

June 13, 2011

Harold Mah
Event Support Manager
Economic Development & Culture
City Hall, 9th Floor, East Tower
100 Queen Street West
Toronto, ON, M5H 2N2



Re: A Toronto Ironman 5150 in July 2012

Dear Harold,

Running, and by extension, triathlon, is a pillar sport of Nike's global business. Our brand is synonymous with sport, competition and dedication to excellence. We look to partner with athletes and events that meet the high standards of Nike's aspirational values. To that end, the Ironman 5150 race that World Endurance Canada and Sports Focused Consulting will stage in July 2012 is of tremendous interest to us.

We have been kept abreast of developments over the last three years as the race has taken shape. This gives us confidence, as the rigour and diligence with which this event has been cultivated, will ensure a successful triathlon that we will be proud to be associated with in 2012 and for many years to come.

We are keenly interested in participating in this event in the form of sponsorship, product distribution and marketing. We will also look for unique ways in which to utilize our marquee sponsored triathletes to support the event and to increase Nike brand awareness. These Canadian competitors include, among others, Olympic Champion Simon Whitfield (Gold, 2000 and Silver, 2008) and Paula Findlay, currently ranked 1st in the world by the International Triathlon Union.

We are particularly interested in the differentiating factor of utilizing the Don Valley Parkway and Gardiner for the cycling leg of the event. We believe that this will be a game changer in terms of elevating this Ironman 5150 triathlon above others in North America. This will not only attract more tourists and participants, generally, but will also attract a higher calibre of professional competitors.

I would be happy to discuss this with you in greater detail. I can be reached at 905.771.4973 or at christopher.rigney@nike.com. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Chris Rigney', is written over the word 'Sincerely,'.

Christopher Rigney
Head of Sports Marketing, Nike Canada