

MATCHING GRANT PLEDGE
Huntsville International Airport
“We Want Low Fares” Partnership

We understand that the community’s number one air service goal is to attract low cost, non-stop service to Atlanta on AirTran, in order to create healthy competition among the air carriers at Huntsville International Airport and ultimately save our community over \$60 million in air fare. We know the key component to sustainable low-cost service remains the community's patronage of the carrier that brings low fares. Without the community's support, low-fare service will not be sustainable. The old adage of "Use it or lose it" has never been more appropriate. Therefore, together with the community, we pledge our support to non-stop service to Atlanta on AirTran.

If the community can attract a low cost service to Atlanta on AirTran to serve Huntsville International Airport, we will pledge the following amount:

\$ _____ (see worksheet on Page 2 of this document)

We understand that we will be requested to convert this pledge to a firm commitment once the specific service has been defined.

Date: _____, 2010

Signature: _____

Corporation: _____

Address: _____

Phone: _____

Email: _____

Please return pledge form via fax to:
F: 256-232-2609
Terry Banta, Operations Director
Greater Limestone County Chamber of Commerce

**MATCHING GRANT PLEDGE
Worksheet**

Example for XYZ Company

\$1,000,000	Annual Air Fare Budget
X.65	% of passengers served by targeted low cost carrier
<u>X.40</u>	estimated average fare reduction
\$260,000	potential air fare savings
<u>\$26,000</u>	10% pledge for Low Cost Carrier

Actual for _____
(Company Name)

_____	Annual Air Fare Budget
X.65	% of passengers served by targeted low cost carrier
<u>X.40</u>	estimated average fare reduction
_____	potential air fare savings
=====	10% pledge for Low Cost Carrier