



April 4, 2019

“Everyone wants to be appreciated, so if you appreciate someone, don’t keep it a secret.”  
—Mary Kay Ash

Dear [ ],

What’s the best way for you to show appreciation for your favorite clients?

Gift cards can be nice. An appreciation lunch can be nice, too. But how about an event that expresses your gratitude and **delivers an unforgettable, out-of-the-office, team-bonding experience?**

The Northshore Group hosts hospitality events for clients and their favorite vendors at Trans Am auto races here in Northeast Ohio. This summer, we want you to preview this experience first-hand, **so we’re inviting you and a guest to “test drive” our hospitality on the Northshore tab. Seriously: it’s a free lunch.** No strings attached.

- **When?** Saturday, August 10, 2019.
- **Where?** The Mid-Ohio Sports Car Course, off the I-71 near Mansfield, Ohio.
- **What? Why?** Read on.

From the Northshore site on the track infield, you get to enjoy the spectacular SuperGT Class of Trans Am race teams, along with:

- **a meet-and-greet barbecue** of brats and brews with the Northshore Racing Team
- **seats during the race** (~90 min.) on the infield or in the grandstand, including a live audio feed of driver-and-crew race-time chatter, and
- **post-checked flag chocolates, coffee, and conversation** about strategy, execution and the virtues of the combustion engine.

I’m Larry \_\_\_\_, the owner and driver of the Northshore Racing Group, and 2019 represents my 40<sup>th</sup> year of Trans Am competition. Team sponsor Shirley \_\_\_\_ and I are both small-business owners, and we’re proud of our track record of **delivering truly memorable hospitality experiences.**

Join us for a day at the races, where your gesture of gratitude to your vendors will be loud and clear and full of racing excitement. Call Shirley at [ ] to reserve your seats. **Spots are limited and going fast.** We hope to see you at the track.

With gratitude,

Larry \_\_\_\_  
Owner of the Northshore Racing Group