

# BIRMINGHAM

Greater Birmingham Convention & Visitors Bureau

June 1, 2010

Mr. Brandon Sheppard  
Executive Director  
2539 John Hawkins Pkwy., Ste. 101-181  
Hoover, AL 35244

Dear Brandon:

The Greater Birmingham Convention & Visitors Bureau has enjoyed working with you and everyone involved in the National Select 7 on 7 Championships. Additionally, the event continues to bring in teams from around the country and this has produced a very valuable economic impact for our community. In 2010, the GBCVB estimates that this event will bring in over \$800,000 in economic impact.

With that said, the most important impact of this event is in the area of youth development. This competition and the coaches involved are teaching kids valuable lessons such as sportsmanship, perseverance and discipline. These tools are invaluable and will serve them well throughout their adult lives.

Brandon, it is always a pleasure to work with you and I am very excited about the continued growth and future of this event.

Best regards,



David F. Galbaugh  
Director of Sports Sales and Marketing



2200 Ninth Avenue North  
Birmingham, AL 35203-1100  
ph: 205.458.8000 800.458.8085 fax: 205.458.8086  
[www.sportsbirmingham.com](http://www.sportsbirmingham.com)