

EXHIBIT 5

Case No. C 07 0943 WHA

Parrish v. National Football League Players Association, et al.

October 27, 2005

Mrs. Laurie Hunt

Dear Laurie:

The Pro Football Hall of Fame and Electronic Arts plan to enter into an agreement to provide the licensing rights to our name and logo as well as our Hall of Fame members for its Madden NFL video game to be released starting in 2006. The Madden NFL game is the most popular sports video game and will be the only game action product licensed by the NFL and Players INC/NFL Players Association. No other company can depict the players in an authentic game environment using the players in their team uniforms.

The contract is a non-exclusive for four years and could generate over \$1,400,000 for our members and up to \$200,000 for The Pro Football Hall of Fame Assistance Fund. The proposal for Doak Walker would be an annual payment of \$2,000 a year for a four year period or a total of \$8,000 over the term of the agreement. His name/likeness may be used only in connection with the Hall of Fame mode and may not be featured/highlighted in any advertising, marketing, or promotional materials without your further consent and additional payments to you. The Hall of Fame mode would not be the main feature but would be one of several modes that could be accessed within the game.

The opportunity to be included in this incredibly popular game will greatly enhance the visibility of our museum and its members. We trust that you will support the Hall of Fame and your fellow members with your approval of this program. The program requires the widespread participation of our members; therefore in order for us to determine whether we can move forward, I ask that you respond as soon as possible. Please call Judy Kuntz, our Vice President of Licensing at 330-430-4012, email her at judy.kuntz@profootballhof.com, or fax her at 330-456-5084 with your response. It is important that we hear from you either way so that we are certain all our members have had the opportunity to participate. Included is a response form for you to sign and return.

Thank you for your consideration of this program.

Sincerely,

John Bankert
President