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February 8, 2010

RE: Nir Moriah and Tal Moriah  
2012 Olympic Hopefuls

TO WHOM IT MAY CONCERN:

We are proud to announce that Navidad En El Barrio is supporting 2012 London Olympic Hopefuls, Nir and Tal Moriah. These two young men's dream is to represent the United States of America at the 2012 Olympics in London. You are probably wondering what Navidad En El Barrio is, and what our role is with regard to Nir and Tal Moriah.

Navidad En El Barrio (NEEB) is a 501c (3) organization founded in 1987 by then Houston Police Officer, Israel Gomez, Jr. Our organization is dedicated to help the less fortunate. NEEB has brought smiles to thousands of children and senior citizens since its inception. NEEB has also relieved stress on families when no money was available for their children, and has made sure that our elderly community is not forgotten.

We are extremely honored to take on a new challenge. We have been asked to assist Nir Moriah and Tal Moriah in raising funds for their Olympic dream. We are very excited for them, and respectfully request, and appreciate, your tax deductible contribution for this endeavor.

Thank you for your attention and cooperation in this matter. If you have any questions, please do not hesitate to contact me.

Yours very truly,

*Israel Gomez, Jr.*  
President

# **Gold Medal Sponsorship**



## Introduction

*The Olympic Games represent the pinnacle of human performance. Once every four years athletes from around the world meet to put a lifetime of preparation to the highest possible test. Everything is put on the line in one moment; your heart, mind, body, and spirit and with one objective; to become an Olympic Champion.*

## Who We Are

Our names are Nir and Tal Moriah. We have spent the last twenty years preparing ourselves for that exact moment, to become Olympic Champions. Five years ago we moved from Israel to Houston, leaving our friends and family behind, in order to train at the number one Taekwondo program in the world, *Elite Taekwondo Center*. In addition to training, we also attend Rice University. We believe that training and studying at the highest level will provide us with the foundation to become ambassadors of our culture, and a lifetime of contribution to others.

Six hours of our day is dedicated to pursuing the ultimate performance. We attend to every detail, big and small, so that we may achieve something very special, to make our dreams our reality.

**Nir Moriah**



- Bronze medalist, 2004 U.S National Championship
- Gold Medalist, 2007 U.S National Championship
- Bronze medalist (2006), Two-time silver medalist (2007, 2008) U.S National University Championships
- Alternate/Training Partner, 2008 Beijing Olympic Games

**Tal Moriah**



- Three-time Bronze medalist, 2005, 2007, 2008 US National Championship
- Silver medalist, 2009 US National Championship
- U.S. World University Games Team Member
- Alternate/Training Partner, 2008 Beijing Olympic Games

## **Where We Are Headed**

In every aspect of our lives we aspire for excellence. We have built ourselves with goals greater than personal gain, and are now on the verge of joining the select few who win Gold medals at the Olympic Games and the World Championships.

As we all know, Gold medals don't happen by accident; they are the product of unwavering hard work combined with brilliant coaching and an incredible support system. For this reason in addition to training at *Elite* we join our teammates for our physical preparation and medical attention at the nationally acclaimed *Plex Institute*. And to make sure we have that extra edge we consult with the best sports scientists in the country. Our team consists of premiere experts in every field.

The one missing piece is a select group of sponsors to complete our Gold medal team. The right support will offer us the opportunity to take the last step of commitment to our training and education such that our dreams, hopes, passions, and community dedication can collide in a perfect storm.

We can't wait for the next and most exciting stages of our journey. Come join us!

*Nir Moriah*

*Tal Moriah*

## **ADDENDUM A COMPETITIONS**

Competitions serve a number of essential purposes for our overall preparation for the World Championships and the Olympic Games. The pressure experienced at competitions cannot be recreated in the gym. Being able to perform under high levels of pressure is a crucial key to success at the world level. Competitions also provide essential opportunities for fostering athlete-coach communication.

There are two more immediate objectives competitions serve. As of 2008 the World Taekwondo Federation established a world-wide ranking system, according to which top players are seeded at World Championships and Olympic Qualifying competitions. Furthermore, according to the guidelines of the USAT, our national governing body, U.S National Team hopefuls are required to meet a set of criteria in order to make that year's National Team. Thus, competitions essentially fall under two categories: 1) World Circuit Competitions, and 2) National Team Qualifiers. The 2010 season is comprised of nine competitions, six of the former and three of the latter. The immediate objective of these competitions is to increase our ranking and make the 2011 U.S National Team. The underlying objective is to build the mental aptitude as well as the communication foundations between athlete and coach necessary for winning the Olympic Games.

