

Dear Chamber Member:

## **Please help us in the effort to keep the Oakland A's in Oakland!**

For months, senior city and business officials have been meeting with Major League Baseball (MLB) about the future location of the Oakland A's baseball franchise. We are proud to say that Oakland is putting its best foot forward with this effort and is preparing to deliver its final proposal to MLB at the end of September.

One of the major concerns Major League Baseball has about keeping the A's in Oakland is the perceived lack of support for the team by the BUSINESS community.

To more accurately demonstrate the level of support the East Bay business community has for the A's, we are asking that you please SEND US a letter of support. A draft letter is attached – please put it on your company's letterhead, sign it, and mail it back to us here at the Chamber. Feel free to modify it so you are comfortable with it. This letter does not obligate your company to buy tickets now or in the future.

We will bundle all of the business support letters together so they can be submitted as part of the city's package.

**If you would like to see the A's stay in Oakland, now is the time we need to hear from you!**

### WHAT YOU CAN DO:

- A) Modify the letter as needed (correct date, company name - all highlighted in orange; delete orange text and insert your own)
- B) Print letter on company letter head – sign!
- C) Return to the Oakland Metropolitan Chamber of Commerce by September 18, 2009 for collection and submission to the MLB.

**Mail:** Attn: Karen Engel  
Oakland Metropolitan Chamber of Commerce  
475 14<sup>th</sup> St. Suite 100  
Oakland, CA 94612

**Fax:** 510-839-8817

**[PUT YOUR COMPANY LETTERHEAD OR LOGO HERE]**

September \_\_, 2009

**[Read & delete: DO NOT send this to Bud Selig directly. Return all letters to the Oakland Chamber of Commerce! We will forward them all as part of Oakland's PROPOSAL to Major League Baseball. Thank you!]**

Mr. Bud Selig  
Commissioner  
Major League Baseball  
12 E 49th St # 24  
New York, NY 10017

Re: Support for a New Baseball Park in Oakland for the A's

Dear Commissioner Selig:

It is my understanding that Major League Baseball (MLB) has appointed a three-person committee to evaluate the options for the development of a new, world-class ballpark for the Oakland Athletics. As part of the MLB analysis, I understand that the appointed, three-member MLB committee will review the level of support in the business community for the Oakland A's, including specific interest in luxury suites, season tickets and other forms of corporate support.

As a member of the business community that operates within the A's territory, I am pleased to inform MLB that should the A's succeed in moving forward on a new, state-of-the-art, transit-friendly ballpark within its currently defined MLB territory, **[INSERT BUSINESS NAME HERE]** would be interested in supporting the A's, including pursuing the rights to a luxury suite and/or a package of season tickets subject to a more formal evaluation based on ticket price and availability.

We strongly support the City of Oakland's efforts to retain the Oakland A's. As you are aware, since making Oakland its home in the late 1960s, the A's have won four World Championships, bringing pride to our community. We are proud to offer our support for the retention of this historic organization.

The Oakland A's represent one of America's great urban franchises, which in years past enjoyed strong support from the region's business community – and will enjoy strong support going forward should the franchise make a real commitment to Oakland.

In prior years, the Oakland A's had strong attendance and business community support. From 1982 – 2004, average annual home attendance (excluding the strike year of 1994) was over 1.87 million. American League average home attendance during the same period was 2.1 million.

In recent years, notwithstanding the recent economic challenges confronting the entire country, the East Bay region (Contra Costa and Alameda Counties) has continued to grow and represents an economically robust and vibrant region. Oakland and neighboring Emeryville have a thriving economic base, including serving as the headquarters for major corporations such as Kaiser Permanente, Clorox, Cost Plus, Dreyer's Grand Ice Cream, Waste Management, Ask.com, Pixar Studios and Novartis. The University of California system, the world's finest public university system, is also headquartered in Oakland. The Port of Oakland, already one of the country's largest, is moving forward with a significant expansion further contributing to regional economic prosperity. The Tri Valley area extending east of Oakland and home to such corporations as Chevron, Safeway, Ross Stores, Sybase, and Polycom, is one of the fastest growing regions in the United States, and represents an untapped opportunity for the Oakland's A's.

We look forward to the committee completing its work and, hopefully, attending games in a new world-class, baseball-only ballpark in the City of Oakland.

Sincerely,