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Julian Gamble

**Blue & Gold Supporters Club**

King's Lynn

Norfolk

**RE: KING'S LYNN FOOTBALL CLUB BRAND DEVELOPMENT**

Dear Julian:

Thank you for taking the time to meet yesterday and for sharing the Blue & Gold Supporters Trust's plans for the King's Lynn Football Club. It is with great pleasure and optimism that SME confirms our commitment to donate services to the BGSC to rebrand the KLFC, providing creative and strategic services to re-launch and operate the club. The benefits of such an exercise will impact the club at many levels and show the region that we are serious about making King's Lynn Football a shining representation of all that is positive about our community.

The fees estimate for services required to re-brand the club is £50,000. By this letter, I confirm that SME intends to donate these services to the Blue & Gold Supporters Trust.

At Your Service,

Fred Popp, SME CEO