

TO: Steve Sampson
FROM: Vicki Berner
SUBJECT: Marlboro World Championship Team Exhibit

DATE: July 25, 1996

Following is a first draft of the MWCT Exhibit plan for your review. That attached budget is based on estimates and is only an approximation.

BACKGROUND

Marlboro Racing's current visibility OFF the race track is limited to a static and rather boring display of the show car. This new exhibit which we are proposing would truly be a showcase for Marlboro's world wide involvement in motor racing.

OBJECTIVES:

- Create a state-of-the-art, inter-active exhibit showcasing all aspects of Marlboro's involvement in motor sports.
- Provide additional opportunities for generating qualified names for the data-base.

STRATEGIES:

- Redesign and convert the existing Marlboro Adventure Team tented exhibit to include the following elements:
 - Motion based theater featuring a 3 minute film of an Indy road course and/or an oval track and/or a Grand Prix motorcycle course.
 - A McLaren Formula I chassis, a Penske Indy chassis, and a Roberts Yamaha Grand Prix motorcycle, each displayed on a turntable.
 - A Formula I engine and an Indy car engine on display.
 - Photographs and storyboards around each display.
- Beginning in January 1994, tour the exhibit to major auto shows and other events which traditionally attract motor racing fans. (see attached schedule)

TIMELINES:

- July 30--Brand and budget approval
- Aug. 2--Order vehicles
- Aug. 2--Reserve space at auto shows.
- Aug. 2--Give creative brief to LBCo for development of graphics, storyboards and incentives.
- Aug. 6--Receive bid sheet from Structural Display on exhibit construction.
- Aug. 11--Send out RFP for exhibit design for 2 other competitive bids.
- Aug. 12--Send out RFP for film production for bids.
- Aug. 20--Receive film bids and award project.
- Aug. 27--Receive design bids and award project.
- Sep. 15--Shoot film (could be as late as mid October)
- Oct. 27--Review and revise film if needed.
- Dec. 15--Review completed exhibit.
- Jan. 8-----1st event; Los Angeles Auto Show

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