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INTRODUCTION

Having experienced a successful BUD LIGHT MASTERS event in Boston, this proposal utilizes that motif to create a pattern. We would like to suggest the establishment of a relationship whereby BUD LIGHT will increase their sponsorship involvement in order to sustain a BUD LIGHT MASTERS series.

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have 3 1/2" ↑
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The National Hockey League (NHL), the world's largest and best known league of its kind, was originally founded in 1917 with eight franchises in the following cities:

Boston (Bruins)	New York (Rangers)
Chicago (Black Hawks)	Ottawa (Senators)
Detroit (Red Wings)	Toronto (Arenas)
Montreal (Maroons)	Victoria (Cougars)

By the late 1920s, after some attrition, there existed the six teams which are now regarded as "the original six" as Ottawa and Victoria each lasted less than ten years.

Accordingly, the sport took hold and developed through the amateur/collegiate and little league ranks. This growth continued into the late 1960s when the first of several expansion phases took place in the NHL. Since, the league has taken on new franchises throughout North America while America's interest in the sport has increased significantly. Today hockey is enjoyed at several age levels, with the NHL's Stanley Cup playoffs assuming the same prominence as the Super Bowl, the World Series and Wimbledon.

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HISTORY

The Masters of Hockey is a proven success. The first Masters exhibition game, held at Madison Square Garden on March 7, 1982, brought back fifty hockey greats who showed off their passing and shooting skills to the 13,000 fans in attendance. Because of the event's tremendous success, International Management Group (IMG) was able to design and sell a three game series of this nature to the American Tobacco Company as part of their introduction of a new low-tar product. These events took place in Detroit, Boston and the Meadowlands, between January and March of 1983.

The series was more successful than expected with an appeal which we hadn't anticipated. The Boston Garden sold out in three days, even standing room only tickets were gone. One IMG employee recounts being approached just outside The Garden by a man scalping tickets for \$100 each!

In all, the 1983 series attracted 35,000 fans, gained substantial media exposure in the newspapers and on radio (see attached materials), and was enjoyed by some 5,000,000 viewers on MSG Network. However, having attained their goals with introducing their new product, American Tobacco no longer found the sponsorship to be a necessity. Hence, we approached Anheuser-Busch on behalf of the Bud Light Brand with its sports-oriented image and "Bring Out Your Best" slogan, and that culminated in the BUD LIGHT MASTERS game this past March 2, 1984. Once again the Boston fans gave a three-minute standing ovation that sent chills through everyone during the pre-game player introductions.

Yet, this year it was more than a game. It was the player's banquet which Anheuser-Busch so unselfishly took part in, the game itself with the signing of autographs on programs and posters, and the post-game reception. It was the multitude of surrounding functions which mark the importance we place on Masters of Hockey and its ability to showcase a sponsor's product.

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CONCEPT

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IMG will implement a series of exhibition hockey games under the name BUD LIGHT MASTERS, featuring former stars of the NHL such as Bobby Orr (coach), Bobby Hull, Gordie Howe, Phil Esposito, Ed Giacomin, Stan Mikita and Red Berenson.

Each event will occur in an NHL market utilizing the format which has been so successful, namely the BUD LIGHT MASTERS against that particular city's NHL alumni team.

The games will be conducted for the benefit of the Phil Esposito Foundation, a non-profit, tax exempt organization

established to provide post-career planning, guidance and counseling to NHL players upon their retirement (see Exhibit A).

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STRATEGY

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Overall, the fervor did not match that generated by last year's inaugural game, for several reasons. The novelty factor no longer applies.

THE BOSTON GLOBE
SATURDAY, MARCH 3, 1984

This illustrates the danger of repetition in a given city. In order to sell our event while providing the sponsor with the desired impact for their product, we must approach the various markets with a certain sensitivity. That is, don't go to the well too many times. To avoid this, we have created three sections (see Exhibit B) consisting of NHL franchises (in metropolitan areas) that either have, or will soon have a sufficient number of retired players to support an alumni team. This will allow us to hold an event in a different city within each section for at least three years, should we decide to expand this promotion. It will also create anticipation among the fans who cannot wait to pay tribute to the names which have become legendary in hockey. Additionally, this should help to create a more dynamic appeal with regard to your product. By allowing a set interval to elapse before the reappearance of the BUD LIGHT MASTERS in each chosen city, your product will appear fresh and innovative.

