March \_\_, 2015

Mr. Andy Buchanan

Managing Director - International Planning

United Airlines, Chicago, IL

Dear Mr. Buchanan:

On behalf of (INSERT COMPANY NAME), I would like to express our interest in seeing non-stop air service begin between San Francisco International Airport and São Paulo Guarulhos International Airport. As Northern California’s leading international carrier, United is uniquely suited to building a profitable and convenient air service route connecting the expanding business travel market shared by the Northern California and São Paulo regions.

(INSERT COMPANY NAME) is particularly interested in the development of this air service route because it would greatly reduce the additional travel time our employees currently must endure traveling on non-direct flights between Brazil and Northern California. On average, (INSERT NUMBER) (INSERT COMPANY NAME) employees travel between these two regions per year. A non-stop, direct flight would almost certainly be the preferred option for all our traveling employees as opposed to any non-direct flight offered by United or its competitors. And, as our cross-country business interests grow, we anticipate our travel demand will increase along with the many customers and partners we work with in both regions.

United is perfectly positioned to capture the growing business travel market between these two quickly growing “innovation” regions in the world. As one of the companies that would greatly benefit from a non-stop route between São Paulo Guarulhos and San Francisco International Airports, we encourage United Airlines to pursue the development of this air service route as soon as possible. We can assure you it will be embraced by (INSERT COMPANY NAME) and business travelers from throughout the regions.

Sincerely,

(INSERT FULL NAME)

(INSERT TITLE)

(INSERT COMPANY NAME)

The SF-SP Direct Flight campaign is supported by BayBrazil, Consulate of Brazil in SF & City of SF LatinSF

 BayBrazil is a Silicon Valley-based not-for-profit organization dedicated to bringing together the Brazilian-American ecosystem of professionals & businesses in the Bay Area and helping to facilitate ties between Silicon Valley and Brazil.