FIFA
Coca-Cola
Trade mark ®

A GUIDE TO THE FIFA/COCA-COLA WORLD FOOTBALL PROGRAMMES

CONTENTS

Introduction	1
History of football	2
The Coca-Cola Company's sponsorship of football	3
The Programmes	4
Co-ordination of programmes	5
The FIFA/Coca-Cola world football development programme	6
The FIFA World Youth Tournament for the Coca-Cola Cup	7
The FIFA/Coca-Cola football skills competition	8
Football Promotions	9
Appendices	10

INTRODUCTION

Introduction

The Coca-Cola Company has recently finalised an exclusive sponsorship agreement with FIFA— Federation Internationale de Football Association, the world governing body of football. This sponsorship creates a major opportunity for Bottlers of Coca-Cola to build and sustain effective promotions around the world's number one sport.

This guide has been prepared as an action document for Area, Regional and Country management to maximise the Bottler system benefits from The Coca-Cola Company's worldwide sponsorship of football.

The following pages will take you through the fascinating history of football, an overview of the Company's contractual arrangements with FIFA, and the ways in which this sponsorship can be translated into promotional activities, particularly national and local Bottler activities.

It is on the success of these local grass roots activities that the corporate sponsorship of FIFA will be judged. Area and region offices must therefore help direct, at the local level, the plans and ideas formulated in this guide and, subsequently, follow-up with Bottlers to ensure proper execution.

The Company's sponsorship of FIFA is not a one-time event. It is a continuing relationship which will take a number of years' hard work to build to the maximum benefit for both parties. With this guide we are initiating promotions for the immediate future, and we will continue to update and add to it.

The development of a co-ordinated worldwide programme will be one of the most complex tasks undertaken by this Company. To ensure that we take maximum advantage of the opportunity, we will bring to bear on the project all of the talent and resources of the Corporation. We intend to involve all levels and geographical areas of our Organisation.

The commitment in sport for the brand Coca-Cola, over the next several years, will be concentrated worldwide on football.

HISTORY OF FOOTBALL

History of Football

Contributed by Neil Wilson, editor of 'Sports Review', a leading sports magazine in Great Britain.

Organised football began in English public schools and universities, but the first ball kicked was almost certainly the head of a defeated enemy. Good losers were not too fashionable around 2000BC.

The Chinese were more civilised. When they took up soccer, they invented the leather ball. They called the game Tsu Chu, which, translated literally, means to kick leather balls with feet.

The Romans were not averse to a good kick-about themselves. In Sinj, on the Dalmatian coast of Yugoslavia, a piece of old Roman art depicts men holding a leather ball of hexagonal section, just like those used now on the European continent.

The Greeks, too, have recorded playing a ball game between two teams using their feet and it was, ironically, in England that noblemen first tried to put an end to this game of common people.

In 1314, at a time when the English were already busy fighting the Scots with more lethal weapons than footballs, the King found time to issue a decree banning the game 'on pain of imprisonment'* because of the noise caused in the streets by the 'hustling over large balls'.

Historians of the time did not take any more kindly to it than Kings. One wrote that it was a brutal game which caused a 'great effusion of blood'.

After trying to stop it for 500 years, the English aristocracy finally adopted a more successful tactic—they took it over. The game swept through the exclusive public schools until, in 1863, a few learned gentlemen sat down to formulate the Cambridge Rules. In the same year they established the Football Association (F.A.) which is still the governing body of the game in England (and still the only national association in the world which does not use its country's name in its official title).

** Old English meaning that the penalty for defying the ban on the game was imprisonment.*

Outside Britain, the game was spread by sailors, soldiers, merchants, engineers and even priests. Denmark was the second country in Europe to have a national association. In Italy, a Swiss optician formed one of the first clubs, and the Prince of Savoy another.

In South America, the first club was formed in Argentina when two English brothers placed an advertisement in a Buenos Aires newspaper asking for volunteers. By 1884 soccer was on the curriculum of a Buenos Aires High school.

The first international match there was played between Argentina and Uruguay in 1905, but the North Americans had beaten them to it as early as 1885 when the USA played Canada.

India was the first of the Asian countries to adopt the game. A copy of the Laws of the Game arrived there in 1883 with a Calcutta college professor, and by 1892 the first cup competition was being held.

Indeed, in some continents where the game has been slower to win international recognition, soccer has existed for nearly a hundred years. The New South Wales FA was formed in Australia in 1882, and the New Zealand FA was established nine years later.

In Africa, the first of the national associations was established in the country of South Africa, but Egypt was first on the international scene. In 1924, only three years after forming a national FA, they defeated Hungary 3-0 in the Olympic Games in Paris.

While international matches had only been played between England and Scotland since 1872, and in the first years of the 20th century by other European nations, nevertheless a group met in Paris in 1904 to form the Federation Internationale de Football Association (FIFA). At this time, France had played its first international match only 20 days earlier, Spain and Denmark had never fielded an international team, and three of the seven nations represented did not then have national football associations! But FIFA grew from strength to strength, having 51 members in 1938, 73 in 1950 and now 141 countries are affiliated to FIFA, making it the largest and most powerful sports body in the world.

The first Continental Confederation of Football Associations was CONMEBOL, the South American Confederation which was set up to organise a Continental competition, the South American championships, in 1917. It was nearly half a century later when the demand arose elsewhere for Continental tournaments, that another such confederation was established.

That was the Union of European FA's, formed in 1954—the same year as its Asian counterpart and two years before the African Football Confederation. CONCACAF, the Central and North American and Caribbean body, was launched in 1961, and the baby of world soccer—the Oceania Football Confederation—is just 10 years old.

Football Today

The following paragraphs give a brief description of the current status of football in each of the Confederations of FIFA. Countries in each are listed in a later part of this book.

Europe

It remains the hub of the world game, although its supremacy on the field has long been shared with South America. But nowhere in the world is there the same sophistication and proliferation of league and cup competitions, and nowhere are the continental events so strong.

South America

Soccer is not just a common language in South America. It is a religion. From the kids in barefeet kicking rag balls on the beach, to the millionaire professionals of Santos, the game has a fanatical following and phenomenal standards.

CONCACAF

Mexico and Central America have always shared South America's love of soccer but it is only in the last few years that the sport has made an impact in the US. Now it is the fastest growing sport there, and some believe the US will dominate the world of football by the end of the 1980's.

Asia

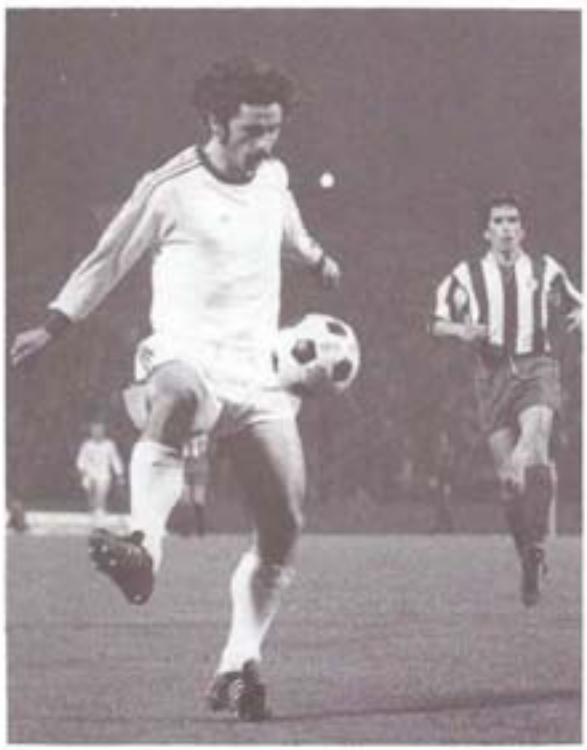
Touring European clubs have helped raise standards but the best boost came when the North Koreans reached the quarter-finals of the 1966 World Cup. Massive crowds are attracted to the numerous international matches which now take place throughout the continent.

Africa

Soccer is the most popular sport in this continent. European coaching has been influential in improving techniques in the 1970's. In 1977 a major world soccer event, the FIFA World Youth Tournament for The Coca-Cola Cup, will be held in Africa for the first time.

Oceania

Australia and New Zealand have always preferred their own versions of football but soccer is now the fastest growing sport in both countries, and the Australians made an encouraging debut at the World Cup finals in 1974. Australia is now in the process of forming its first national league.



THE COCA-COLA COMPANY'S SPONSORSHIP OF FOOTBALL

The Coca-Cola Company's Sponsorship of Football

One of the keystones of The Coca-Cola Company's marketing success has been the identification of the product Coca-Cola with the youth of the world and their activities. The Company's youth-orientated advertising and promotions pioneered an approach to marketing based on a genuine belief in the social benefit of constructive youth programmes. Every Bottler now has programmes supporting the youth of his community with leisure and recreational activities which would otherwise be unavailable.

If recreational activities are an important association for the product Coca-Cola, then on a world wide basis, football must be *the* most important association.

The Coca-Cola Company chose soccer for involvement in the 70's and 80's because it is the most universal sport in the world. It can be played with only a ball, two people and a little bit of space. You don't have to have any physical characteristics—such as height or weight to play the game. It is truly the sport of the masses.

In some of the poorer countries where personal wealth is not quite as advanced as other areas, people can be competitive with even more developed nations of the world. Young and old, men and women, boys and girls, all colours and creeds of people are able to watch and play the sport. This contrasts to other international level sports—such as tennis, golf, skiing, or swimming —which are dominated by the richer, more affluent nations. Barefoot children in Africa and South America have achieved the same high level of skill in soccer as those of the more affluent nations with expensive shoes.

