

The Honda Classic

March 13, 2007

TO: Gary Avins
FROM: Ed McEnroe
RE: Honda Classic Fireworks Spectacular

Gary,

As a new host foundation, at a new venue, with a new board of directors working through new sponsor relationships, the NEW Honda Classic had one opportunity to enhance public perception of the 26 year old event.

While we knew the addition of the Fireworks Spectacular at the Honda Classic would create the 'wow' effect needed for an elevated experience for our spectators and sponsors, it was the powerful and action packed show produced by Firepower Display Unlimited that truly exceeded the expectations of all in attendance.

As effective as the show was, the professionalism and operational precision in which the Firepower team handled the load-in, launch and tear-down was equally impressive. Partnering with Firepower Display allowed our staff to continue to focus on producing a first class PGA TOUR event, while confident the fireworks spectacular was in the right hands.

Gary, please pass along our sincere THANK YOU to your entire team! We look forward to partnering for many years to come.

Regards,



Ed McEnroe
Tournament Director



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