**SAMPLE CONCEPT LETTER**

**(COMPANY LETTER HEAD-**The letter should be on a company letter head**)**

The Director

Betting Control & Licensing Board

P.O. Box 43977-00100

Nairobi

Date

RE: REQUEST FOR A BOOKMAKERS LICENSE

Introduction:

Purpose/objective:

Mode of operation (online/mobile/terminals/physical ticketing - include brief a presentation:

Terms and conditions:

Odds provider:

Brief on Business Plan:

Contact information;

1. Name of Organization
2. Physical address
3. Website(if any)
4. Primary contact person
* Email
* Phone number
* Title