Soccer is a simple game, yet players continually progress in skill throughout their adult life.

The game has produced widely known heroes; and because of its popularity, soccer can be a common meeting ground of peoples no matter what their philosophic or political outlooks may be.

Football is the world's number one participation sport:

★18 million professional players.

★42 million semi-pros and registered amateurs.

★countless millions of youngsters playing the game.

Football is the world's number one spectator sport:

★largest ever single game attendance: 199,857 (Brazil versus Uruguay, World Cup Final, Rio de Janeiro, 1950).

★largest ever TV audience: approximately 400 million for the World Cup final between West Germany and The Netherlands, Munich 1974. The total worldwide TV audience for the entire 1974 World Cup tournament in Germany was approximately two billion.

Football is conquering new countries:

★fastest growing sport in the USA:

Total number of youth players

1965	*1975*
47,000	588,500

Major professional league attendance

1971	*1975*	*1976* (est.)
431,000	1,809,000	2,500,000

THE WORLD'S NUMBER ONE SPORT MUST BE THE PERFECT PROMOTIONAL VEHICLE FOR THE WORLD'S NUMBER ONE SOFT DRINK.

The Coca-Cola Company is working with officials from FIFA to build some active, very broad, grass roots level programmes to accomplish six major objectives we have in sponsoring football.

The six major objectives, succinctly put, all centre around the action word BUILD.

The Coca-Cola Company is interested in *building* interest in the game of football throughout the world.

We are interested in *building* players, today and for the future.

We are interested in *building* spectators, both at stadia and on electronic media.

We are interested in *building* gate.

We are interested in *building* the viewers of soccer around the world.

We are also interested in *building* the resources and the funds to propel football to its top spot in all countries around the world.

If we are successful in meeting those six objectives, the beneficiary will be professional football. In return for this support, we expect the professional football organisations to support these efforts with endorsements, players at clinics and prestige events, and support of various promotions.

What is FIFA?

The Federation Internationale de Football Association (FIFA) is the world's governing body of football. In fact it is the world's most powerful sports body, ruling football in 141 countries.

FIFA exists to promote football worldwide, raise standards, prevent discrimination, decide differences and to control football by making and enforcing international rules and regulations.

It is the organising body for the world's number one sports event, The World Cup (football's international professional championship), for the Olympic Football Tournament, and for the new FIFA World Youth Tournament for the Coca-Cola Cup.

Through this organisational structure, FIFA regulates football in every country including the professional, amateur and youth players and their clubs and leagues.

FIFA
(Zurich-Switzerland)

It is logical, that The Coca-Cola Company's sponsorship of football be negotiated with FIFA, to provide:

- ★ consistency of programmes around the world.
- ★ solid backing from the ultimate football authority for every football-related promotion.

FIFA has never before accepted a commercial sponsorship. While this provides us with a promotional "first," it also gives us a responsibility to ensure that the relationship is fruitful. In the following pages we describe the programmes which will ensure that the Company and its Bottlers obtain the maximum benefit from this sponsorship.

Bear in mind when studying and evaluating these programmes, that there are additional opportunities in every country in the world for an individual involvement with the national Football Association, with tailor-made activity packages which can be developed at the local level.

In addition to promotional activities, Bottlers should be encouraged to help the development of the sport. In many cases a pressing need is for sufficient fields on which to play and practice. Bottlers may have land which could be used, or they might use their contacts in the community to secure facilities.

The Insignia

The design for the insignia which will be used throughout the joint football programmes of FIFA and The Coca-Cola Company has been chosen because it is simple, modern and universally understandable.

It combines the three basic elements of the programmes: FIFA, the trade mark of the product Coca-Cola, and the football which is the common link between the two.

The combination of the red of the trademark of the product Coca-Cola, known and recognised around the world, and the green symbolising the the fields on which football is played, make a striking combination.

The mark of FIFA in big bold letters reflects their bold determination to improve the standards of the game of football throughout the world, with up-to-date techniques and support.

The insignia will be used throughout the joint FIFA/Company projects: on notepaper and news releases, on blazer badges for teaching team members from the World Football Development Programme, on business cards, on special promotions. We trust that it will come to be recognised around the world as a symbol of what can be achieved with the co-operation of a sports body and a commercial company in combining to achieve a common goal.

This symbol has also been adapted to be used with the United States Soccer Federation programmes, and can be used with other National Federations.

FIFA
Coca-Cola
Trade mark

FIFA
Coca-Cola

THE PROGRAMMES

The Programmes

The agreement with FIFA covers three specific programmes:

1) The FIFA/Coca-Cola World Football Development Programme.
2) The FIFA World Youth Tournament for the Coca-Cola Cup.
3) The FIFA/Coca-Cola Football Skills Competition.

---

1) The FIFA/Coca-Cola World Football Development Programme

Despite its worldwide popularity, football is dominated both technically and competitively by the nations of Europe and South America. This is true in both The World Cup (the professional championship of football) and the Olympic Tournament (the amateur championship).

World Cup Champions	*Olympic Champions*
1930 Uruguay	1908 Great Britain
1934 Italy	1912 Great Britain
1938 Italy	1920 Belgium
1942 No Competition	1924 Uruguay
1946 No Competition	1928 Uruguay
1950 Uruguay	1936 Italy
1954 West Germany	1948 Sweden
1958 Brazil	1952 Hungary
1962 Brazil	1956 USSR
1966 England	1960 Yugoslavia
1970 Brazil	1964 Hungary
1974 West Germany	1968 Hungary
	1972 Poland
	1976 East Germany

As can be seen by these tables, the World Cup has been totally dominated by European and South American teams, while the Olympics have been won by the Eastern Europeans since 1952.

Both tournaments are structured so that teams from Africa, Asia, etc. reach the final 16.

However, after reaching this stage they have virtually always been quickly eliminated.

Nevertheless, football is so important in these countries that governments take a real interest in promoting it as a recreation and producing competitive teams to demonstrate national development. Strength in international football is seen as a symbol of strength in other areas—the economy, education and social structure.

It follows that if The Coca-Cola Company can provide a service to help these countries in their football development, it will be a meaningful way of building or strengthening relationships between governments and regional offices/Bottlers, and reinforcing the respect of governments for the role we can play.

The FIFA/Coca-Cola World Football Development Programme has been devised as a means towards that end. It works as follows:

- ★FIFA will recruit a series of four-man travelling teams.
- ★Initially there will be four teams—two English speaking, one French-speaking and one Spanish-speaking.
- ★The teams will consist of experts in administration, coaching, refereeing and sports medicine from the leading football countries.
- ★The teams will visit up to 100 developing football countries over the period November 1976-1979, especially the countries of Africa, Asia and Oceania.
- ★In each country they will conduct a 6-12 day seminar attended by administrators, officials, coaches, representatives of the Ministry of Sport, other national and governmental bodies, and the media.
- ★Those attending will use the knowledge gained in the seminars to expand soccer, raise skill levels, and speed up the rate of local football development.

2) The FIFA World Youth Tournament for The Coca-Cola Cup

While presiding over the great tournaments at senior level (The World Cup and Olympic Football Tournament) FIFA has seen the need to establish another international event for young players.

To fill the gap, the World Youth Tournament will be initiated in 1977 and it will take place every two years thereafter. The Coca-Cola Company is sponsoring this tournament and providing the trophy— The Coca-Cola Cup.

- ★ The Tournament will provide a showcase for the best young footballers—the future stars of the World Cup.
- ★ It will give young footballers the chance to experience top-level competition, big crowds and TV coverage as a prelude, for many of them, to professional careers in their own countries.

And it will provide:—

- ★ A highly visible identification of the product Coca-Cola with youth football around the world.
- ★ Opportunity for underdeveloped countries to show progress.
- ★ Venues for Soccer Skills winners (described later).

How it will work

The tournament will be open to national teams of players between the ages of 16 and 19.

The first tournament will be played in Tunisia in 1977. Subsequent tournaments will take place biennially.

There will be 16 participating countries in 1977:

2 from AFRICA

2 from CONCACAF (North and Central America and the Caribbean).

3 from CONMEBOL (South America).

2 from ASIA.

6 from UEFA (Europe).

plus the host country (TUNISIA).

There has proved to be too little time for the confederations to finalize their system of qualifying competitions for the first World Youth Tournament in Tunisia in 1977. The intention of the Tournament Organizing Committee is that all confederations will have selected their qualifying teams the year prior to the Tournament.

Similarly, it is the intention of all confederations to select their teams through a qualifying tournament. However, for 1977, team selection methods will vary from confederation to confederation, and the qualifying system will be finally amended and established in time for the 1979 Tournament.

In 1977, teams will qualify as follows:

Africa: while the confederation is anxious to establish a qualifying tournament, there is insufficient time to organize one for 1977. The two teams to go to Tunisia will be recommended to the Organizing Committee by the confederation, selection being based on recent comparative performances.

Concacaf: this confederation will send to Tunisia the winner and runner-up from the annual Concacaf youth tournament, taking place in 1976 in Puerto Rico (Sept 18—Oct 6).

South America: this confederation's 3 teams will be the winner, runner-up and 3rd place team in the South American Youth Tournament in Venezuela, April 1977.

Asia: the intention is to send to Tunisia the winner and runner-up in the annual Asian youth tournament taking place in 1977 in Malaysia. However, organizational difficulties may force the confederation simply to select its 2 teams on the basis of general performance.

Europe: it has not yet been finally decided whether the 6 European teams will be selected by the Confederation, or whether qualification will be based on results of the UEFA Youth Tournament, taking place in 1977 in Belgium (May19—28).

