

Agenda for meeting between Dr P Nebiolo and Mr P Nally

First World Championship in Athletics, Helsinki

1. Presentation of sales materials for the 1st World Championship in Athletics
 - video
 - book
 - sales contract
2. Report on companies being approached to support the 1st World Championship in Athletics
3. Television contact to date -- report
4. Merchandising and licencing of the official symbol and mascot
5. Official music

Other projects

6. IAAF Golden Series 1982
7. IAAF World Cup, Japan 1985

Any other business

Date of next meeting

dn

9.10.81

Sales plan

The concept is to have six-to-eight multi-national companies as the main sponsors/supporters of the Championships. Each company would be exclusively involved within its clearly-defined product category. The full opportunity and rights package being presented to such companies is given in the appended booklet.

Some companies will also be interested in providing goods and services of use in the organisation of the event. However, no company will be able to reduce its financial commitment by such provisions. Any agreements on 'benefits-in-kind' will be the subject of separate contracts with the SUL and the IAAF is thus assured of its full financial return.

Discussions are in progress with the following companies:

Iveco -- bus and truck division of Fiat

Sony, Zanussi, JVC and Panasonic -- all would want to link in with SUL on the provision of video and other equipment

Canon, Minolta and Nikon -- all would want to provide camera service to the sports photographers present

Asics, the manufacturers of Tiger brand clothing and Adidas

Coca-Cola, Pepsi Cola and Seven-Up -- who are also interested in obtaining in-stadia vending rights

MacDonalds and Nestle -- who are again interested in vending opportunities as part of their rights package

In addition to the major international companies, we will be actively seeking the support of local companies -- within Finland and across Scandinavia. Any contacts to SUL are being actively followed-up and a major research programme into all companies likely to be interested in participating is underway. Specific rights packages for local companies will be developed and marketed via our office Finland.

Merchandising and licencing

The official symbol for the Championships is an excellent design and we strongly recommend its adoption as the perpetual symbol for all future Championships. The costs to be incurred on a registration programme will thus be much more cost-effective.

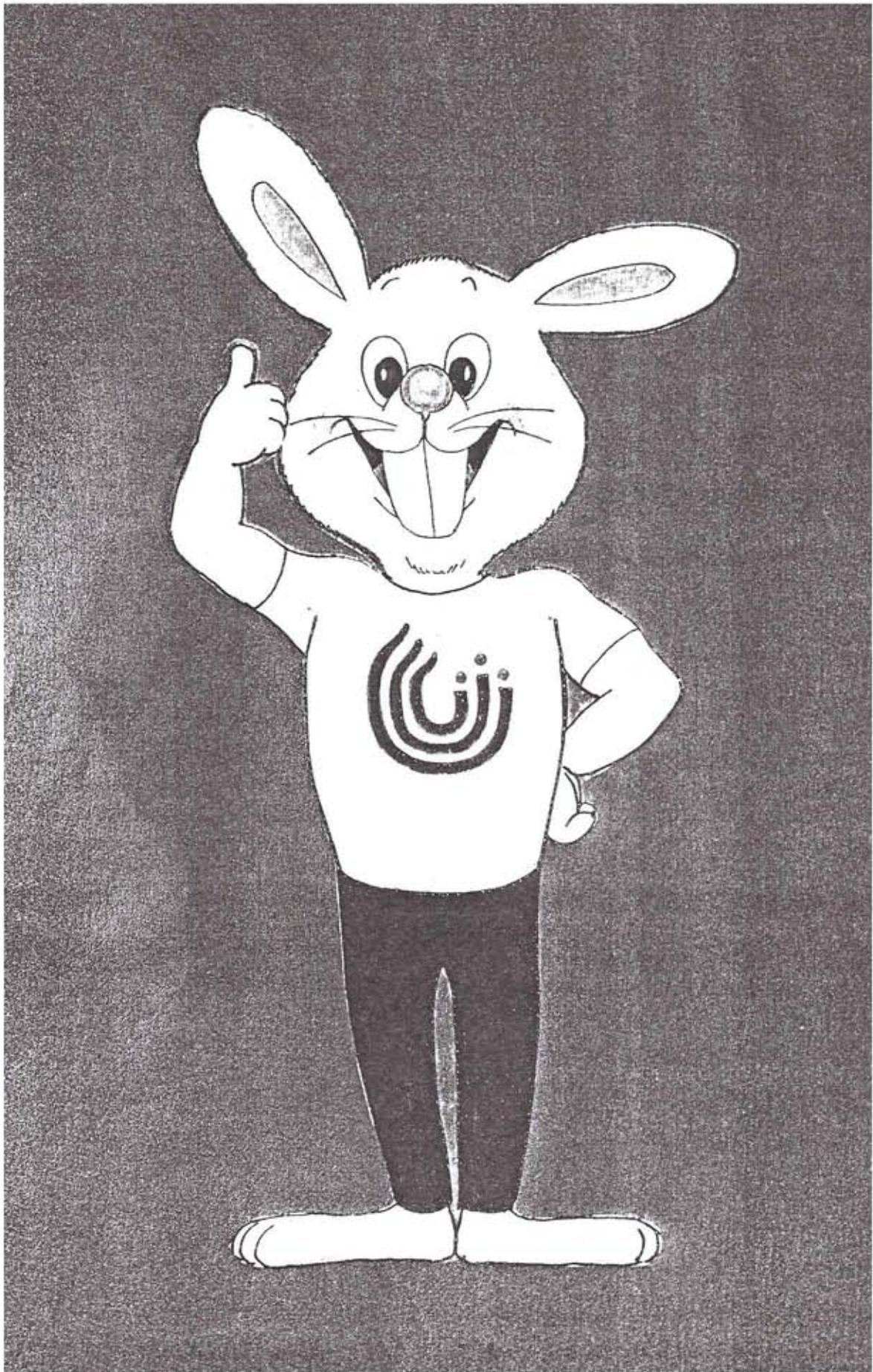
Already registered in Finland, the symbol will also be protected in other markets where considered essential to the proposed merchandising and licencing programme.