The 1984-85 BUD LIGHT MASTERS series is currently planned to take place in the following cities:

1. Joe Louis Arena, Detroit - 21,400 seats (late November - early December)
2. Chicago Stadium, Chicago - 17,000 seats (late January)
3. Philadelphia Spectrum, Philadelphia - 17,147 seats (late February - early March)

with the option of holding a fourth game in Los Angeles in either late March or early April. The 1985-86 BUD LIGHT MASTERS series is tentatively scheduled as follows:

1. Madison Square Garden, New York City - 17,500 seats (late November - early December)

2. Memorial Auditorium, Buffalo - 16,500 seats
(late January)
3. The Checkerdome, St. Louis - 18,000 seats (late
February - early March)

with the option of holding a fourth game in Washington, Hartford or Boston in late March or early April. BUD LIGHT will have the right to designate alternate markets to better coordinate overall product marketing efforts if so desired.

Thus, as a series with such significant spectator appeal among an audience which duplicates your target market, the BUD LIGHT MASTERS series will provide Anheuser-Busch with a promotional opportunity and tremendous publicity in key metropolitan markets. Yet the most important factor will be the product's visibility on the Masters' uniforms as they compete before a national cable television audience.

(#5) Picture Here

FORMAT

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Players will be selected from the attached list (see Exhibit C) with the guarantee that at least four of the best known players (Hull, Howe, Mikita, Esposito, Cournoyer, Mahovlich, Orr [to coach only], Gilbert) would participate in each game.

For a game scheduled on a Friday night, a sample schedule is as follows:

- ° Local press conference - to announce the date tickets go on sale
- ° Begin concentrated media campaign - local promotional advertising via print, radio and television
- ° Tickets go on sale
- ° Anheuser-Busch promotes event via licensed accounts
- ° IMG personnel arrive in town the Tuesday before event to begin supervisory implementation
- ° Players arrive Thursday for pre-event publicity and personal appearances, etc.
- ° Players' Banquet - Thursday evening with BUD LIGHT guests
- ° Players' practice - Friday morning the players will work out and give additional interviews

- Foundation symposium - dealing with post-career issues will take place early Friday afternoon
- Masters Game - will start at 7:30 p.m. (three 10-minute periods)
- First Intermission - a select group from the Masters team will compete for 10 minutes (running time) against a local all-star bantam or midget team
- Second Intermission - will feature our traditional shoot-out show
- Players Reception - will begin at approximately 10:30 p.m. with food and refreshments for the players and BUD LIGHT guests.

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~~SPONSOR BENEFITS~~

Anheuser-Busch will receive the following identification and benefits:

- The series will be known and referred to as the BUD LIGHT MASTERS
- The right to use the names, likenesses, photographs and logo of Masters of Hockey in connection with all advertising and promotion for the series
- 400 complimentary reserved seat tickets to each game
- BUD LIGHT will be included prominently in all printed materials including the front cover of ticket brochures, flyers, posters, stationery, press kits, counter cards and all other series information
- BUD LIGHT will appear in title form on the front cover of game programs
- Anheuser-Busch will be afforded four full pages inside the program for a message of welcome, history of the company, advertisements, etc.
- BUD LIGHT will be provided with the back outside cover for advertising
- A BUD LIGHT advertising panel on the backs of event tickets (where permissible)
- BUD LIGHT signage identification in or near rink to insure press and television exposure (where permissible)

- Public address announcements and matrix board messages (where applicable) at each game
- BUD LIGHT can utilize Players' Banquet and post-game reception to entertain guests and mingle with the players
- BUD LIGHT premium items can be developed and distributed at arena sites in addition to ancillary promotional activities (see Exhibit D), and sampling where permitted by arenas
- BUD LIGHT will receive national cable television exposure in addition to prominent local news coverage.
- BUD LIGHT will receive signage space (where permissible) on the boards surrounding the playing surface via six (6) separate banners of a size not to exceed 4'x8'.