The Information Centre (see Section 5) will be forwarding to regional offices a plan of action for involvement in qualifying tournaments, in order to maximize publicity and impact locally and further to build the prestige of the World Youth Tournament. During the Tournament in Tunisia The Coca-Cola Company has the sole rights to sell soft drinks in the stadiums where the Tournament matches take place.

The Coca-Cola Company has the sole rights for stadium advertising for the final and semi-finals.

Both FIFA and The Coca-Cola Company are working towards making the Tournament a major television event.

We anticipate commissioning two or three top designers to make the Trophy unique and distinctive.

IT IS THE INTENTION OF BOTH FIFA AND THE COCA-COLA COMPANY THAT THE FIFA WORLD YOUTH TOURNAMENT FOR THE COCA-COLA CUP WILL BECOME THE SECOND MOST IMPORTANT CHAMPIONSHIP (AFTER THE WORLD CUP) OF THE WORLD'S NUMBER ONE SPORT.

---

3) The FIFA/Coca-Cola Football Skills Competition.

The Football Skills Competition will be the most universal and important element of Bottler promotion activity based on the Company/FIFA programmes. It will offer direct and varied sales promotion opportunities for Bottlers.

The competition has been designed, primarily, as a 'fun activity' for youngsters. They can compete against each other in basic football skills to win recognition and prizes. There will be local contests, national finals and a World Final scheduled at the FIFA World Youth Tournament for the Coca-Cola Cup (or at another major FIFA event in the years when that tournament does not take place).

It will be the only FIFA-sanctioned skills competition in the world.

The Coca-Cola Company has entered into an agreement with Adidas, the world's leading manufacturer of sports shoes and other sports equipment (with the famous 'three stripes' brand), for the following reasons:

- ★ Adidas have already run this football skills competition in several countries. They have made available this tested and proven contest to the Company and its Bottlers, and will assist in setting up the competition in many countries.
- ★ A link with a sporting goods manufacturer is essential for competition prizes and premiums etc. Adidas is a progressive company with a reputation second to none in this field and is a logical choice to fulfil this role.
- ★ Adidas has agreed to supply sports equipment as prizes for the Football Skills Competition at 50% of retail price.

As a further benefit to Bottlers, a special brochure of Adidas equipment available as prizes will be distributed shortly, along with ordering procedures.

Adidas sports equipment

A catalogue will shortly be issued to you. It will feature a special range of Adidas football equipment and clothing—each item carrying the FIFA/Coca-Cola insignia.

CO-ORDINATION OF PROGRAMMES

Co-ordination of football programmes

To co-ordinate the worldwide football programmes outlined in this guide, the Company has appointed three full-time International Football Programmes Co-ordinators. A Football Information Centre has been established to provide information services to the Area, Regional and Country Football Co-ordinators.

The inter-relationship between Company personnel concerned with football and FIFA personnel is illustrated below.

The FIFA/Coca-Cola Football Information Centre

This centre has been set up to distribute information and materials related to The Coca-Cola Company's sponsorship of football, and it will respond to requests for football information from field offices.

Additionally, the Information Centre will distribute publicity materials such as press releases, and activity guidelines for specific events such as the visit of a Football Development Programme team to an individual country.

The Centre has been set up in the offices of the West Nally Group, a worldwide marketing consultancy specialising in sport and sport sponsorship. The West Nally Group was instrumental in finalising the agreement between The Coca-Cola Company and FIFA and continues to be most closely involved in the development of the specific programmes resulting from this agreement, and with local programmes around the world.

The address of the Centre is:
The FIFA/Coca-Cola Football Information Centre
West Nally Group,
Berkeley Square House
12 Berkeley Square, London W1X 6NQ, England.

For urgent requests
Telex No. 25460
Telephone No. 01-491 3070

THE FIFA/COCA-COLA WORLD FOOTBALL DEVELOPMENT PROGRAMME

The FIFA/Coca-Cola World Football Development Programme

Football is particularly important to the governments of the countries which will be the focus of attention of the World Football Development Programme—i.e. countries in Africa, Asia, Oceania and Central America. Since it is the world's number one sport, they are anxious to participate and compete on an equal footing with every country in the world. And since world football dominance belongs to the countries of Europe and South America, competitive performance in this sport has consequently come to be an important source of national pride for countries in other continents.

By helping governments progress towards their goals in football development, regional offices and Bottlers can demonstrate the intention and ability to play a full role in the development of their countries.

The visit of a team will help establish important contacts with key government officials and also with the media.

Detailed Bottler activities

The visit of a teaching team from the World Football Development Programme provides every Bottler in the subject country with opportunities for direct sales promotion and meaningful and effective youth market programmes. And, especially for Bottlers whose territory includes the city in which the seminars will take place, there is tremendous potential for image-building press and public relations activities.

Bottlers will have a novel opportunity for publicity especially if they are successful in creating an aura of excitement and prestige for the visit of the teaching team.

This section details the activities and planning which will make all this happen.

SCHEDULE 1976

Ethiopia	November 17-27
Kenya	November 28—December 8
Phillipines	November 30—December 10
Indonesia	December 11-21
Senegal	December 2-12
Morocco	December 12-22

SCHEDULE 1977

Australia	January 8-18
New Zealand	January 20-30
Egypt	February 5-15
Sudan	February 17-27
Dominican Republic	February 1-11
Puerto Rico	February 13-23
Sri Lanka	March 1-11
Malaysia	March 14-24
Nigeria	March 4-14
Ghana	March 16-26
Zaire	March 8-18
Mali/Niger	March 21-31
Venezeula	February 28—March 10
Ecuador	March 13-23
Costa Rica	April 11-21
Panama	April 21—May 1
Cyprus	May 1-11
Malta	May 13-23
Uganda	May 1-11
Tanzania	May 13-23
Cameroon	May 6-16
Gabon	May 18-28
Mauritius	June 1-11
Zambia	June 13-23
Tunisia	July 1-11
Congo	July 13-23
Iran	August 6-16
Afghanistan	August 18-28
Hong Kong	August 25—September 4
Singapore	September 6-16
Ivory Coast	August 1-11
Upper Volta	August 13-23
USA	October 4-14
USA	October 16-26
Canada	October 8-18
Canada	October 20-30
Togo	October 1-11
Benin (Dahomey)	October 13-23
Japan	November 1-11
Korea Republic	November 13-23
Guatemala	November 1-11
El Salvador	November 13-23
Honduras	November 25—December 5
Nicaragua	December 7-17

SCHEDULE 1978

AFRICA
Libya
Somalia
Central Africa
Gambia
Guinea
Lesotho
Liberia
Madagascar
Malawi
Sierra Leone

CONCACAF
Netherland Antilles
Bermuda
Mexico
Antigua
Jamaica
Bahamas
Cuba
Guyana
Haiti
Surinam
Trinidad
Barbados

ASIA
Thailand
United Arab Emirates
China National
Bahrain/Qatar
Brunei
Burma
India
Iraq
Yemen
Syria
Israel
Jordan
Korea DPR
Kuwait
Laos
Nepal
Pakistan
Saudi Arabia

SOUTH AMERICA
Paraguay
Peru

OCEANIA
Fiji
Papua-New Guinea

Visit the co-ordinator at the national FA

It is important that you meet and get to know the FA co-ordinator in the country which the teaching team is visiting. He has the responsibility for all administration concerning the visit of the teaching team.

So that there is no confusion as to the FA co-ordinator's exact role, here is the list of his responsibilities as laid down by FIFA:

- Location of seminar (e.g. school, hotel or other)
- Accommodation for instructors and participants
- Organisation of morning, noon and evening meals for instructors and participants
- Local transportation
- Finalisation of seminar timetables
- Provision of sufficient seating for seminars
  - projection room and equipment
  - gymnasium
  - playing field, showers, changing rooms, massage facilities
  - wall screens, blackboards and other aids
  - proper electricity supply, with plugs, cables, extensions, etc.
  - office space, copying machines, secretary and typewriter.

Financially, FIFA is responsible for costs relating to the teaching team and their teaching materials.

The national FA is responsible for costs relating to the holding of the seminars in their country, participants, and local transportation for the teaching team and the participants.

The benefits which Bottlers can derive from this programme are threefold:

1) Direct sales promotion.
2) Media and public relations impact.
3) Follow-up activities after the visit to capitalise on the materials, contacts and knowledge created by it.

1) Sales Promotion

(a) COMPETITION FOR LOCAL TEAMS TO PARTICIPATE IN SEMINARS.

The seminar conducted by the World Football Development Programme team will include periods of practical demonstration. Local youth teams would serve as ideal "participants" for refereeing and coaching demonstrations, and they would see it as an honour to be chosen to do so.

Therefore, you can offer teams from schools leagues, boys' clubs and other groups the chance to win a place at one of these demonstration sessions. To commemorate the occasion, the winning teams will receive special uniform shirts with the product logo and a framed certificate.

(NB: These certificates will be available for ordering in Spanish, French or English through the Information Centre. If you feel it is necessary for the certificate to be produced in another language, then the adaptation will have to be made locally).

Here are suggested guidelines for running this promotion:

1a. Compile a list of schools, clubs, leagues—any groups who organise youth soccer teams.

1b. Write a letter to the relevant person there informing them of:

—The Coca-Cola Company's world-wide sponsorship of football through FIFA.

—The visit of the World Football Development Programme team.

—The opportunity for the local youth teams to participate.

