

West Nally is the marketing company with unrivalled experience of working with international athletics and the federations governing this sport.

We have raised \$20 million for track and field in the past five years, through a variety of original programmes designed to suit the market.

We have a successful record in securing the support of major international sponsors.

And keeping it. Professional servicing makes their experience of athletics a positive one. As a result, our corporate clients re-invest in the sport on a regular basis. New sponsors are recruited all the time.

From national sponsorships and permit meetings to international events, like the first World Championships in Helsinki and the 1986 European Championships in Stuttgart, West Nally is providing a consistent and successful service to athletics bodies and organisers.

West Nally is proud of their contribution to the growth of athletics — helping it become one of the world's most popular sports with sponsors today.

To know more about our services, please contact Tony Webb or David Warren, West Nally Group, London on 01-499 0800.

## WEST NALLY HAS WORKED WITH:

### Governing Bodies:

IAAF · EAA · AAA · AAU · BAAB · DLV · FIDAL · SEGAS · SUL.

### Permit Meetings:

Berlin	Koblenz
Bislett/Oslo	Nice
Brussels	Paris
Cologne	Zurich

### International Companies:

Anheuser-Busch	Kodak
BASF	Kappa
Bovril	Kraft
Canon	Mazda
Casio	Metaxa
Citizen	Nestle
Clarion	Rank Xerox
Coca-Cola	Seiko
Daimler-Benz	TDK
Gallaher	Texas Instruments
Gillette	U-bix
Hertz	Verbatim
Iveco	

## WEST NALLY HAS WORKED WITH THE FOLLOWING EVENTS:

The World Cup Film Dusseldorf 1977  
The World Cup Film Montreal 1979  
IAAF Golden Events, 1978-1982  
1982 European Athletics Championships, Athens  
The Bislett/Oslo Games, Norway, 1983-1984  
The 1983 World Cross Country Championships, England  
Rank Xerox European Marathon Circuit  
1st IAAF World Athletics Championships, Helsinki, 1983  
New York Marathon  
The 1982 Iveco Games, Edinburgh

## CURRENT EVENTS:

The IAAF 4th World Cup in Athletics, Canberra, 1985  
The 1985 European Indoor Championships, Athens  
The London Marathon  
Seiko British Athletics Programme  
Texas Instruments UK Computer Results Service  
European Athletics Championships, Stuttgart, 1986

# West Nally Group

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# WEST NALLY AND ATHLETICS A WINNING COMBINATION

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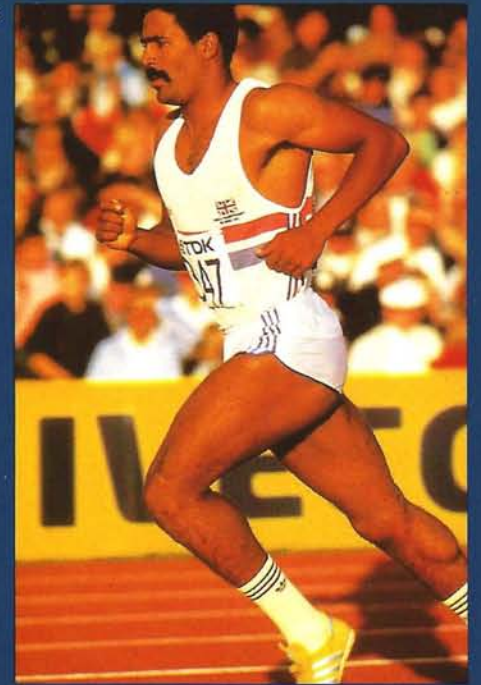
*West Nally Group*





A programme of selected permit meetings reaching specific target markets attracts sponsor investment.

By every criterion, the first World Championships was a huge success. The most commercially successful new event in the history of sport — the most popular with spectators.



West Nally works with organising committees to expand the television coverage of events.

▲ The Golden Series raised funds for the IAAF's technical aid programme. ▼



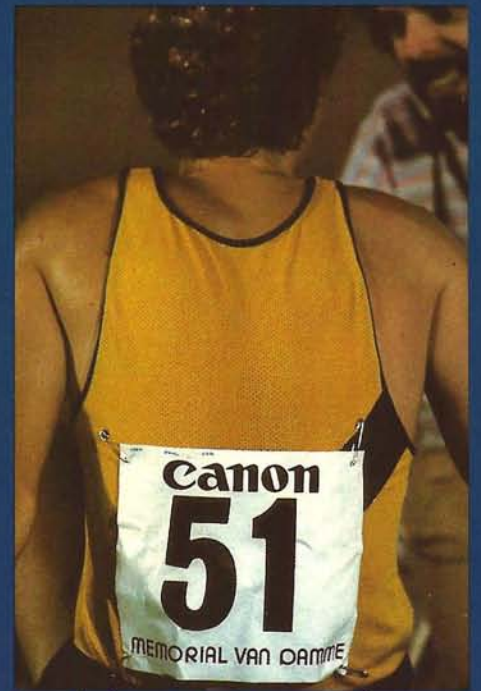
Seiko's long-term timing programme covers AAA and BAAB events.



West Nally were marketing consultants to the '83 World Cross Country Championships.



With the EAA, we look after key European athletics programmes.



Canon has become a major supporter of international athletics.