In order to reach these goals we have broken down the 2010 season into four phases. The following will display the cost of competition, training expenses and our personal contribution for each phase. "Item Cost" represents the total cost for both Nir and Tal.

*Nir Moriah*

*Tal Moriah*

## Phase I

Competition Expenses	Quantity	Fees	Item Cost
<b>*US Open – Las Vegas: Feb. 10th - 15th</b>			
Airfare	2	\$296	\$592
Room & Board	2	\$409	\$818
Registration fees	2	\$100	\$200
Coaching Expenses	2	\$500	\$1,000
<b>US Open Package Total</b>			<b>\$2,610</b>
<b>*Dutch Open - Eindhoven: Mar. 14th-22nd</b>			
Airfare	2	\$671	\$1,342
Room & Board	2	\$1,085	\$2,170
Registration fees	2	\$80	\$160
Coaching Expenses	2	\$500	\$1,000
<b>Dutch Open Package Total</b>			<b>\$4,672</b>
<b>U.S National Qualifier - Dallas: Apr. 20th-24th</b>			
Travel	2	\$128	\$256
Room & Board	2	\$300	\$600
Registration fees	2	\$85	\$170
Coaching Expenses	2	\$500	\$1,000
<b>U.S National Qualifier Package Total</b>			<b>\$2,026</b>
<b>TOTAL COMPETITION EXPENSES</b>			<b>\$9,308</b>
<b>Training Necessity</b>			
Training Necessity	Quantity	Fees	Item Cost
<b>Training Expenses:</b>			
Strength & Conditioning	3 months	\$400	\$1,200
Physical Therapy	3 months	\$300	\$900
<b>Living Expenses:</b>			
Housing	3 months	\$1,380/mo	\$4,140
Health Insurance	3 months	\$450/mo	\$1,350
Sports Nutrition	3 months	\$1,050/mo	\$3,150
<b>TOTAL TRAINING</b>			<b>\$10,740</b>
<b>Sub-Total Season Expenses</b>			\$20,048
Contingency @ 10%			\$2,005
Personal Contributions			(\$3,000)
<b>PHASE I TOTAL</b>			<b>\$19,053</b>

*\* Denotes World Circuit Competition*

## Phase II

Competition Expenses	Quantity	Fees	Item Cost
<b>*Mexico Open - Mexico City: Apr.-May 27th-3rd</b>			
Airfare	2	\$294	\$588
Room & Board	2	\$480	\$960
Registration fees	2	\$75	\$150
Coaching Expenses	2	\$500	\$1,000
<b>Mexico Open Package Total</b>			<b>\$2,698</b>

<b>US Nationals – National Team Qualifier Stage #2: San Jose: Jul. 3rd-5th</b>			
Airfare	2	\$368	\$736
Room & Board	2	\$350	\$700
Registration fees	2	\$100	\$200
Coaching Expenses	2	\$500	\$1,000
<b>US National Package Total</b>			<b>\$2,636</b>

<b>TOTAL COMPETITION EXPENSES</b>			<b>\$5,334</b>
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Training Necessity	Quantity	Fees	Item Cost
<b>Training Expenses:</b>			
Strength & Conditioning	3 months	\$400	\$1,200
Physical Therapy	3 months	\$300	\$900
<b>Living Expenses:</b>			
Housing	3 months	\$1,380/mo	\$4,140
Health Insurance	3 months	\$450/mo	\$1,350
Sports Nutrition	3 months	\$1,050/mo	\$3,150
<b>TOTAL TRAINING</b>			<b>\$10,740</b>

<b>Sub-Total Season Expenses</b>	<b>\$16,074</b>
Contingency @ 10%	\$1,607
Personal Contributions	(\$3,000)
<b>PHASE II TOTAL</b>	<b>\$14,681</b>