(The total number of teams invited to participate at the seminar will need to be finalised with the FA co-ordinator. The number of teams to Whom each Bottler can offer a place depends on the number of Bottlers in the country and on whether every one of them runs the promotion).

1c. The method of selection of the youth teams will depend on the most successful promotion techniques in a particular country, promotional laws, and your own judgement.

Here are some suggestions:

Crown Collection

Invite groups to collect crowns from bottles of Coca-Cola. The two teams collecting the most crowns and sending or delivering them to you by the closing date are the winners. They will receive their uniforms and commemorative certificate on the day of their participation in the seminars.

Competition

(a) Compile a list of football questions testing world-wide football knowledge. (Add a tie-breaker if necessary/appropriate). This technique will reflect the global nature of the Development Programme, and teachers can use it in schools as the focus of geography, history or current affairs lessons.

(b) Invite entrants to select their top national team, with the tie-breaker being their choice of the best individual player, giving reasons why. Here the competition can be judged by experts such as members of the FA, sports journalists and top players—thereby helping to forge even stronger links with all these elements of the football world.

(c) Use pictures of national football stars in unusual situations (eg in everyday clothes rather than footba'l uniforms or with their faces partially hidden) and invite entrants to identify them all. You may be able to tie-in with a camera manufacturer or local photographic dealer to offer cameras as runner-up prizes.

Sweepstakes

If it is most appropriate in your country, utilise a simple sweepstakes format whereby entrants simply send in their team names on an entry form and winners are selected in a draw. This will elicit a high level of entries since it is the simplest possible promotion device. This will spread your image-building football message more broadly, and establish a strong contact with youth teams.

Essay contest

Invite teams to send an essay on an appropriate football subject—such as the qualities required to be an international football star, or the greatest moment in football in the country. Teachers/team leaders can be encouraged to develop a discussion group among their teams which will help them build team spirit and teach their players to think about the game, not just play it.

Your own ideas can be added to ours to create the best possible promotion, tailor-made to local conditions. Whatever the executional details of the final format, this event is capable of eliciting a very strong and favourable response from youth groups.

(b) LOCAL CONTEST FOR INDIVIDUALS TO PARTICIPATE IN SEMINARS.

As an alternative to bringing local youth teams to the seminars, local supermarket or shopping centre promotions can be developed to select individuals—young footballers—to take part in the World Football Development Programme.

Set up a visual and product display in a supermarket parking lot or an open square in a shopping centre. Decorate it with football posters, footballs and any other appropriate material you may have.

Using a local football player or coach, give a simple demonstration of ball-juggling and soccer skills. Youngsters passing by can participate in simple ball-juggling heats. You may wish to award simple, inexpensive prizes such as badges, patches or decals, especially if you can find them out of surplus stock you may hold from previous promotions.

Involve the national FA or local football groups by selling premiums on which they take the profit. for the benefit of youth football. Their personnel can man the premium stall and they can provide the coach or demonstrator.

As part of the promotion, include a simple draw of names from a hat to select a small number of youngsters to take part in practical demonstrations at the seminars conducted by the teaching team. Check each name that goes into the hat represents an enthusiastic footballer. Select a few extra names so that if any of the winners drop out for any reason, you have "reserves" on hand who can replace them.

Check with the FA co-ordinator as to exactly how many young players each Bottler can send to the seminar.

(c) COACHING CARDS

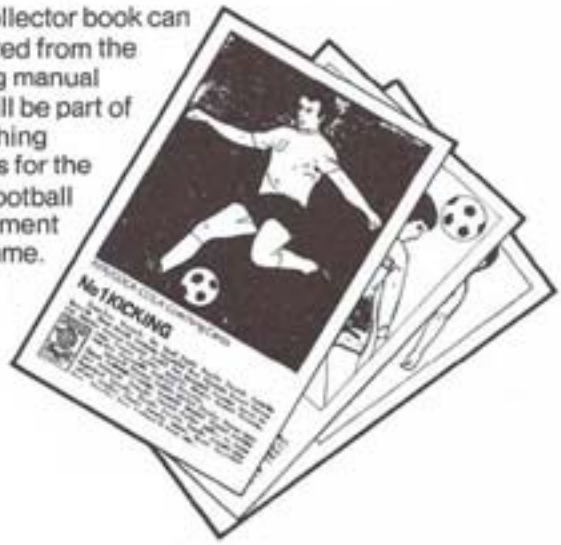
Another highly appropriate premium to link in with the World Football Development Programme would be a series of coaching cards offered as a premium to your consumers.

The coaching cards would be presented as the official FIFA coaching course as developed for the FIFA/Coca-Cola World Football Development Programme by the top coaches in the world. The series would consist of cards demonstrating in words and pictures both the basic and finer points of football technique in individual play and team play.

The copy and visuals for the series of coaching cards will be supplied to regional offices by the Information Centre.

The cards could be printed on six-pack sleeves for consumers to cut out, as six-pack stuffers, or as a mail-in set. If you use on-pack printing or stuffers, offer consumers a free collector book at point of sale which expands on the coaching tips and encourages them to collect the full set.

The collector book can be adapted from the coaching manual which will be part of the teaching materials for the World Football Development Programme.



2) Media/Public Relations

Every Bottler in a country can use the visit of the World Football Development Programme teaching teams to generate press stories or features and an impact in the community in the following way:

Individual sponsorship

This is a suggestion which can be used not only to generate press mileage but also to help a Bottler to a very large extent in football activities after the team's visit—sponsorship of an individual from his territory to attend the seminars.

The idea would be not only to strengthen links between local Bottlers and the activities of the teaching team, but also to create an arrangement whereby the Bottler can benefit directly from the sponsored individual's participation in the seminar with subsequent promotional activities.

Prior to agreeing to sponsor the individual, the Bottler would draw up a contractual agreement whereby the individual would agree to:

- ★run "mini-seminars" in the Bottler's territory to pass on the lessons from the teaching team to other coaches in the territory;
- ★organise and run Bottler coaching clinics and "football happenings" (see follow-up activities);
- ★and help in the organisation and administration of the Football Skills competition.

The individual would be identified and selected by the national FA in consultation with the Bottler.

His travel and accommodation in connection with the seminar would be paid by the Bottler.

The sponsorship of this individual should be used as a local press story, placing a picture of him setting off for the seminar with a caption or brief news-piece giving details of the Bottler's involvement.

In the territory where the seminars actually take place, there are obviously numerous further opportunities for publicity and image-building. Naturally, the Bottler will want to ensure that products are available and coolers are visible.

In addition, regional offices and Bottlers can select from the following list of suggestions, each of which will be executed at their own cost:

Airport Reception

In conjunction with the national FA, organise a receiving committee to meet the teaching team upon their arrival at the airport. The committee should include the head of the FA, other FA dignitaries and Company and Bottler personnel. Ensure that a photographer is present to record the occasion.

Press Conference

This should be staged once the members of the teaching team have arrived at their place of residence. The team will bring press kits in folders with them. Do not forget to ensure prominent display of the FIFA/Coca-Cola insignia which the team will also supply.

Seminar Inauguration

A reception can be organised (in conjunction with the local FA) as the inaugural event of the teaching seminar. This will be especially valuable since it will be attended by high government officials and other V.I.P.s invited by FIFA and the national FA.

Local Tours

To try to generate even more photographic and press coverage of the teaching team's visit, take them out into the local streets to meet the people and get to know the city in which they are staying. Have the local news media representatives accompany them for informal chats and photographs. The local tours could be planned to include a visit to the children's ward of a local hospital, or a local school or park where youngsters play football. You may wish to take them on a tour of the bottling plant, or to meet your employees as part of an employee relations programme. You may even be able to create specific promotions with a local supermarket or shopping centre, tying in with special product displays or price promotions or other consumer offers.

Evening Reception/Banquet

An evening reception or banquet can be arranged. The objective would be to introduce the visiting team to local dignitaries—government ministers and officials, the mayor, prominent industrialists etc. The insignia and product will be prominent. The media should be invited for interviews and photographs.

Final Press Day

The afternoon of the final day of the seminar has been designated as a round table discussion with the local representatives of the media. Regional office personnel should be in attendance as well as Bottler personnel. Make sure that the best possible presentation is made in terms of insignia and product visibility.

Personality Promotion

In co-operation with the national Football Association, you may wish to use the services of a major local football star to help publicise the visit of the teaching team. He can be part of the reception committee, attend the press conference and other functions in connection with the visit, accompany the team on walk-abouts and participate in practical demonstrations. The FA co-ordinator will be able to help identify the best man for the job.

The Role of the Information Centre

To help you plan the basis of press coverage for the visit of the teaching team (in addition to the specific activities listed above) the Information Centre will provide two mailings.

The first will include the following:

- ★ confirmation of approximate dates of the visit.
- ★ the name of the FA co-ordinator.
- ★ organisational structure and key personnel of the national FA.
- ★ special reasons why the country was selected.

The regional office will be notified immediately once the dates of the visit are completely finalised.

The second mailing will be timed to arrive 6 weeks prior to the visit, and will include:

- ★ names of the members of the visiting teaching team including photographs and brief biographies.
- ★ a series of press releases for issue in the weeks preceding the arrival of the team.
- ★ FIFA/Coca-Cola insignias in sticker form for use on letterheads, press releases etc.
- ★ a schedule of seminar activities for the visit including evening functions, and special events at which product identification should be prominent.

Of course, any further specific information you may need can be supplied by the Information Centre on request.

