

*Use the template below for assistance.*

*Just select all and copy the text and paste into a Word document. Then you can edit as you see fit.*

*Add a paragraph if needed (see page two).*

*Please put on your letterhead, date and sign.*

*Thank you very much on your immediate attention to this.*

## **Main Template**

Date

Trent Anthney, President  
Florida Professional Paddlesport Association  
P.O. Box 1764  
Arcadia, Florida 34265

Dear Mr. Anthney,

We are a member of the Florida Professional Paddlesports Association (FPPA) and would like to voice our support for the submission to the 2012-2013 Grant Application for the Cultural Heritage and Nature Tourism Grant Program.

This program will allow the printing of a new FPPA 4-color rack card "Florida Paddling Adventures" which will incorporate new technology in the form of a QR code for use by smart phone users to take them to the FPPA website and outfitter directory and a toll-free number for others who wish information verbally. The visitor will be ensured of up-to-date information at all times. This new card will be more environmentally friendly as it will replace a large multi-fold publication that had a tendency to become outdated and therefore not accurate. This rack card will also provide the state's professional outfitters more exposure than could currently be funded individually.

Sincerely,

Name  
Title

**Add A Paragraph (optional) Select One.**

- Through the Florida Professional Paddlesport Association, we achieve the ability of reaching Florida visitors and well as residents at the Florida Welcome Centers, tradeshows, and DMOs throughout Florida.
- As a small business in a rural area we depend on strong organizations like FPPA to support us. We look forward to the more technology advanced and environmentally friendly “Florida Paddling Adventures” .
- We, as a small business, we depend on strong organizations like FPPA to support us. We look forward to the more technology advanced and environmentally friendly “Florida Paddling Adventures” .
- What better way for the visitor to explore the beautiful and diverse natural waterways of Florida than by canoe, kayak, paddleboard, or tube? Paddlesports are for every one of all ages and skills and the professional outfitters of the FPPA strive to provide the visitor the opportunity to explore the best of natural Florida from the coastal areas to the inland rural rivers and creeks.
- The partnership that our statewide network has formed is a key force in improving our nature tourism programs throughout the state.
- We, as a member of the Florida Professional Paddlesports Association, look forward to the professional marketing and advertising opportunities this award will provide to the state’s paddlesports industry.
- The visitor to Florida needs a trusted source to be able to locate a professional outfitter and retailer and FPPA is that source.
- Professional outfitters are small businesses and these rack cards would increase their exposure to the Florida visitor and therefore support small businesses across the state.
- Many FPPA members are in rural areas and to bring more visitors to these outfitters would help the rural areas where they are located economically.
- Small organizations such as ours have limited funding and the Florida Professional Paddlesport Association (FPPA)’s marketing support is invaluable to our businesses and us.
- As many FPPA members are small businesses, this advertising piece with its exposure in the State Welcome Centers, is something they normally would not be able to afford.
- Mention that your business is a Visit Florida partner.
- FPPA is an active nonprofit corporation in the state of Florida.