Dear Mr. Hill:

I am writing on behalf of the National Recreation and Park Association with a grant opportunity to offer Crossville. NRPA has partnered with The Coca-Cola Company to refurbish outdoor basketball courts through a program called Sprite Spark Parks. Your community has been selected for inclusion in a collaboration between Sprite and the Food City grocery chain in your area to donate funds to help refurbish local courts. Please see below for details:

About the program:
- Food City will select 2 parks to receive grants of $10,000 each to make improvements to outdoor basketball courts. Food City customers may be engaged in a voting contest whereby they will select the 2 parks, or Food City leadership may select the parks directly – this has not yet been determined. In either case, Food City will promote this program to its customers.
- The total pool of parks being selected from will range from 8 to 16 and be across multiple municipalities.
- The program will begin on July 29 and end on August 27. NRPA will cut checks to the two selected agencies in early September.
- The park and recreation agencies from the two selected parks will be responsible for completing the outdoor basketball court refurbishment projects by the end of 2012.
- Reflective of the award amounts, possible projects may include installation of benches, resurfacing of courts, increasing lighting, new goals, new pathway to courts, etc.
- A ribbon cutting event (likely pre-construction) will be expected, as will donor recognition such as a small sign at the court.
- Priority will be given to outdoor courts in urban areas providing service to low-income communities.

I hope your agency will participate in this project. I look forward to hearing back from you and answering any questions you may have.

Sincerely –

Jimmy

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