3) Follow-up Activities

In order to capitalise on the impact caused by the visit of the World Football Development Programme teaching team, follow-up activities can be planned, the objectives of which would be to:

- ★create high levels of visibility for the Bottler's involvement in the number one youth sport.
- ★forge an even closer link between the product, the Bottler and the youth of his community.
- ★generate interest and excitement among young footballers.
- ★and build a close and beneficial relationship for the Bottler with the national FA.

Here are some ideas:

3a) Coaching Clinics

One of the best ways of translating your contacts with your local Football Association into a strong promotion is to run a series of coaching clinics for young footballers.

These will serve to further identify you with youth soccer activities, cement your relationships with local football authorities, and provide a coaching resource which young footballers need.

Here are some guidelines for organising football clinics:

Decide on your coaching personnel. Bottlers who sponsor an individual from their territory to attend the World Football Development Programme seminar have a ready-made coach for their clinics. Otherwise, find another suitable local coach (through the Football Association) or a teacher in a local school who has coaching qualifications. Make sure the individual concerned is properly supplied with identifying marks for your own publicity purposes—eg. with a large patch for his warm-up suit or football shirt, a tote-bag which carries the product logo etc.

Decide on the number and location of your clinics. You can probably arrange to use a local park or recreation ground or a school athletic facility. As to when and how often you want your clinics, it's up to you to decide bearing in mind local conditions such as school hours, the days and times children are involved in competitive matches, when your coach or coaches are available, and so on.

Decide on the number of players who can participate and how to select them. This decision should be made in association with the coach, and based on the flavour you want to create at your clinic—an intensive and very serious coaching session for top players, or a less in-depth session which will be designed for large numbers of participants.

One method of selection is simply to write to schools, boys' clubs and other groups and ask them to nominate an individual for the coaching clinic.

Make sure you are very specific in indicating the age group in which the nominee should be (this is something you'll be able to decide on with the coach).

To ensure the right number of young players turn up at the clinics, make sure the groups contacted nominate at least one reserve for every clinic date.

Leave the coaching format to the coaches. The people you select to run your clinics are the coaching experts so you can leave the details up to them.

Awards badges. Iron-on or sew-on patches can be provided to players to show that they have attended the clinic and to remind them of your role in helping them develop their footballing talent.

Press publicity. Have a photographer from your local newspaper visit the clinic for a picture story. Make sure all his pictures show the product logo.

3b) A "Football Happening"

You can expand the concept of the coaching clinic into a full scale "Football Extravaganza." Take a local stadium or field and get hundreds or or even thousands of local youngsters by announcing:

- ★ Football skills demonstrations by professional players or particularly skilled ball jugglers.
- ★ Ball-juggling contests; you may wish to hold your Football Skills competition (described later) in this setting, or you may simply wish to invite any youngster to participate who desires to be timed in the skill tests for pure interest.
- ★ Sales of premium items. Set up shop in the goal-posts and sell items which feature the product logo and others for which profits will go to the national FA or local football bodies. Local members should be contacted to help stage the event and to handle premium sales.
- ★ Goal-kicking competitions for prizes from the Adidas catalogue.
- ★ Brief instructional sessions with local coaches or professional players.

You can advertise the "happening" in neighbourhood and community newspapers and send fliers to schools, football clubs and other interested groups.

3c) Educational Materials

Numerous teaching aids are being developed for the World Football Development Programme. When finalised these will be adapted into a youth training kit. This kit will include coaching films, coaching manuals, youth handbooks, wall charts and will be the only training kit approved by FIFA.

A brochure describing the kit and its contents will be mailed out to regional offices, along with ordering procedures and prices.

These materials can be used with schools, local youth football clubs and other groups as a promotional tool. Films may be loaned or rented or, in special cases, donated; handbooks and wallcharts can be provided at a self-liquidating cost as another Bottler service to youth football.

Schools, clubs, and even young players themselves are crying out for materials like these. The World Football Development Programme will therefore help you in making a tremendous impact and achieving high visibility with these materials.

3d) Youth Tournament Sponsorship

It may be appropriate in many communities for the Bottler to sponsor local youth tournaments. Extensive publicity can be achieved simply by awarding a trophy to the winners and certificates of merit to outstanding competitors.

THE FIFA WORLD YOUTH TOURNAMENT FOR THE COCA-COLA CUP

The FIFA World Youth Tournament for the Coca-Cola Cup

Area and regional offices for the country which hosts the World Youth Tournament will be supplied with specific guides which will detail the activities to be undertaken with the Tournament.

Additionally, the Information Centre will advise regional offices for those countries sending teams to the tournament of the publicity and promotion opportunities open to them.

Worldwide Promotion

The FIFA World Youth Tournament for The Coca-Cola Cup offers an opportunity for a Bottler promotion which can be mounted in any country in the world.

The promotion will offer youngsters the chance to win a fabulous football trip to Tunisia to meet an international football star. The trip will include tickets to the finals of the Tournament, the chance to watch the game with the sports star and personal coaching from him before the game in the very stadium in which the final will be played.

In addition, there will be a sightseeing trip in Tunisia itself, and the lucky winner will be invited to bring his or her parents.

What a thrill it would be for any youngster to win this prize!

The prize can be offered via any one of a whole series of promotion mechanics, some ideas for which we suggest in the following page.

Remember:—Winners must be identified by at least May 30th 1977.

★ A complete promotion guide will be issued shortly which will give full details of the world football star selected for the event. Travel arrangements will also be fully covered in the guide.

Suggested Competition Mechanics

Simple Sweepstakes

Offer the trip to Tunisia as the major prize in a simple sweepstakes. Consumers receive entry forms via a point of sale leaflet, on six-pack sleeves or as a six-pack stuffer, depending on local legal regulations and the prevailing promotional climate.

The key to a successful sweepstakes is, of course, strong in-store display support.

The display material in this guide has been prepared as a suggestion on how to treat the promotion visually. Football is an ideal medium for impactful displays since it can provide colour and action in a universally recognised theme.

History of Football

This is an under crown promotion in which consumers collect specially imprinted crown-liners which form a series representing the history of football. The history will go back to the earliest origins of the sport and culminate in the first ever World Youth Tournament, sponsored by The Coca-Cola Company. Throughout, the series will have a special emphasis on youth football; therefore it will be a suitable promotional commemoration of the 1977 tournament, and should be presented that way in copy terms.

The competition element, offering the prize of the trip to Tunisia, would be a set of questions which can be answered by affixing the appropriate crown liners in spaces on the entry form. Local legal counsel will advise on the proper treatment of this element in your own country.

A tie-breaker should be incorporated.

The Football Information Centre will supply regional offices with a list of 100 landmarks in football which can be used for this promotion.

Goal-time

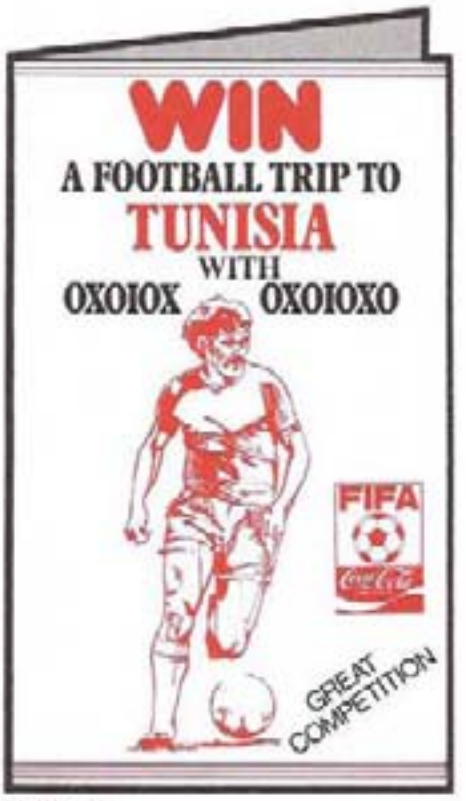
This is a simple under-crown collection promotion with a competition overlay to win a trip not to Tunisia, but to the finals of the World Cup in Argentina in 1978 (alternatively you can offer a cash prize, or merchandise prizes like cars and TV sets).

Special crown-liners are imprinted with the flags of the countries of the world who could be sending a team to the World Youth Cup. Consumers receive a free collector card at point of sale on which to mount the crown-liners they collect.

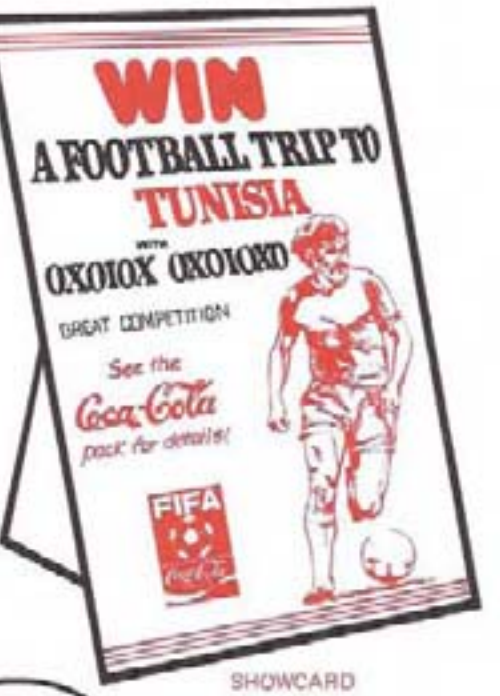
Certain other crown-liners are printed with a series of times in minutes and seconds from 0 to 90 minutes—the duration of a football match.

As the contest element of the promotion; consumers are invited to predict, in the correct order, the countries who will finish first, second and third in the World Youth Tournament in Tunisia in 1977. As a tie-breaker, they must also predict the time, in minutes and seconds, of the first goal scored in the final of the Tournament. (A goal scored in extra-time, after a scoreless match, will be treated as 90 minutes).

