



Window Décor and Interiors

523 N Green River Rd
Evansville, IN 47715-2472
Phone 812-477-2249

March 23, 2004

The Dave Ramsey Show
ATTN: Affiliate Relations Dept.
1749 Mallory Lane Suite 100
Brentwood, TN 37027

Dear Friends of The Dave Ramsey Show:

As a first time sponsor of the Total Money Makeover Live Event, I wanted to express to you my satisfaction with the results we have seen with our endorsed advertisement/sponsorship.

Window Décor and Interiors is a successful, growing operation that provides interior window treatments and accessories to our customers. We wanted to spread the word about our business through mediums that aligned well with our company's beliefs and morals. The Dave Ramsey event was a perfect fit for these reasons; it was also something we could afford within our budget and we knew we could get maximum exposure.

Part of our sponsorship package included Dave's personal endorsement free for 13 weeks. The first week the ad started running on News Talk 1280 WGBF in Evansville we received instantaneous feedback. We were able to cover the cost of the sponsorship package immediately; the orders we were receiving were good size orders!

Also, the copies of Dave's book *The Total Money Makeover* that we put on our counter were instant conversation starters with customers. I found out even our UPS delivery man is a huge fan of Dave Ramsey!

Because of the success we have seen with our partnership with Dave Ramsey and News Talk 1280 WGBF, we would be pleased to sponsor future events like the Total Money Makeover Live Event.

Feel free to contact me if you have any questions.

Thanks,

Georgia Wior
Window Décor and Interiors
Evansville, IN

