



FROM: Sports Museum of America

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An Open Love Letter to Sports Fans of America

To Sports Fans Everywhere:

The Sports Museum of America (SmA) invites you to show your love of sports this Valentine's Day by loaning your most treasured sports memorabilia for exhibition when SmA opens in May.

Beginning February 14, SmA will be accepting photos of your memorabilia for consideration as part of our Fan-Tastic Gallery. The Gallery will house a rotating exhibit from the general public and you and your treasured memory could be among the first to be on display.

- Are you holding on to a piece of sports history that will better tell the story of Sports in America?
- Do you have something unique and profound showcasing your love of sports that proves *you* are the ultimate sports fanatic?

This is your opportunity to be part of sports history, and to take your place as a featured collector in the first interactive, multimedia, all-sports museum in North America.

Here's how to participate:

Post a photo and brief description of your personal sports artifact by Friday, March 7. You will automatically be entered to win prizes, and the top 50 will be selected and displayed at SmA, including the chance for one family to win a trip to New York City and be an honored guest at our opening festivities.

Thank you for helping us celebrate our Opening, and we look forward to seeing you at the Sports Museum of America.

Warmest regards,

A handwritten signature in blue ink that reads "Philip Schwalb".

Philip Schwalb
Founder & CEO

A handwritten signature in blue ink that reads "Sameer Ahuja".

Sameer Ahuja
Co-Founder & COO/CFO