



Carl Peterson  
Chairman

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Executive Director

October 6, 2009

To Whom It May Concern:

USA Football is pleased to provide this letter of recommendation for Entertainment and Sports Insurance eXperts (ESIX).

USA Football has experienced phenomenal growth in the past year in our programs, events, sponsorships and alliances with the National Football League and the NFL Players Association, with more growth in the planning and development stages. Endowed by the NFL and NFLPA in 2002 through the NFL Youth Football Fund, USA Football is the sport's national governing body on youth and amateur levels, hosting more than 100 football training events annually, offering education for coaches and game officials, skill development for players and resources for youth football league commissioners. We are the official youth football development partner of the NFL Players Association, the NFL, and its 32 teams. USA Football manages U.S. national teams within the sport for international competition, youth league volunteer background check subsidies, and provides \$1 million annually in equipment grants.

During the past year, ESIX has been a partner in our growth. Having thoroughly reviewed and revamped our insurance coverages, they built a comprehensive insurance program with the flexibility to encompass the varied and changing scope of our activities:

- A General Liability program for all USA Football certified member coaches and officials,
- Liability coverage for the risks emanating from the development, testing and implementation of a Youth Football Rulebook,
- Coverages for all Coaching and Officiating Schools and Player Academies held at various locations throughout the U.S.,
- Contract, coverage and risk management evaluation for the first Junior World Championship events in Canton, Ohio,
- Assessment of risks associated with youth and adult league affiliation,
- Risk review and insurance placement for upcoming international bowl events in conjunction with the NFL's 2010 Pro Bowl Week.

ESIX demonstrates a depth of knowledge and sincere commitment that has made them a key resource for our directors and staff. We would highly recommend ESIX to any other sports organization.

Karen Goodwin  
Controller