

International Amateur Athletics Federation

IAAF World Cup

IAAF Technical Aid Programme

A Sponsorship Proposal

Prepared by:
The West Nally Group
Berkeley Square House
12 Berkeley Square
London W1X 6 NQ

1976

CONTENTS

Introduction	1
Background	2
What Sponsorship Involves	3
The Technical Aid Programme	4
The New Athletics World Cup	7
How The Sponsor Will Benefit	8
Sponsor's Commitment	10
About West Nally	11

INTRODUCTION

Opportunities for major commercial corporations to involve themselves in effective sports sponsorship on a genuinely global basis are rare indeed.

The proposed I.A.A.F. Technical Aid Programme, linked to the new Athletics World Cup, presents just such a possibility.

It offers the sponsor a double benefit. The massive publicity associated with an international sporting event, second only to the Olympics, will be reinforced by the all-the-year-round exposure and prestige of the Technical Aid Programme. In the developing markets, so important to your company, sport is a highly effective selling medium.

BACKGROUND

Currently, there is only one world-wide competition in track and field - the Olympics. Other events, such as the Pan-American Games, the Asian Games and the European Games, are purely regional.

Thus competitors who have reached the top in their own countries can only compete against their own class of athlete on an international basis once every four years.

This means that, so far, track and field has only produced "superstars" of sport once every four years - and superstar projection is important, indeed vital, to sport these days.

For this and other reasons, a new international competition has been created. The International Amateur Athletic Federation (I.A.A.F.) has completed initial preparations for the biennial athletics "World Cup".

Coupled to the World Cup will be the I.A.A.F. Technical Aid Programme, an ambitious project designed to raise standards of athletes in 80 to 100 countries in the Middle East, Asia, Africa, the Pacific and Central and South America.

WHAT SPONSORSHIP INVOLVES

The sponsor will collaborate with the I.A.A.F. in mounting the Technical Aid Programme in developing countries around the world.

The sponsor will have direct name association with the project and considerable freedom to exploit its involvement through its advertising, public relations and marketing programmes.

As financial backer of the scheme, the sponsoring company's international and local management will have direct contact at government, national association and club level in each country.

The sponsor of the Technical Aid Programme will have full name association with the new Athletics World Cup.

Full details of financial commitment and benefits of sponsorship are covered in the sections "Sponsor's Commitment" and in the following pages "How the Sponsor will benefit".

THE TECHNICAL AID PROGRAMME

I.A.A.F., the international federation of athletic associations - and the global administrative body for the sport - is currently planning a major educational programme which will be implemented in some 80 to 100 countries during 1977 to 1980.

The objective of the programme, based on a series of theoretical and practical training courses conducted in each country by a travelling team of highly qualified instructors, is to raise administrative and technical standards of sport in Africa, Asia, the Middle East, the Pacific, Central and South America.

THE TECHNICAL AID PROGRAMME – ADMINISTRATION

The Programme will be based on four 'itinerant groups'.

Groups A and B (English speaking) will carry out courses in Africa and Asia.

Group C (French speaking) will operate in Africa in former French and Belgian speaking colonial territories.

Group D (Spanish speaking) will cover Central and South America.

Each 'itinerant group' will consist of:

- an administrator
- a qualified coach
- a doctor or qualified masseur

Among those invited to attend the I.A.A.F. courses will be each country's leading:

- coaches
- P.E. teachers
- sports administrators
- sporting medical specialists and masseurs
- athletics and general sports journalists

THE TECHNICAL AID PROGRAMME – SYLLABUS

Each course will include the following subjects in its syllabus:

organisation of national associations

team management

technical aspects of teaching and coaching

psychological and social aspects of the sport

medical treatment and nutrition

rules and judicial problems

teaching aids

THE NEW ATHLETICS WORLD CUP

The International Amateur Athletics Federation have completed preparations for the staging of an inter-continental athletics "World Cup" - the largest and most prestigious test of international athletics skill ever held outside the Olympic Games.

For the first time in the history of athletics, the world's best athletes, from every continent, will be able to challenge each other in a single, major event every two years.