Dinner Invitation Here (#6)

IMG RESPONSIBILITIES

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As organizer and director of the BUD LIGHT MASTERS series, IMG will be responsible for the overall implementation of the event. This includes such areas as:

- Market selection (with BUD LIGHT approval)
- Selection and supervision of individual on-site event promoters in each market (such as arena itself or a charity like Kiwanis or Rotary)
- The signing of players for each event
- Work with Anheuser-Busch to insure BUD LIGHT visibility (pre-event promotions, local event advertising banners, other signage, etc.) as is both reasonable and permissible
- Event participants' travel and accommodations
- Coordinate public relations planning and activities (see Exhibit E)
- On-site management and implementation of each event (scheduling, security, transportation, press pass allocation, press box food and drinks, and public address exposure)
- Production and delivery of event programs

- Ticket sales (including the establishment of ticket outlets and overseeing group/corporate sales)
- The timely provision of post-event evaluation reports to Anheuser-Busch
- The production and syndication of each event for television (unless negotiated otherwise)

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BUDGET

Sponsorship costs for Anheuser-Busch will be \$80,000 per event, or \$240,000 for the series. Should you desire to take advantage of the optional fourth game mentioned previously, the cost would be reduced to \$60,000 for this final event. Additionally, should Anheuser-Busch want to purchase the television rights as well, you would be given first right of refusal at \$10,000 for each event (for more details, see TELEVISION section).

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SATELLITE SPONSORS

IMG reserves the right to seek satellite sponsors as follows:

- Presenting sponsor - IMG will seek one of the major local newspapers to trade associate sponsor benefits such as 100 complimentary tickets, public address announcements and a free advertisement in game program, in exchange for a certain dollar amount worth of advertising space to help promote the event
- Official airline sponsor - a trade-out of event benefits similar to presenting sponsorship package for free air travel for event personnel
- Official equipment sponsor - a lesser trade-out in order to obtain some of the more costly items of hockey equipment
- And possibly two other minor sponsorships such as hotel and limo service, also on a trade-out basis.

All satellite sponsors would be subject to the approval of Anheuser-Busch.

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ANHEUSER-BUSCH RESPONSIBILITIES

As was the case this past March, we feel it appropriate to take advantage of the very talented creative and promotional departments at Anheuser-Busch. This would include the areas

of jersey logo, program cover, the various printed promotional materials, and working directly with the local media to provide material to promote each event. We would also welcome any promotional support such as the 30-second TV commercial developed by Mr. Steve Jackson at Needham, Harper and Steers for the March 2nd event in Boston.

Handwritten: Mike
~~TELEVISION~~

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Since IMG became affiliated with the Masters of Hockey project, one of our responsibilities has been the negotiation of television rights for the event, including production and distribution. In 1983, Masters games were produced by and viewed on Madison Square Garden (MSG) Network, a cable sports channel. In addition, we were able to sell the games to ARAMCO in Saudi Arabia. This year the BUD LIGHT MASTERS game was produced by and viewed locally on WSBK-TV38 in Boston. But more importantly, we again were able to negotiate a sale to MSG Network, who has an agreement with USA, the national sports cable channel.

We are aware of the new Anheuser-Busch sports cable entry, Sports Time, and its interest in exciting sports programming. BUD LIGHT MASTERS games would be ideal for this, even if the games are not in Sports Time's viewing areas. Sports Time crews could produce each game, cablecast those which would be of interest to the franchises it serves, and sell off the rest. As IMG has demonstrated, the Masters event is an extremely marketable program, and not just on a national level. Should Anheuser-Busch deem this a necessary part of the agreement, we would be willing to include this in the BUD LIGHT MASTERS package (for specific costs, see BUDGET section).

