



NAISMITH MEMORIAL
**BASKETBALL
HALL OF FAME**

December 5, 2007

Mr. Frank Keefe
CEO
The Boston Museum
55 Court Street
Boston, MA 02108

Dear Mr. Keefe,

On December 4th I had the pleasure of meeting with Katy Abel from your staff who shared with me the vision for The Boston Museum.

At the Naismith Memorial Basketball Hall of Fame we are eager to engage in partnerships that extend our message and mission to new audiences. It is my belief that by engaging visitors to The Boston Museum that the Basketball Hall of Fame will benefit as visitors realize the close proximity of our institution to the city of Boston.

In fact, the Basketball Hall of Fame has already entered into an agreement with a yet-to-be-opened sports museum in New York City (The Sports Museum of America, April 2008) that serves as catalyst for the many millions of international visitors to become aware of the Basketball Hall of Fame and its reasonable travel distance from the city.

Basketball was invented in Massachusetts and is in fact "the State Sport." I envision that we can work together to highlight the invention of the game in the Commonwealth and tell a very authentic story of the deep commitment of the city of Boston to its beloved Celtics and what the Celtics have meant to the global game.

I look forward to hearing more about your plans to move this project forward and how we at the Basketball Hall of Fame can assist you in your efforts.

Sincerely,

John L. Doleva
President & CEO

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The Naismith Memorial
Basketball Hall of Fame is
a 501 (c) (3) non-profit
organization dedicated to
honoring and preserving
the history of basketball.