



SPORTS MARKETING ENTERPRISES, INC.

Date 10.9.89

To _____

Speeches for
Advertising Age
Hispanic Marketing
Conference

50742 5083



SPORTS MARKETING ENTERPRISES, INC.

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To _____

SOSAN'S REMARKS

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The responsibilities of the promoter are fundamentally different from those of the sponsor. It is very simply the job of the promoter to put the game together by:

- Securing the teams that have the best chance to draw the greatest attendance
- Contract with the venue and
- produce and place game advertising to insure the market is made aware of the game in the most compelling fashion.

The CAMEL World Class Soccer series provided a one-two punch in reaching our target. First, there's the World Class Soccer series providing international competition to attract the most for reaching audience. Then, we instituted a grass root effort of 64 local to supplement the national campaign.

Working together, these programs have created a synergy which have helped involvement, attendance and participation.

More than \$100,000 is spent and traded with major media outlets in either Los Angeles and Chicago for the international competitions.

Besides the domestic television, we do radio and print. International broadcasts extend the event to a far greater audience.

If you recall, Steve's speech spoke to statistics in which:

- 87% of Hispanics were either bilingual/bicultural or unassimilated.

It is because of this, we decided that to utilize spanish language advertising as the best way to reach the targed.

Posters and flyers are an excellent tactiv for awareness generation in the Hispanic market. We do hand out in shopping areas as well as stapling the flyers to bulletin boards.

Steve mentioned the importance of stadium visibility.

- The activities at the stadium which provide sponsor recognition as:
 - Field boards
 - Electronic scoreboard messages
 - P.A. announcements
 - Programs
 - Half time and past game ceremonies and VIP press box reception

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In addition to our standard media plan, there will be a major press conference 2-3 weeks prior to each match in the city where the Match is to be played. Also, there will be a press gathering at the teams' hotel when they arrive two to three days prior to the match. This will give the media more opportunities to interface with teams and create more interviews. All these efforts insure the cooperation and needed publicity to ensure a successful event maximizing sponsor awareness.

Over the years, a variety of HALF TIME ACTIVITIES have been used to enhance sponsor identification and to provide additional entertainment to the fans. The most successful activity accomplishing both these goals is the half time give-away. During the half time, a local TV or Radio personality hosts a drawing on the field giving away three items. The "Lucky Camel" fans have been selected from the audience prior to half time. The most well-received gift items are television sets, VCRs, and portable stereos. This year we gave away 2 to 3 signed soccer balls as part of the give-aways. This activity is incorporated at all soccer events. The sponsorship fees covered the cost of the prize items.

OTHER PROMOTIONAL ACTIVITIES included tieing-in with Hispanic organizations and special events whenever possible in order to promote the soccer matches and further establish sponsor presence. A multitude of Hispanic special events take place throughout the year in areas where the games are presented. We tied-in with local promoters and community organizations in each location as well as with any activities in which R.J. Reynolds is currently involved. The opportunity to work with local R.J. Reynolds sales people to enhance the program was welcomed.

PREMIUM GIFTS have been traditionally provided by CAMEL to some or all of the attending fans. We gave away a flag with the CAMEL WORLD CLASS SOCCER logo on it. These flags were similar to those sold by the concessionaires which carry the logos of various teams. It was the sole responsibility of CAMEL to purchase and to distribute these flags.

We warranted to the sponsor visibility and promotional opportunities to impact a very important demo. Among those rights were:

- Visibility Tactics
 - Name of Event (e.g. "CAMEL WORLD CLASS SOCCER") with sponsor name and logo, or product I.D. on all advertising and publicity efforts including television, radio and print.
 - Signage and I.D. placement at game sites.
 - Ten field boards at each event.
 - Opportunity to purchase 1,500 tickets per game at half price for Volume Generating Promotions.
 - Poster Distribution in excess of 10,000 to all retail and applicable outlets.
 - Flyer Distribution in excess of 200,000 to retail outlets and applicable sport and community events.
 - Product exposure at all matches.
 - Full page ad in programs.
 - Stadium PA announcements during the Games.
 - Presence at all publicity efforts including but not limited to press conferences and publicity releases.
 - Designated VIP area in Press Box to include food & beverage for 30-50 people (depending upon Press Box capacity).
 - 15 - 25 VIP Parking Passes.
- Promotional Tactics
 - On site promotions including premium give-aways, product sampling and half-time entertainment.
 - Opportunities to use Mobile Display trucks to sell tickets at discounted prices with purchase of product (quantity of discount tickets available will equal 10% of estimated attendance).

We felt the most effective ways to present International Soccer are EXHIBITION MATCHES and/or TWO DAY TOURNAMENTS.

Important factors in considering the promotion of International Soccer Games are:

1. Team Combinations.
2. Frequency of a specific team in one city.
3. Time between matches to properly promote each game.

Single matches and two day tournaments allow better control of the above listed factors. They maximize all aspects of each game. We did not schedule more than two games in any city during a 30 day period. Our main objective was to present each and every match as a BIG event and to maintain the continuity of the program from beginning to end.

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The big event concept needs the support of community organizations to develop a greater market interest.

In an effort to accomplish the integration of community activity into the special event, we'll work with the consulate from the country of the visiting team.

A community organization is enlisted to provide help at the stadium (i.e. handing out premiums, etc.).

In the market, the community groups will help with couponing effort and handing surveys on smoking habits in effort to learn more about the demo and broaden a direct mail piece.

A mailing is then generated a couple week's after the events offering cents off coupons and leaving a reminder of the CAMEL World Class Soccer series.

1990 will be the year of CAMEL involvement in the series. With the planning we've discussed today, we do expect it to be our greatest year ever in marketing to the Hispanic consumer.

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