Entrants make their predictions by affixing the appropriate crown-liners on the entry form provided. In some countries, the option of simply writing-in the names of the countries and the time of the first goal, will be needed.



LEAFLET

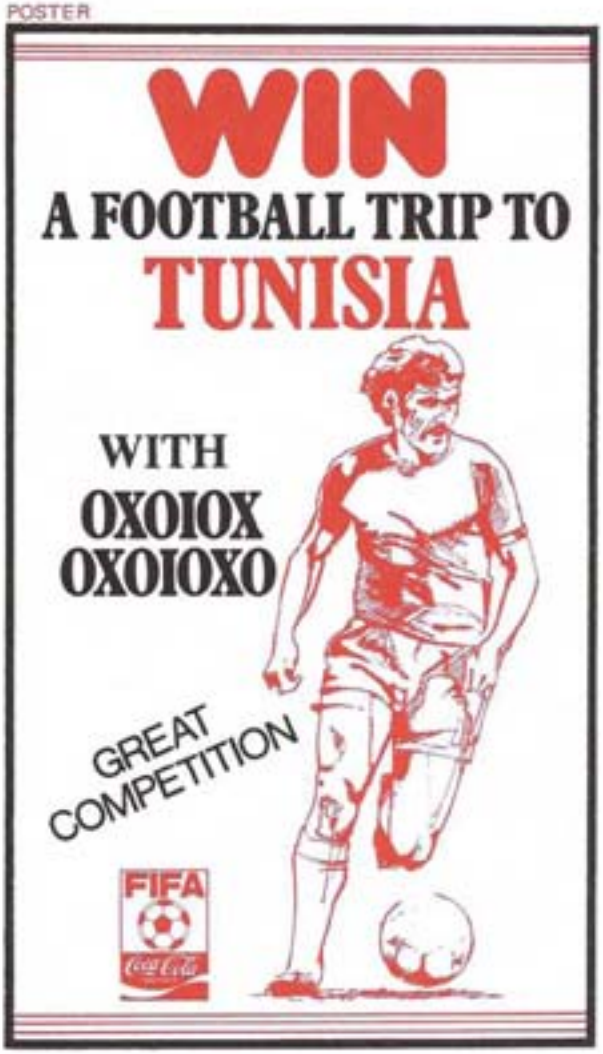


SHOWCARD

NECK-RINGER

WINDOW BANNER

POSTER



CUT-OUT MOBILE

POLE TOPPER

THE FIFA/COCA-COLA FOOTBALL SKILLS COMPETITION

The FIFA Coca-Cola Football Skills Competition

The Football Skills Competition can be one of the strongest youth market promotions available to Bottlers. It complements the Company's sponsorship activities by providing the opportunity to run an exciting football promotion for young players in every country and in every Bottler's territory. It is designed as a fun activity while at the same time encouraging players to master the basic skills of football.

It is imperative that the programme gets off to a strong start. The key first step is to get the *National Football Association* strongly to support both the concept of the Football Skills Competition and its method of execution. With their support, the competition will be better accepted by clubs, schools, leagues and individuals; the FA can help you in communicating it to the maximum number of potential participants, and can take on much of the administration task associated with the event.

On the other hand, lack of support from the FA, or worse still, opposition from that body, may prevent you from launching the promotion in an effective manner.

In 1976, The Company wishes to run initial Football Skills Competitions in a number of carefully selected countries. The method of selection will be based on criteria developed by the International Co-ordinator. He will work with Area management on a selection of countries which will reflect different conditions in different parts of the world. The International Co-ordinator will be contacting the Areas shortly, and Area management should await his action rather than initiating any activity themselves.

How the competition works

The basic idea is to have as many young people as possible competing in the basic football skills of bouncing the ball on the foot and on the head. The first level of competition will be in the clubs, supervised by a teacher or coach; the second at the Bottler tournament the third at a national championship.

An international final will be held in conjunction with the FIFA World Youth Tournament for the Coca-Cola Cup (and at another major FIFA event in the intervening years).

The contestants participate in the following tests:-

1) Bouncing the ball on one foot only (either foot may be chosen); they can go up to as many bounces on the foot as possible without the ball touching the ground, and have two attempts at this test.

2) As above, but with alternate feet (i.e. one bounce on the left foot followed by one bounce on the right foot).

3) Bouncing the ball on the head only.

How it is Communicated

Included at the back of this guide is the format of how the programme will be run in the USA.

In addition, an alternative method of conducting a competition is presented here:—

1) Bottlers prepare a mailing for all youth football clubs, boys' clubs. YMCA's/YWCA's, schools and any other group which organises youth football in their area. The mailing consists of a simple letter on Bottler paper to which the FIFA/Coca-Cola insignia has been affixed in sticker form.

2) Recipients of this first mailing are invited to write back to the Bottler indicating their desire to conduct the Football Skills Competition.

3) To all those groups enrolling, the Bottler sends a second mailing which includes everything necessary for them to conduct a Football Skills contest among their own young players. Specifically, the contents will be:-

★ a covering letter explaining the contents of the package.

- ★ a set of posters and handbills advertising the competition, for use in the club house, on the noticeboard, among members etc. to ensure maximum levels of participation.
- ★ a series of entry cards on which individual participants' performances are recorded and confirmed by the signature of the teacher/coach/group leader.
- ★ a set of patches which will be awarded to successful participants which they can affix to their uniforms, warm-ups etc.

The teacher/coach/group leader must supervise his/her players in their participation, divide the players into the proper age groups (i.e. under 10, 11-12, 13-14, 15-16), and witness the successful completion of the test.

He then awards the patches to top scoring participants and sends in the completed entry cards of the top three winners in each age group to the Bottler by a specified date.

The Bottler sorts through these top winners to identify the 40-60 best entrants in his territory and invites them, through their teacher/coach group leader, to a Bottler elimination contest.

This elimination will take place on one specific day and at a specific location to be chosen by the Bottler. Using assistants from schools and local football clubs/groups to act as supervisors, the performances of the participants are recorded in the same way as in the grass-roots level tests.

The Bottler then submits his three top performers in each age group to the national organiser or regional office football co-ordinator.

The National Final

From the entry cards mailed in by Bottlers throughout the country, the national office or regional office football co-ordinator will select the 10 best entrants in each age group for the National Final of the FIFA/Coca-Cola Football Skills Competition.

These 30 young players will be assembled at the location of the National Final, each with an accompanying adult. You should aim to hold the National Final at the most prestigious available football occasion in the country, e.g. the Professional Knock-Out Cup Final; this will have been agreed with the National FA in the original negotiations with them.

The finals will take place the morning before the major football game with which is is associated, and an exhibition and awards ceremony may take place at half time in that game.

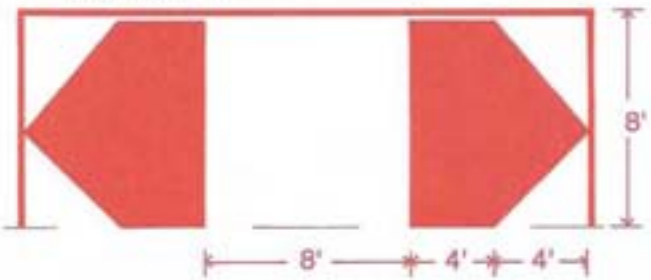
The same 3 basic skills are used as were used in the preliminary test except that the test is stopped if the contestant reaches 300 in the first two tests (one foot and alternating feet) and 100 heads. The maximum possible is 700 from the first 3 tests. Because it can be expected that several youngsters will score the maximum, 2 additional tests will be added for the local, national and international finals.

These tests are as follows:-

1) The contestant starts on the half-way line of the football field and must progress to the edge of the penalty area while running and keeping the ball in the air without it ever touching the ground. Any legitimate part of the body can be used to do this (i.e. not the hands and arms, but the foot, thigh, chest or head are all OK) and the only restriction is that the ball must be contacted at least 6 times during the run from the half-way line to the edge of the penalty area (this prevents a participant kicking the ball on the fly to the penalty area and bringing it under control there). The participant can then let the ball hit the ground *in* the penalty area and hit it into the goal in a single kick-no controlling of the ball in the penalty area is allowed to prepare for the kick into the goal.

The run from the half-way line is timed from the point of crossing that line to the point of the ball crossing the goal-line. This must be done with a stopwatch which can record to 1/10th of a second accurately. (If the ball does hit the ground between the half-way line and the penalty area, the player does not stop and start again, he merely carries on in the knowledge that he has lost 10 points).

2) The final test works as follows:-
The goal is filled with two specially-shaped rigid wood or wood-framed boards which are secured to the goalposts as shown in this diagram.



Participants have five attempts at goal from the penalty spot. The ball is not allowed to touch the ground. If the ball goes through the space in the middle of the goal in between the two boards, no points are scored. If the ball hits either board and rebounds out of the goal.

10 points are scored

If the ball enters the goal via one of the spaces in the four corners of the goal.

30 point are scored.

The total of 5 attempts is the total score for the participant.

This score, added to his total points for all the previous tests, is his final score in the National Final, and the highest of these final scores in each age bracket is the overall winner for that age bracket. The single highest score of all (irrespective of age) is the FIFA/Coca-Cola National Football Skills Champion.

FOOTBALL PROMOTIONS

Football Promotions

The promotion ideas put forward in this guide so far, tie-in specifically to the World Football Development Programme and the World Tournament for the Coca-Cola Cup. Football also presents an excellent theme on which to base more general promotions.

