



United Rentals, Inc.  
100 First Stamford Place  
Suite 700  
Stamford, CT 06902

Dear Partner:

I'm writing to tell you about an important cause that we support at United Rentals – and to ask for your help.

As you may know, our company is one of the leading employers of veterans in the United States. For the past several years, we've also supported ECAD (Educated Canines Assisting with Disabilities), an organization that provides expertly trained service dogs to wounded or disabled veterans. If you've attended a United Rentals supplier show at one of our annual meetings, you may have met some of the veterans and dogs from ECAD's Project HEAL.

ECAD service dogs are an amazing source of emotional and physical support for veterans with post-traumatic stress disorder and traumatic brain injuries. The dogs can pick up dropped items, open doors, turn on lights and fetch prosthetics and crutches. They stabilize veterans who have trouble with mobility. In short, they represent independence.

Each dog costs \$25,000 to train over a period of two years, all of which comes from grants, fundraisers and contributions. Veterans receive these dogs at no charge. To date, United Rentals has funded the training of four ECAD service dogs that are living successfully with veterans.

#### **“Until There's a Cure, There's a Dog” Capital Campaign**

Now, with United Rentals' help, ECAD will construct a state-of-the-art Canine Education Center. This exciting facility will allow 100 dogs to be in training at all times. ECAD has launched a \$7 million capital campaign to raise funds for the Center, and we've committed to help in three ways: by providing equipment for construction; by making a significant cash donation; and by calling on our connections in the construction industry to help make this project cost-effective.

**This is where you come in. We're asking our suppliers to join United Rentals in donating to the capital campaign. Our goal is to channel a total of \$1 million to ECAD through our own donations, the use of our equipment, and the support of our suppliers.**

Please consider making a donation to this effort. United Rentals and ECAD will provide recognition for contributors as the project moves through its phases. We want our customers, colleagues and industry to know that our combined efforts have made a tremendous difference to wounded veterans. While ECAD welcomes donations in any amount, we urge you to please consider one of these levels of support:

Platinum sponsor: \$100,000 or more	Bronze sponsor: \$10,000 to \$24,999
Gold sponsor: \$50,000 to \$99,999	Contributing sponsor: \$5,000 to \$9,999
Silver sponsor: \$25,000 to \$49,999	

If you become a platinum sponsor, we'll add \$25,000 to our company's donation – up to \$150,000.

Please contact me directly if you'd like more information about ECAD and the inspiring work they do. You can also learn more about Project HEAL on [www.ecad1.org](http://www.ecad1.org) and YouTube.

Thank you for adding your support to this important cause.

Sincerely,

Dale Asplund  
Senior Vice President, Business Services  
and Chief Information Officer

# Want to Join Us in Our Support of ECAD? Here's How

## Sponsorship Levels

### Platinum Sponsor \$100,000 or more

- We will add \$25,000 to UR's donation
- Permanent recognition at ECAD's new facility
- Naming of 1 dog
- Company logo will be listed on ECAD's homepage
- Recognition in ECAD's quarterly newsletter
- Two tables at ECAD's end of campaign gala
- Marketing opportunities at the gala
- Social media recognition

### Gold Sponsor \$50,000 to \$99,999

- We will add \$15,000 to UR's donation
- Permanent recognition at ECAD's new facility
- Company logo listed on ECAD's homepage
- Recognition in ECAD's quarterly newsletter
- Table at ECAD's end of campaign gala
- Social media recognition

### Silver Sponsor \$25,000 to \$49,999

- We will add \$10,000 to UR's donation
- Permanent recognition at ECAD's new facility
- Company logo listed on ECAD's website under the campaign page
- Recognition in ECAD's quarterly newsletter
- 10 tickets to ECAD's end of campaign gala
- Social media recognition

### Bronze Sponsor \$10,000 or more

- We will add \$5,000 to UR's donation
- Permanent recognition at ECAD's new facility
- Company logo listed on ECAD's website under the campaign page
- 6 tickets to ECAD's end of campaign gala
- Recognition in ECAD's quarterly newsletter
- Social media recognition

### Contributing Sponsor \$5,000 to \$9,999

- We will add \$2,500 to UR's donation
- Permanent recognition at ECAD's new facility
- Company logo listed on ECAD's website under the campaign page
- 4 tickets to ECAD's end of campaign gala

## Making a Donation to ECAD

All donations should be sent via check to ECAD at:

P.O. Box 251  
Dobbs Ferry, NY 10522

Please make your check payable to ECAD and note "2014 UR Letter Campaign" in the Memo line.

### Check Example:

1025

DATE \_\_\_\_\_

PAY TO THE ORDER OF **ECAD** \$ \_\_\_\_\_

\_\_\_\_\_ DOLLARS

MEMO **2014 UR Letter Campaign**

⑆000000000⑆ ⑆000000000⑆ ⑆025