\* *Denotes World Circuit Competitions*

## Phase III

Competition Expenses			
<b>*Korean Open – World Circuit Competition: Incheon: Aug. 20th-30th</b>			
Airfare	2	\$1,521	\$1,196
Room & Board	2	\$1,710	\$3,420
Registration fees	2	\$100	\$200
Coaching Expenses	2	\$500	\$1,000
<b>Korean Open Package Total</b>			<b>\$5,816</b>
<b>*British Open – World Circuit Competition: Manchester: Oct.-Nov. 23rd-2nd</b>			
Airfare	2	\$632	\$1,264
Room & Board	2	\$1,600	\$3,200
Registration fees	2	\$100	\$200
Coaching Expenses	2	\$500	\$1,000
<b>British Open Package Total</b>			<b>\$5,664</b>
<b>TOTAL COMPETITION EXPENSES</b>			<b>\$11,480</b>
Training Necessity	Quantity	Fees	Item Cost
<b>Training Expenses:</b>			
Strength & Conditioning	3 months	\$400	\$1,200
Physical Therapy	3 months	\$300	\$900
<b>Living Expenses:</b>			
Housing	3 months	\$1,380/mo	\$4,140
Health Insurance	3 months	\$450/mo	\$1,350
Sports Nutrition	3 months	\$1,050/mo	\$3,150
<b>TOTAL TRAINING</b>			<b>\$10,740</b>
<b>Sub-Total Season Expenses</b>			<b>\$22,220</b>
Contingency @ 10%			\$2,222
Personal Contributions			(\$3,000)
<b>PHASE III TOTAL</b>			<b>\$21,442</b>

\* Denotes World Circuit Competitions

## Phase IV

### \*French Open – World Circuit Competition: Paris: Nov. 21-30

Airfare	2	\$598	\$1,196
Room & Board	2	\$1,547	\$3,094
Registration fees	2	\$100	\$200
Coaching Expenses	2	\$500	\$1,000

<b>French Open Package Total</b>	<b>\$5,480</b>
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### US National Team Trials – National Team Qualifier Final Stage: Colorado Springs: TBA

Airfare	2	287	574
Room & Board	2	\$300	\$600
Registration fees	2	\$100	\$200
Coaching Expenses	2	\$500	\$1,000

<b>US National Team Trials Package Total</b>	<b>\$2,374</b>
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<b>TOTAL COMPETITION EXPENSES</b>	<b>\$7,854</b>
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Training Necessity	Quantity	Fees	Item Cost
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#### Training Expenses:

Strength & Conditioning	3 months	\$400	\$1,200
Physical Therapy	3 months	\$300	\$900

#### Living Expenses:

Housing	3 months	\$1,380/mo	\$4,140
Health Insurance	3 months	\$450/mo	\$1,350
Sports Nutrition	3 months	\$1,050/mo	\$3,150

<b>TOTAL TRAINING</b>	<b>\$10,740</b>
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<b>Sub-Total Season Expenses</b>	<b>\$18,594</b>
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Contingency @ 10%	\$1,859
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Personal Contributions	(\$3,000)
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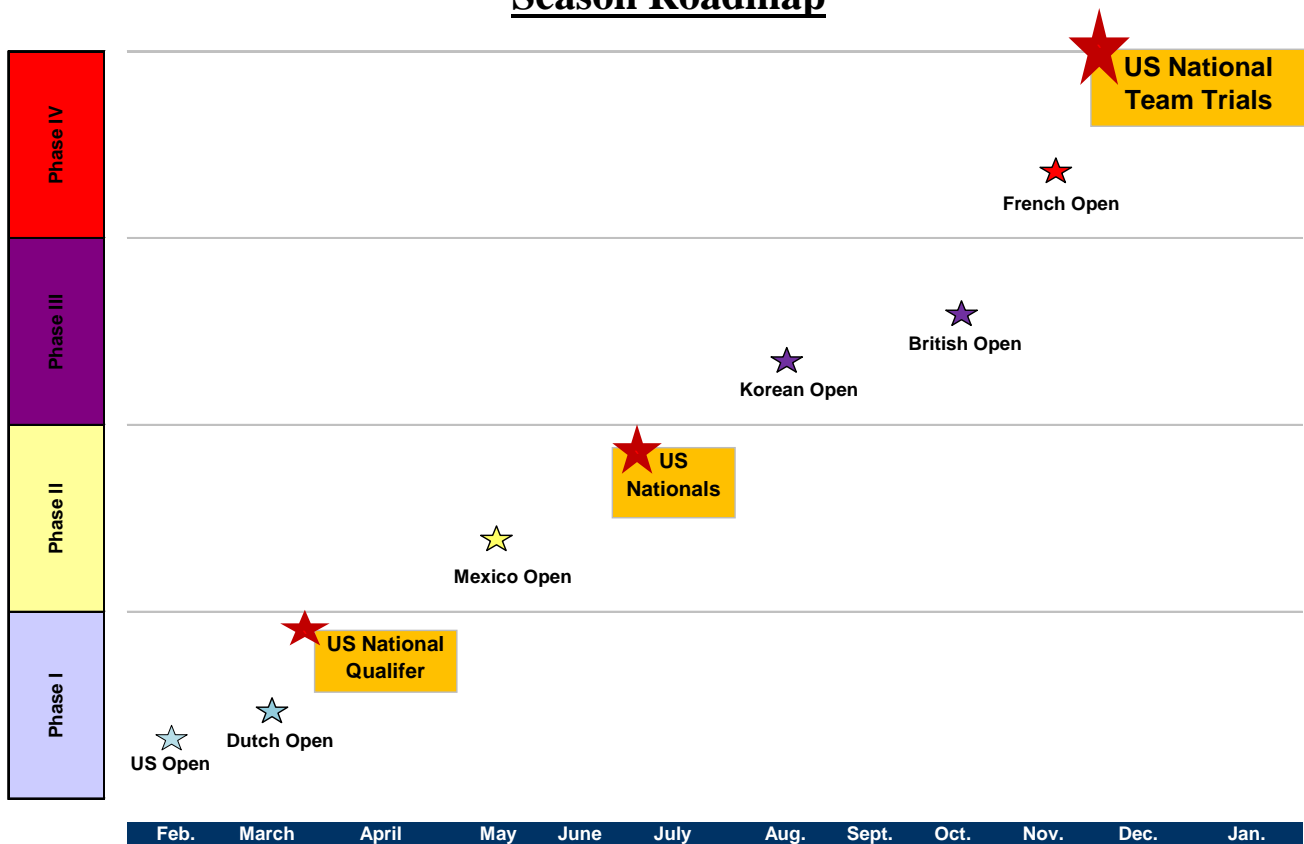
<b>PHASE IV TOTAL</b>	<b>\$17,453</b>
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\* Denotes World Circuit Competitions