---

1) Football Offers

The World Football Development Programme team will be visiting countries with the objective of helping to raise the level of football skills, especially among young players.

But in many of the countries visited by the teams, the basic equipment for the game may not be readily available to young footballers. And indeed in almost every country, young players are anxious to acquire new or additional football equipment.

The most important piece of equipment needed is an official size and weight football, conforming to FIFA regulations.

Such a ball can be offered at low cost in return for proofs of purchase. And the scheme can be partially, or completely, self-liquidating for the Bottler. The ball can carry the FIFA/Coca-Cola insignia or simply the product trademark.

FIFA

Coca-Cola

Trade mark

Executional alternatives

SELF-LIQUIDATING MAIL-IN

Choose the ball which gives the best value.

UNDER-CROWN PROMOTION

The proofs of purchase required for the premium can be special crown-liners imprinted with footballs (collect 6 different colours) famous players or badges of national or international football clubs.

COMPETITION

You could make a massive impact in the youth market with a big ball promotion under the announcement: "10,000 FOOTBALLS MUST BE WON!" (or 5,000 or 1,000 or whatever is the most logical number for a particular territory).

In markets where there are well-known football stars the competition could consist of matching names or photographs to a list of football clubs. Include a tie-breaker if necessary/appropriate.

Where major in-store displays can be achieved, the footballs should be on display to gain maximum impact.

2) Spot the Ball Competition

One of the most universally and consistently popular forms of consumer competition in football countries has been "Spot the Ball."

The competition consists of a photograph of action from a football match with the ball obliterated. Consumers simply mark an 'X' on the photograph where they think the ball should be.

The competitor whose 'X' centre is closest to the exact centre of the ball is the winner. The technique is accurate enough to produce a single winner without a tie-breaker.

The competition can be run via 6-pack stuffers, point of sale leaflets, or by printing the "Spot the Ball" photographs on 6-pack sleeves. Try to choose a photograph where the ball is in an "unlikely" place compared with the distribution of the players.

Prizes can be cash, coupons for cases of Coca-Cola, or football equipment (eg "Spot the Ball—Win a Ball").

Competitors can mark more than one 'X' on the entry form but each must be accompanied by the requisite number of proofs of purchase.

LEGAL CONSIDERATIONS.

Legal requirements vary from country to country. In some cases the winning entry will be determined on the basis of where the ball actually appeared before it was obliterated. Elsewhere a panel of experts can determine where they judge the ball to have been, and the winner is the entrant whose judgement exactly or most closely coincides with theirs. Proof of purchase requirements will also vary with local regulations. Consult local legal counsel before finalising the details of the promotion.

3) Football Bingo

This is a collector promotion which can be adapted as a chance-based game for big prizes or a simple skill game for youngsters to win prizes of football equipment.

Special crown-liners are printed with drawings of famous international footballers including for each one his name and the country or team for which he plays.

Consumers are invited to collect these crown-liners and affix them to a special collector card available free at point of sale. The collector card is marked off in squares. In each square is the name/country of one of the footballers featured on the crown-liners (except for some squares which are "free").

Consumers affix the special crown-liners they collect to the matching square on the Football Bingo card. Prizes are awarded when an entire card has been completed by sticking matching crown-liners on each square, or for any completed line—vertically, horizontally or diagonally.

The competition can be run in two ways, depending on budget and on local promotional laws:

AS A CHANCE GAME FOR CASH PRIZES

Certain of the crown-liners are held back as "rares." For example, if you make a completed card worth $1000 (or equivalent) prize, and you are prepared to award 10 such prizes, then key crown-liners are printed in limited numbers so that it is possible for only 10 prizes to be won.

The production of these "rare" crown-liners needs careful supervision and control to guarantee that no more than 10 are produced.

Completing a single line on the card could qualify for a lesser prize, which would be offered in greater quantities and hence the number of "rares" governing this prize can be less restricted.

AS A MAIL-IN DEVICE FOR FOOTBALL-RELATED PREMIUMS.

In countries where promotion laws restrict the use of chance games, the "Football Bingo" concept can be used as the vehicle for a premium promotion. The special crown-liners can become novel proofs of purchase, with entrants invited to "send in these six famous footballer pictures and $3.50 for an Adidas football" or similar.

Each of these variations can be overlaid with a simple contest. The collector card would include a tear-off portion for consumers to enter a sweepstake. Or a competition to answer football questions can be entered by affixing the appropriate crown-liner to the entry form or by writing in the answer (eg one of the questions could be: "Who is the only player ever to have scored three goals in a World Cup Final? The answer is Geoff Hurst of England. Consumers can look for the crown-liner bearing his picture and name and affix it to the entry form, or simply write in his name in the space provided).

---

4) Top Team

An interesting variation on the under-crown football promotion theme would be to invite contestants to pick their best-ever national or international team. Leaflets or collector cards would include brief details on, say, 50 players who appear on special crown-liners. Consumers make their choice of "Top Team" from these 50, and then must collect their "First Eleven" from the range of crown-liners in circulation and affix them to their entry form.

A panel of experts makes its choice of "Top Team" and the winning consumers are those whose choice coincides exactly, or most closely, with that of the experts. The tie-breaker could be the entrant's choice of the single best player, with reasons why.

To add even greater intrigue to the promotion, combine past players with current players to produce an all-time "Top Team."

In all cases involving the use of drawings of players and their names, check carefully the laws regarding proper use of such drawings/names. It must always be made clear that the promotion does not imply endorsement of the product by the players concerned. If payments to players are involved, it is crucial that no payment is made to an amateur since this can jeopardise his amateur status.

In some countries, where a collection of crown-liners must be made to complete a competition entry, a mail-in swap facility is necessary.

Consumers can then exchange any unwanted liner for a specific one they have failed to collect. Make sure that a stamped, addressed envelope is included with swap applications, and limit the swap period to the last month of the promotion.

APPENDICES

Appendix A

The Confederations and their Tournaments

The following pages give the lists of members of each of the six continental confederations, and identify the major tournaments which are contested between national and club teams within each one.

It is important to note that:

1. Dates change from year to year, especially after discussions at the confederation congress.
2. The Information Centre can provide details on any specific question you may have about football activity within any of the confederations.
3. The best source of up-to-date information is your local FA and it would be useful to develop good relations with those in charge. At the back of this guide is a Directory of Addresses of all National FA's for you to use.
4. Also you will find a sample copy of FIFA News, the official monthly publication of FIFA. It is packed with news of tournaments, events and happenings in the football world, and can be a useful means of updating your football knowledge. A subscription form is enclosed for your use.

The Asian Football Confederation

The Asian Football Confederation has 34 member associations, encompassing South East Asia and the Middle East.

The members are:

Afghanistan	Kuwait
Bahrain	Laos
Bangladesh	Lebanon
Brunei	Malaysia
Burma	Nepal
China Nat.	Pakistan
Hong Kong	Phillipines
India	Qatar
Indonesia	Saudi Arabia
Iran	Singapore
Iraq	Sri Lanka
Israel	Syria
Japan	Thailand
Jordan	United Arab Emirates
Khmer	*Vietnam DPR
*Korea DPR	Vietnam Rep.
Korea Rep.	Yemen PDR

*FIFA member but not affiliated to Confederation

The Confederation was founded in 1954—a great deal of the initiative behind its foundation came from Tunku Abdul Rahman, Malaysia's first prime minister. Today, he still remains the President of the Confederation and a devoted follower of soccer.

The AFC holds a Congress ever two years—the most recent was in Malaysia on 22nd August 1976.

There are a number of important tournaments within the AFC area, and each member country also has its own national competitions. There has been an explosion in the popularity of football and new competitions are finding their way on to the calendar every year, especially in the Arab countries where many new stadiums are being built.

As this area is developing so fast and changing so much, the only way to keep fully informed of the names and dates of the major tournaments is to develop a relationship with your national football association.

Note: Unlike the major soccer countries, the associations belonging to the AFC rarely have full-time executives.

As a guide, within the AFC, some important national and international tournaments to watch for are:—

THE ASIAN CUP:
The most important competition for national teams in the AFC. It takes place every two years and was held in Tehran in 1976.

THE ASIAN YOUTH FOOTBALL TOURNAMENT:
The area's international youth tournament, involving national youth teams from member countries. In 1977, this will take place in Kuala Lumpur.

THE ARAB YOUTH FOOTBALL TOURNAMENT:
This is a new international youth tournament for the Arab world. The first was held in 1975 and the competition will be held every two years.

THE ARABIAN GULF TOURNAMENT
This annual event was held in Qatar in 1976.

THE ARAB PALESTINIAN FOOTBALL CUP
A major tournament involving Arab national teams which take place every two years. The third tournament was held in 1975 and the fourth will be held in 1977.

THE MERDEKA TOURNAMENT
An important Asian annual tournament involving national teams which always takes place in Malaysia. The tournament was founded by Tunku Abdul Rahman—"Meredeka" means freedom—and 1976 saw the 20th competition.

THE ASIAN SCHOOLS SOCCER CHAMPIONSHIP.

WORLD CUP PRELIMINARY QUALIFYING ROUNDS
These will take place in 1977 and will involve Bahrain, Hong Kong, Indonesia, Iran, Iraq, Israel, Kuwait, Malaysia, Saudi Arabia, Sri Lanka, Sudan and the United Arab Emirates.

THE ASIAN GAMES
As with the Olympics, a football tournament is held within the Asian Games, which are held every four years. The next games are due in 1978 in Bangkok.

SEAP GAMES
(South East Asia Peninsula Games). These include a football tournament and are held every four years. In 1977 they will be held in Kuala Lumpur.

