



April 18, 2016

Talcott J. Franklin
Secure/ Higher Ed LLC
1521 N. Cooper Street, Suite 340
Arlington, Texas 76011

Dear Tal:

I wanted to let you know how much I appreciate the opportunity you provided The Fresh Market to sponsor S/HE's P³ training at the White Rock YMCA on Sunday April 17. I appreciate all the pre-event marketing S/HE did to promote The Fresh Market brand, including the 5000 branded fliers delivered to the neighborhoods around the White Rock YMCA, the email to all parents at Alcuin from Head of School Walter Sorensen, the prominent placement of the event on DaisyMail, the weekly school update that went to all parents at The Hockaday School for girls, the email communication from the administration to all parents at Lakehill Preparatory school, the placement of fliers containing our brand around Woodrow Wilson High School, the prominent placement of our brand on t-shirts commemorating the event, the large branded poster at the entrance of the YMCA with accompanying branded fliers, the hanging of branded fliers at over 30 businesses in the Lakewood, Preston Hollow, and Highland Park areas, the pre-event coverage by FOX News 4, and the placement of The Fresh Market brand on the signup page for the event and your website.

I am glad to hear the event was a success and you had to close registration to avoid violating the fire code due to all the parents who wanted to sign up. I also appreciate your repeated mention of The Fresh Market sponsorship at the event and the inclusion of two questions about The Fresh Market sponsorship in the post event survey. It was heartening to see that 100% of those surveyed promised to change their behavior to keep themselves and their children safer, said that their daughters had fun at the training, and that they would recommend the training to others. I also was pleased to see that almost all the participants said they were more likely to shop at The Fresh Market as a result of this sponsorship, and committed to going to The Fresh Market and using the coupon you provided them. Moreover, only one day after the event, we have already received over 25% of the coupons back. We generally receive only 2% of coupons back from an event. S/HE is doing important work for the community and we were pleased to be a part of it.

Sincerely,

Anne Forsyth
The Fresh Market