Raptors, Toronto FC and Toronto Marlies, and is committed to changing lives through the spirit and the power of sports.

Our Foundation is excited about the opportunity to benefit from a future Ironman 5150 race in the City of Toronto. Direct support from the Ironman Foundation, and additional support through a variety of fundraising initiatives held during the event weekend, will have a tangible impact on our Foundation's infrastructure build initiatives throughout the City, perhaps even through the development of a multi-sport facility.

A partnership between the Ironman organization, your corporate event partners, and the MLSE Team Up Foundation, will have a far reaching impact on the community at large. We look forward to working with you to deliver positive outcomes, for your event, for our Foundation programs, and for our City.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Bartlett". The signature is stylized and somewhat abstract, with a vertical line extending downwards from the bottom of the signature.

Mike Bartlett, CFRE
Executive Director
MLSE Team Up Foundation