



# LATVIAN FOOTBALL FEDERATION

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To: To Whom It May Concern

## LETTER OF RECOMMENDATION

Three years ago, *Playoff Arena* founders first contacted me. I loved their concept from the first seconds, but I was not sure that their team would be capable to build and operate this kind of football infrastructure object. Six months later I first visited the newly opened *Playoff Arena* and I felt proud of them. It was the most modern football arena in Latvia. Privately financed, privately built, privately operated.

As the president of the Latvian Football Federation, I can certify that *Playoff Arena* is an important partner of ours. We regularly use their infrastructure as well as their organizational services. More than that – *Playoff Arena* has gained our 2021 award as the best "Kids and youth event organizer in Latvia."

*Playoff Arena* opened its doors at the very beginning of the *Covid-19* pandemic, but it managed to survive and even grow. They are real football fanatics. *Playoff Arena* is an important place on the football map in Latvia. They make a huge impact on football popularity by working with different traditional (trainings, tournaments, camps) and untraditional (team-building events, parties, conferences) segments.

This letter is to confirm that behind *Playoff Arena* is a strong and talented administrative team whom you can trust. I am informed that they would like to expand the *Playoff Arena* concept abroad which I wish to make happen. The *Playoff Arena* concept is a fantastic thing to grow kids, youth and grassroots segments in football mean.

Do not hesitate to contact me if you need any additional information.

Kind regards,

Vadims Ļašenko  
President