

**Trade School T-Bolt Campaign**

**Piece #7 – Letter #4 - Use magnet illustration/photo from postcard #1 on envelope**

**Envelope teaser copy: A final reason to be part of it...**

**Now That You've Heard About Our  
'TECH-ED Synergy' Opportunity, Here's A  
Final Reason To Raise Your Hand, Right Now,  
and Say 'Count Me In!'**

Dear name,

Right from the beginning...

I've told you THIS was a unique effort to build a unique opportunity **for your school** to open a **new** location.

Here's what you should know by now:

- Within **5 minutes** of a major highway & major freeway.
- A nearby market (within 5 miles) of over 260,000, including over 35,000 between 15 and 24 years old, plus Denver itself - population: 2.3 million.
- A **unique** new 'super-campus' concept, this is a new-location opportunity that can't be ignored.
- The schools already involved are first-class, highly credible organizations that **WILL attract** many potential students.
- The referrals generated by students attending any of the schools **WILL be** considerable.

We strongly believe these components alone will generate synergy for the 'super-campus' concept we have suggested to you, but we are taking this **one step further**. You could say we're putting our money where our mouth is.

In order to insure the success of the 'super-campus' concept, NorthRidge Investors, LLC, will develop and host a **special** TECH-ED Super Campus **Career Day** at the NorthRidge at Park Centre location. In fact, we propose to develop and market this Career Day weekend event **two times** between November 2005 and April 2006.

**What Will This Include and How Will  
It Benefit YOUR School...?**

As we write this final letter about your overall opportunity here at the NorthRidge at Park Centre location, our plans include the following:

**We will call it:** "TECH-ED SUPER CAMPUS CAREER DAY"

**We will set it up with and hold it at:** The Adams County Economic Development Council. (Close proximity to NorthRidge at Park Centre)

**It will be:** Co-sponsored by NorthRidge Investors, LLC and Adams County Economic Development Agency

**The purpose will be:** To attract students and demonstrate the opportunities available in the post secondary educational market

**How it will be structured:** All day educational career day featuring representatives from post secondary schools.

**Dates:** to be determined

**How it will be marketed:** a marketing program will be put into the immediate area, starting 3 to 4 weeks before the event itself, and will include two or three different forms of advertising and publicity-generating efforts.

With this effort, we will have initiated our goal to establish within the Denver Metro area, a clear identity for this 'super-campus' location. Over time, we believe it can serve every school equally well.

Finally, I encourage you to learn as much as you can, soon. We are certain this unique opportunity will soon generate **tremendous interest** in *NorthRidge at Park Centre*. Call me at **303-572-5558**. I'll answer all of your questions.

Best regards,

Ryan Stout, Client Advisor  
NorthRidge Investors, LLC  
**303-572-5558**