

Memorandum

To: V. Pierce • B. L. McCafferty
L. C. Amos R. W. Smith-Donnelley
R. G. Gilliam -DM 11D G. McAlpine-Donnelley
C. E. Smoot P. Kramer
A. G. Forsythe S. Todd
M. L. Cortwright S. Cush

From: ✓ R. A. Veatch

Date: January 25, 1980

Subject: RICH LIGHTS Sampling at Bay Hill Golf Tourney

As most of you are aware, RICH LIGHTS will be sponsoring the forthcoming Bay Hill RICH LIGHTS Golf Classic. As a part of our sponsorship, we will be providing sample product at two functions. The first function will be the Pro-Am banquet on February 25 and the second event will be a Pro-Am and Professional golf tournament held February 27 - March 2. In preparing for these two events the following requirements must be met:

1. Vicki Pierce & R. G. Gilliam: One case of RICH LIGHTS Kings and one case of RICH LIGHTS 100's, both with complimentary closures, should be available for pick up by Jerry Eden of Central Casting (Donnelley affiliate) at our Orlando jobber no later than Thursday, February 21.
2. Patsy Kramer: Six hundred (600) blue pack bags should be prepared and delivered to Jerry Eden, Central Casting, 2607 North Orange, Orlando, Florida 32804, no later than Wednesday, February 20.
3. All: The items listed in (1) and (2) above will be used as an on-table sampling offer for the Pro-Am banquet.
4. Vicki Pierce, Larry Amos & R. G. Gilliam: Please arrange for 40 cases of RICH LIGHTS 100's, both with complimentary closures, to be made available no later than Monday, February 25, at our Orlando jobber for pick up by Jerry Eden of Central Casting.
5. C. E. Smoot: Please prepare and ship for arrival no later than Monday, February 25, 48 hat bands, 48 basket wraps, 60 t-shirts (half small and half medium), and 18 jackets (half small and half medium). These materials are to be delivered to Jerry Eden, Central Casting, 2607 North Orange, Orlando, Florida 32804.

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6. Vicki Pierce & Larry Amos: Please make necessary arrangements with the Tax Department and Florida taxing officials to ensure that we are legally covered for this product.
7. Vicki Pierce: As soon as local Orlando jobber is identified, please notify me.
8. Dick Smith, Gary McAlpine & Alan Forsythe: Following is the schedule, timing and locations for samplers:

Day	Time	Location	# Girls	Assignment
Tuesday, February 26	10:00A- 3:00P	Hospitality Tent	2	Sample product and serve as hostesses
Wednesday, February 27	9:00A- 5:00P	Hospitality Tent	2	Sample product and serve as hostesses
	8:00A- 3:00P	2 Course Entrances	8	4 girls at each entrance, 2 to sample and 2 to distribute course guide
Thursday, February 28	9:00A- 5:00P	Repeat of Wednesday, February 27		
	8:00A- 3:00P			
Friday, February 29	9:00A- 5:00P	Hospitality Tent	2	Sample product and serve as hostesses
	8:00A- 3:30P	2 Course Entrances	4	2 girls at each entrance to distribute course guide
Saturday, March 1	8:30A- 6:00P	Repeat of Wednesday, February 27		
	8:30A- 4:00P			
Sunday, March 2	8:30A- 6:00P	Repeat of Wednesday, February 27		
	8:30A- 3:45P			
Monday, March 3	8:30A- 4:00P	Hospitality Tent	2	Sample product and serve as hostesses

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R. A. V.