Our aim is to encourage major manufacturers to purchase the rights to use the symbol on ranges of quality products. These products would be made available in Finland at the time of the Championships, and would also be marketed through shops, stores and mail order companies internationally.

The companies taking up a rights package with the Championship will also be able to use the symbol, and the mascot, on their own products -- giving a broad recognition for the marks.

To ensure that the designs for the symbol and the mascot are copied correctly, a full design manual is being prepared. This will be similar in content to the manual we have produced for the official marks for the FIFA World Cup in Spain ...appended.

The official symbol will be issued to all television networks taking the Championships and should be an integral part of all transmissions. It should also be extensively used in all print and promotional material emanating from SUL and the IAAF.



United States

Information folders and requests for offers have been sent to, and discussed with, all main US networks -- ABC, CBS and NBC.

NBC are the most interested and a further meeting has been arranged in London on November 2.

The coverage proposed by NBC is substantial with a nightly round-up and full two-hour programmes each Saturday and Sunday -- plus coverage in Sports World.

While broadly happy with the event schedule, NBC are keen to discuss some suggestions which would help them expand their coverage -- specifically the staging of more finals on the first weekend.

Throughout all discussions with television stations, we are anxious to ensure that each contracting network agrees to use the official World Championship emblem and the official music. This will give both these items broad exposure and greatly enhance their value to the event and the IAAF.

Television report

The importance of a clear agreement with YLE as the host broadcaster and with EBU cannot be over-stressed. Our objective is to make sure that the 1st World Athletics Championship achieves the broadest possible coverage. Limiting factors, such as excessive access fees must be dealt with in advance.

The meeting with EBU, set for Friday October 30 in London, is therefore a vital key to broad-based worldwide coverage.

The two really large television markets outside Europe are the United States and Japan. Discussions have already taken place with networks in both countries.

Japan

Meetings have been held with:

NHK -- Mr Kobayashi, Sports Director
NTV -- Mr Goto, Director, Sports Division
TBS -- Mr Isozaki, Director, Programming Division
FUJI - Mr Takeuchi, Director, Sports Division
TV ASAHI -- Mr Imai, Director, Sports Division.

Of these stations, NHK, NTV and TV Asahi are the most interested. All have agreed to submit their offers by mid-November. The offers will include details of proposed coverage, including the number of hours.

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Sponsor co-ordination

Once the major multi-national supporters for the Championship have been contracted, West Nally will work with them to help develop the full potential of their promotional themes. Each company will want to use its exclusive rights to meet its own specific objectives. They will also benefit from a close relationship with the other participating companies.

Throughout the build-up period to the event, during the Championships -- and afterwards -- West Nally maintains a close dialogue and support programme for the companies.

As shown on the appended bulletins for the FIFA World Cup in Spain and for the ITF's Davis Cup, every effort is made to integrate the sponsors with the events and to provide strong co-ordination services.

Official music

The production of a special theme tune for the 1st World Championships will provide another dimension to the presentation of the event. The tune would be specifically written by a leading musician and would be provided to all television stations taking coverage of the Championships. Again, it is hoped that it would become an integral part of each television transmission and would be played as background music at press conferences and other related occasions.

The theme tune would be part of a full song or piece of music which would be released as a 45 rpm disc for commercial sale in Finland and other markets. The companies supporting the Championships would have access to the record for their own promotional and advertising uses. The music would also be promoted alongside the Championships -- to the media, to television and to the general public.

One of Europe's most popular musicians -- Peter Gabriel -- has expressed an interest in producing the official music for the 1st World Athletics Championship. A well-known 'rock star' of the '60s, Peter has many top selling records and LP's to his credit. Now, he is working on the first truly international festival of ethnic music, arts and dance which will be staged in England in 1982. This project is called Rhythm '82 and has the full support of UNESCO.

Anxious to explore all new avenues for the development of music, Peter Gabriel is willing to work with us on the music for Helsinki and to play a role in its promotion alongside the athletics.