## Sponsorship Totals

	Phase I	Phase II	Phase III	Phase IV	Total Costs
Total Competition	\$9,308	\$5,334	\$11,480	\$7,854	\$33,976
Total Training Necessities	10,740	10,740	10,740	10,740	42,960
<b>Total Competition and Training</b>	<b>\$20,048</b>	<b>\$16,074</b>	<b>\$22,220</b>	<b>\$18,594</b>	<b>\$76,936</b>
Contingency @ 10%	2,005	1,607	2,222	1,859	7,694
Personal Contributions	(\$3,000)	(\$3,000)	(\$3,000)	(\$3,000)	(\$12,000)
<b>PHASE TOTALS</b>	<b>\$19,053</b>	<b>\$14,681</b>	<b>\$21,442</b>	<b>\$17,453</b>	<b>\$72,630</b>
<b>Yearly Total</b>					<b>\$72,630</b>

## Season Roadmap



## ADDENDUM B

### How You Can Help

Since moving to Houston we have actively engaged in raising sponsorship support three times. We have successfully raised just over \$35,000 with the average contribution being \$2,500.

There are a variety of ways to participate in our Olympic Journey. We welcome you to consider the following options:

- 1) Olympic Journey Donor \$10,000 and above
  - 2) Gold Medal Support - \$3,000-\$5,000
  - 3) Silver Medal Support - \$1,500-\$2,500
  - 4) Bronze Medal Support - \$500-\$1,000
  - 5) In Kind Contributions:
    - Provide insurance - Provide sports nutrition supplements
    - Provide physical therapy - Provide frequent flyer mileage - Provide hotel accommodations
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- 1) Olympic Journey Donors will receive:
    - Airfare, room and board, and entry to a competition of their choice, where you will be able to watch Nir and Tal compete in person
    - Your logo will be displayed on uniforms at competitions, and a mention of your support will be conveyed in all media coverage
    - You will also receive their commitment to speaking at events of your choice where they will also make themselves available to sign memorabilia
    - Donors will also receive benefits of all previous levels
  - 2) Gold Medal Supporters will receive:
    - A physical development and weight loss program for you or a person of your choice; includes fifteen, ten, or five 60 minute sessions of one on one private workouts corresponding to the \$5,000, \$4,000, and \$3,000 contribution levels
    - Benefits from all previous levels (Valued at \$1,500, \$1,150, and \$800)
  - 3) Silver Medal Supporters will receive:
    - Four private introductory Taekwondo lessons for you or someone of your choice + benefits of Bronze Medal Support (Valued at \$450)
  - 4) Bronze Medal Supporters will receive:
    - One month worth of free Taekwondo classes at any one of the schools we teach at + benefits from previous level (valued at \$150)
  - 5) In kind support: Contributors will receive:
    - Autographed memorabilia and room for your companies link on our website