THE MALAYSIA CUP
An important tournament involving Malaysia and Singapore on an interstate basis. It is a home and away competition which attracts substantial gates.

THE KING'S CUP
This competition is held annually in Thailand with 12 other countries participating by invitation.

THE ANNIVERSARY CUP
Held in Indonesia annually, this Cup involves competition with the invited teams from 10 countries.

THE PRESIDENT'S CUP
An annual competition held in the Republic of Korea and involving seven to ten invited teams from other countries.

THE VICEROY CUP
Held in Hong Kong, the Viceroy Cup involves all the major clubs in Hong Kong. It takes place annually, between January and March, and is sponsored by British American Tobacco.

CONCACAF

North and Central America and the Caribbean

This confederation has 22 members:

*Antigua	Honduras
*Bahamas	Jamaica
Barbados	Mexico
Bermuda	Neth. Antilles
Canada	Nicaragua
Costa Rica	Panama
Cuba	Puerto Rico
Domin. Republic	El Salvador
Guatemala	Surinam
Guyana	Trinidad
Haiti	USA

*FIFA Member but not affiliated to Confederation.

Key tournaments in this confederation are:

THE CONCACAF CHAMPIONSHIP
This championship for national teams takes place once every four years—the matches doubling as qualifying ties for The World Cup.

CONCACAF YOUTH TOURNAMENT
A four-yearly tournament, the most recent was held in Puerto Rico in September October 1976.

THE PAN AMERICAN GAMES
A four-yearly regional games. Will be held next in Puerto Rico in 1979, and includes a football tournament.

THE CENTRAL AMERICAN AND CARIBBEAN GAMES
Also a four-yearly event, includes a football tournament.

THE CONCACAF CHAMPIONSHIP OF CHAMPIONS
Contested annually between the club sides who have won the league competitions of their respective countries.

CONMEBOL

South America

This confederation has 10 members as follows:

Argentina	Ecuador
Bolivia	Paraguay
Brazil	Peru
Chile	Uruguay
Colombia	Venezuela

The key tournaments are:

THE SOUTH AMERICAN YOUTH CHAMPIONSHIPS
This event is staged every two years.

COPA AMERICA
The four-yearly South American Championship for national teams.

THE ATLANTIC CUP
Revived in 1976 after a long lapse, is played between Argentina, Brazil, Paraguay and Uruguay. It will be a four-yearly event.

COPA LIBERTADORES
The South American club champions tournament.

THE INTER-AMERICAN CUP
Played between the winners of the Copa Libertadores and the Concacaf Championship of Champions.

Additionally, many cups are awarded for single international matches, such as:-

THE ROCA CUP: Argentina v Brazil

THE LIPTON AND NEWTON CUPS: Argentina v Uruguay

THE BOGADO CUP: Argentina v Paraguay

THE OSWALDO CRUZ CUP: Brazil v Paraguay

THE RIO BRANCO CUP: Brazil v Uruguay

THE ARTIGAS CUP: Paraguay v Uruguay

The African Football Confederation

There are 38 members of this Confederation, as follows:

Algeria
Burundi
Cameroon
Central Africa
Congo
Dahomey
Egypt AR
Ethiopia
Gabon
Gambia
Ghana
Guinea
Ivory Coast
Kenya
Lesotho
Liberia
Libya
Madagascar
Malawi
Mali
Mauritania
Mauritius
Morocco
Niger
Nigeria
*Rhodesia[1]
Senegal
Sierra Leone
Somalia
Sudan
Tanzania
Togo
Tunisia
Uganda
Upper Volta
Zaire
Zambia

*FIFA Member but not affiliated to Confederation.
[1]Suspended by FIFA Congress decision (1970).

The key tournaments are:

THE AFRICAN NATIONS CUP
The championship for national teams, held bi-annually. The finals normally take place in February/March of the relevant year.

THE AFRICAN CHAMPION CLUBS CUP
An annual event for the clubs who won their national championships.

THE AFRICAN CUP WINNERS CUP
Also an annual event, for clubs who won their national cup (knock-out) competition.

Additionally there are regional tournaments such as

THE EAST AND CENTRAL AFRICAN CHALLENGE CUP.

Football tournaments are also included in the regional games such as

THE ARABIAN GAMES, THE AFRICAN GAMES and THE MEDITERRANEAN GAMES.

The Oceania Football Confederation

This is the newest and smallest of the continental confederations, having only four members:

*Australia
Fiji
New Zealand
Papua—New Guinea

*FIFA Member not affiliated to Confederation.

Currently there is no major confederation tournament for national teams, although the first OCEANIA YOUTH TOURNAMENT was held in 1974, with the plan to repeat it once every four years.

THE SOUTH PACIFIC GAMES (once every four years) includes a football tournament.

THE PRIME MINISTER'S CUP an invitational tournament for international club sides, is planned in Australia for 1977.

UEFA

The Union of European Football Associations

This confederation has 34 members, as follows:

Albania	Italy
Austria	Liechtenstein[1]
Belgium	Luxembourg
Bulgaria	Malta
Cyprus	Netherlands
Czechoslovakia	Norway
Denmark	Poland
England	Portugal
Finland	Rumania
France	Scotland
German DR	Spain
Germany FR	Sweden
Greece	Switzerland
Hungary	Turkey
Iceland	USSR
Ireland Rep.	Wales
Ireland (North)	Yugoslavia

[1]Provisional FIFA Member.

Europe is the scene of numerous tournaments.

For national teams:

THE EUROPEAN FOOTBALL CHAMPIONSHIP
(also referred to as The European Nations Cup). Takes place once every four years, in between World Cups.

THE UEFA AMATEUR FOOTBALL CHAMPIONSHIP
This takes place every four years.

THE UEFA UNDER-21 CHAMPIONSHIP
For national sides limited to players who fall into this special age category.

THE UEFA YOUTH TOURNAMENT
Limited to players under 18 years of age; this will be changed to under 19 to conform to the rules of the FIFA World Youth Tournament for the Coca-Cola Cup.

THE HOME INTERNATIONAL CHAMPIONSHIP
Contested annually between the four British Football Associations—England, Northern Ireland, Scotland and Wales.

THE NORDIC TOURNAMENT
In Scandinavia this takes in results over a period of 6 years to determine its winner.

THE BALKAN CUP
An annual event for national teams from that part of Europe. There is also a Balkan Under-23 tournament.

For club teams:

THE EUROPEAN CHAMPION CLUBS CUP
An annual event for national club champions.

THE EUROPEAN CUP-WINNERS' CUP
Contested annually by winners of national cup (knock-out) competitions.

THE UEFA CUP (formerly The Inter-City Fairs Cup).
The third major annual clubs' tournament, for top clubs who do not qualify in the other two.

THE MITROPA CUP
The annual club championship for Central Europe.

THE INTERNATIONAL CLUBS' CUP
Contested between club teams from Switzerland, Italy, France, Germany, Sweden and Denmark, this cup is run in the off-season (summer) months for pools purposes.

THE ANGLO-ITALIAN CUP
Contested annually between invited club teams from England and Italy. An example of one of the many fragmented tournaments which have appeared recently.

Appendix B

Additional documentation which will follow for certain specific football programmes.

1. Activity and planning guide for the country hosting the FIFA World Youth Tournament for The Coca-Cola Cup.

This will be issued to the relevant Area and Regional offices by November 1976 for the 1977 tournament, and with equivalent leadtimes for future tournaments.

2. Activity and planning guide for countries whose youth teams qualify for the World Youth Tournament.

An information and suggestions package will be issued by the Football Information Centre by November 1976 for the 1977 Tournament.

3. Adidas guide and ordering procedures.

4. Sales promotion schemes.

a) Promotion guide on world football star.
b) 100 crown-liner suggestions on the History of Football for World Youth Tournament competition.
c) Coaching card visuals and copy.
d) Brochure on Youth Training Kit.

Appendix C

Included in this guide is a sample copy of FIFA News. This is the official magazine of FIFA and is published monthly in four languages (English, French, Spanish and German).
We recommend to regional offices that they take out a subscription to this magazine. It will update and add to your information about events and tournaments in every part of the world, and keep you abreast of every major new development in the football world.

Subscription details are as follows:
Annual rates (including air mail postage)

Area I — North Africa and Europe
—30 Swiss Francs

Area II — Other African Countries and the Near East —35 Swiss Francs

Area III — Rest of the World —40 Swiss Francs

Special plastic binder for 12 issues
(by surface mail) —8 Swiss Francs
Inclusive price of airmail delivery of binder—
Area II —19 Swiss Francs
Area III —22 Swiss Francs

To take out a subscription, make payment through your bank or by bank order (no cheques please) to the FIFA Account with the Swiss Bank Corporation, Paradeplatz, Zurich. Complete the application form below stating that this has been done, and stipulating in which language you wish to receive your FIFA News.

Send the completed application form to:

Rene Courte
Public Relations and Press Officer
FIFA
FIFA House
11 Hitzigweg
8032 Zurich, Switzerland.

APPLICATION
FOR SUBSCRIPTION TO FIFA NEWS

To: Rene Court,
Public Relations and Press Officer, FIFA:

Date_____

I have today authorized payment to the FIFA Account the sum of Sw. Fr._____ for an annual subscription to FIFA News in English/French/Spanish/German.* My subscription includes/does not include* the price of a special binder by surface mail/by air mail to Area II/by air mail to Area III.*

*Delete whichever is not applicable.

Send my FIFA News to

_____

_____

_____

_____

_____

(BLOCK CAPITALS PLEASE)