

SEARAILS Historic Depots Model Project

SEARAILS, the leader in intermodal terminal display models, wants to model your depot as part of a 12 depot model subscription series. Please read the attached letter and answer, in confidence, the attached questionnaire.

No money is required for inclusion in the project. However, this is a commercial venture for SEARAILS, and any level of commitment will be welcome. There is no requirement for purchasing your depot model.

Depots to be modeled will be selected to be included in this project using the following criteria in order of priority;

A. 501(C)3 status of the depot's sustaining or operating organization. Of course, this automatically includes government agencies and departments.

B. Level of committed cooperation by the Depot's operator/developer in supplying architectural drawings (Computer Aided Design files or hand drawn plans, elevations, and details).

C. Architectural interest, style, form, unique features, site, historical significance, logos, graphics and other details provided.

D. Availability of commercial outlet on site including, but not limited to, gift shop, museum, catalog, and other retail outlets (auctions, premiums, etc.)

E. Participation in prototype development by the Depot's operating organization and/or an associated model railroad club.

Depots selected will be announced 90 days in advance of their production release. The selection process will be the sole responsibility of SEARAILS.

Candidates for selection will be required to confirm their level of cooperation through the provision of architectural documentation and a legal release of use of any copyright for the purposes of commercial reproduction and sale. That confirmation MUST be received before June 1, 2004. This subscription will be a timed release of models over a three year period. A model release schedule by region (NOT by specific depot) will be announced June 1, 2004.

Please respond at your most earliest convenience. Questions are encouraged, and all will receive a response.

January 21, 2004

Historic Railroad Depot Models

On July 1, 2004 SEARAILS announces a subscription of limited production models of twelve historic railroad depots. Each model depot will represent a separate geographic region; New England, Northeast, Mid-Atlantic, Southeast, Mid-South, Mississippi Valley, Great Lakes, Midwest, Rocky Mountain, Southwest, Pacific, Northwest.

100 units of each of the planned limited production depots will be modeled in 1:160 scale (N-Scale). Each depot model's finished architecture and paint scheme will be approved by its local operating sponsor.

10% of first year's local sales, and 2% of first year's national sales of each regional depot model's selling price will be donated to its local non-profit sponsor 501(C)3. Individual Depot prices are expected to range between \$50 and \$100. A new regional depot will be offered each quarter.


The sponsor's minimum commitment is the provision of architectural drawings (preferably CAD files) for its model's development and packaging artwork.

Each sponsor will be offered all of the individual depot models for resale at a 25% discount, none are obligatory. Any sponsor may sell any depot, and SEARAILS would appreciate each sponsor offering 10 units of its own depot's model for sale in its retail outlet, but this is not obligatory.

We will be selecting the depots to be modeled shortly. If your organization is interested in authorizing a model of its depot for resale, please contact us at your earliest convenience. The first quarterly release in July 2004 will be the Petaluma, CA depot (SP/NWP).

Contacts for references to our quality, integrity and credibility;

Kirk Reddie, N Scale Railroading Magazine
15247 Dayton Ave. N., Shoreline WA 98133
Clarence Williams, Black Knight Trains & Hobbies
454 Larkfield Center, Santa Rosa, CA 95403
Manager, Bank of The WEST (re: Acct# 095000618)
10 South Main Street, Sebastopol, CA 95472-4294

 Sincerely,
James A. Shiff

Box 366, Valley Ford, CA 94972

Historic Railroad Depot Models

Please help us develop this commercial product by answering this questionnaire. It is specifically designed to assist us in developing a selection process by which SEARAILS will choose the Historic Depot to be modeled in your region. Please use the following profile to make your response - add whatever information you wish in an accompanying letter.

The SEARAILS Historic Railroad Depot Model Subscription will be 100 units each of twelve depots, each representing a separate geographic region modeled in 1:160 scale (N-Scale).

1. What price range would you find acceptable for your depot in your market? (based on cost per square foot) In other words, what would you like to sell it for?

Example: if your depot is 30'x70' then the scale footage is 2,100.

A. \$0.02/sq.ft = \$42.00, B. \$0.03= \$63.00, C. \$0.04 = \$84.00 D. 0.05= \$105.00

2. This project's scale is 1:160 (N-scale or 1"=13'4" or 3/4" = 10'0") Do you think your Depot will be acceptable in that scale? (30' wide x70' long x20' high would be 2.25" x 5.25" x 1.5")

3. Would you be interested in selling Depots from other regions?

4. Would you be interested in selling an annual set of 4 Depots (limited numbered editions, signed with the Depot's logo)?

5. Would you be interested in selling the complete subscription of twelve Depots?

6. In order to provide a 501(C)3 organization this opportunity, would you provide all the paperwork necessary to verify the exemption?

7. Would you prefer we produce more than the planned 100 units?

A. 150, B. 250, C. 500, D. 1,000 E. more

8. Please review our selection priorities A-E in the cover letter and comment?

Please return this form, and any comments you wish to add to the address below, or email your answers to harbormaster@searails.com.