The first World Cup will be staged in Dusseldorf on August 26, 27 and 28, 1977. The venue of the 1979 World Cup is likely to be Los Angeles. Future World Cups will be staged in other continents.

Eight teams of men and eight of women will participate. Four will represent continents - Europe, Africa, Asia and Oceania. There will be a team representing the Americas, (Canada, Central and South America). The United States of America will enter as a national team. The remaining teams will be the top two nations in Europe decided in the same year at a qualifying event - the Europa Cup.

All events at the World Cup will be 'finals' with eight competitors. This means that every event being watched, or televised, will feature the best eight men or women in the world.

HOW THE SPONSOR WILL BENEFIT

Direct name association:

The sponsoring company will have direct name association with the I.A.A.F. Technical Aid Programme and with the World Cup.

Opportunities to capitalise on sponsorship:

The sponsor will have considerable freedom to exploit its involvement in the Technical Aid Programme and the "World Cup" through international and local advertising, public relations, marketing, sales promotion and merchandising activity. The resources and expertise of West Nally, highly experienced in the field of sport-oriented sales promotion, merchandising and public relations activity, will be available to assist the sponsor in designing the optimum programme.

Massive television and press exposure:

There is no doubt that the World Cup will attract TV and press coverage across the world.

Use of sponsor's name:

The sponsor's name will appear in all international correspondence connected with the Technical Aid Programme and the World Cup. Specifically, in printed matter issued to the delegates at courses and in promotional materials released by the I.A.A.F. to the Press and other media in every country.

The sponsor gets extra credit:

The financial support sought by the I.A.A.F. is pitched at such a level that, combined with the profits from the World Cup, it will be sufficient for the Technical Aid Programme. So, without having to meet the total costs involved, the sponsor will get full credit for both the Technical Aid Programme and the World Cup.

Sole sponsorship of 1977's most important event:

The sponsor would be the sole sponsor of the most important athletics event in 1977.

A first-class venue:

The venue of the 1977 World Cup is a benefit in itself. Dusseldorf is one of the most fashionable and wealthy cities in Europe and its strategic location near the borders of the Benelux countries and France makes it easily accessible to Europeans. 37 million people live within 100 miles of the city. This is important in the context of merchandising and sales promotion activity.

Stadium advertising:

The sponsor will have full name recognition and sole rights to all stadium advertising.

Year-round public relations activities:

Each course under the I.A.A.F. Technical Aid Programme would provide an excellent peg for public relations activities in the countries concerned.

Prestige and contacts:

The I.A.A.F. would welcome the sponsor entertaining representatives of sports ministries, national athletics associations and delegates at receptions in the countries concerned at the time of each course.

Sole glory:

The I.A.A.F. have decided to give sole rights to one sponsor only. This means no other commercial corporation will be sharing the benefit and reducing the impact of the sponsor's involvement in the World Cup. This is unprecedented in a world-wide sporting event of this magnitude.

SPONSOR'S COMMITMENT

The I.A.A.F. are looking for a fixed sponsorship of US\$1 million.

However, the profits of the World Cup will all be allocated by the I.A.A.F. to the Technical Aid Programme. In effect, the sponsor will get the entire credit for the Programme, without having to bear the full cost.

If the sponsor undertakes a sophisticated merchandising programme, with West Nally's help, this will help considerably towards defraying the overall cost.

In our opinion, the financial commitment is very reasonable for the level and intensity of exposure the sponsor will achieve.

ABOUT WEST NALLY

West Nally is the world's largest specialist consultancy in the field of sports sponsorship and leisure promotions.

The London Head Office provides the link with a world-wide network of associated operations.

Wholly-owned subsidiaries operate in Australia, the United States and Europe, with offices in Melbourne, Sydney, New York, Los Angeles and Paris. Activities are now expanding into Canada, Africa, the Middle East and Asia, Pacific regions and Eastern Europe.

West Nally has an unrivalled track record in sponsored sport and a world-wide knowledge of sport and leisure activities, new opportunities, controlling bodies and media.