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~~EXHIBIT A~~

THE PHIL ESPOSITO FOUNDATION OVERVIEW

I. STATEMENT OF PURPOSE

As determined by its Board of Directors, the aim of the Phil Esposito Foundation, a non-profit, tax exempt organization, is the establishment of programs created specifically for past and present National Hockey League personnel (players, coaches, trainers and on-ice officials). These programs include:

1. Alumni Benefit Program
2. Crisis Program
3. The Post Career Planning Program

The three programs reflect the problems faced by retired personnel who, during their years of dedicated service, were never offered the professional guidance and support required to prepare them for financial security after their retirement.

The Post Career Planning Program is also designed to assist currently active personnel to prepare for their retirement.

As a future goal, the Foundation will develop programming designed to enhance the development of youth hockey in the United States and Canada.

(#8) Reception pass

~~EXHIBIT B (continued)~~

~~BUD LIGHT MASTERS~~

Section I:

Boston (Bruins) - Boston Garden
New York (Rangers) - Madison Square Garden
Philadelphia (Flyers) - Spectrum

Option: Washington (Capitals) - Capitol Center

Section II:

Detroit (Red Wings) - Joe Louis Arena
Buffalo (Sabres) - Memorial Auditorium
Pittsburgh (Penguins) - Civic Arena

Option: Hartford (Whalers) - Civic Center

Section III:

Minnesota (Northstars) - Met Center
Chicago (Blackhawks) - Chicago Stadium
St. Louis (Blues) - Checkerdome

Option: Los Angeles (Kings) - Forum

~~EXHIBIT C~~

BUD-LIGHT-MASTERS
PLAYERS

Fifteen players shall be selected from the following groups,
based on availability:

Group A: Guaranteed 4 of 8 per game

Bobby Orr (coach only)	Bobby Hull
Gordie Howe	Phil Esposito
Frank Mahovlich	Rod Gilbert
Yvan Cournoyer	Stan Mikita

Group B: Guaranteed 11 per game

Vic Hadfield	Ted Lindsay
Jean Ratelle	Alex Delvecchio
Andy Bathgate	Dennis Hull
Red Sullivan	Peter Stenkowski
Ken Hodge	Eddie Shack
Walter Tkaczuk	Bobby Nevin
Bill Fairbairn	Lorne Henning
Craig Patrick	Ed Westfall
Bill Gadsby	Bobby Baun
Harry Howell	Bryan Watson
Lou Fontinato	Lou Nanne
Larry Zeidel	Jean Potvin
Dean Prentice	Bernie "Boom Boom" Geoffrion
Don Awrey	Ed Van Impe
Wayne Thomas	Cesare Maniago
Ed Giacamin	Rick Smith
Dallas Smith	Fred Stanfield
John Davidson	Roger Crozier
Dale Tallon	Andre LaCroix
Pat Quinn	Gary Bergman
Doug Mohns	Gerry Cheevers
Pete Mahovlich	Tom Reid
Red Berenson	

~~EXHIBIT D~~

~~MERCHANDISING CONCEPTS~~
~~FOR THE~~
~~BUD LIGHT MASTERS~~

The following merchandising programs could be considered in connection with sponsorship of the BUD LIGHT MASTERS:

1. Conduct consumer contest for free tickets. Grand Prize could be invitation to "Meet the Players" reception after the game.
2. Self-liquidating consumer premium offer (run in newspapers prior to the event as an insert or separate ad). Items to include are ski hat, poster, logoed apparel, scarves, etc.
3. Snipes or bumpers on existing advertising highlighting the game, including copy about one of the great career moments in hockey of one of the Masters.
4. During intermission, conduct a lucky ticket drawing (where legal) to permit winners to come to center ice to shoot the puck into a boarded-off net (with a small space left open) from center ice.
5. Give a Most Valuable Player award at the game.
6. Advertising matte service featuring BUD LIGHT MASTERS utilizing "great moments" theme.
7. Distribute buttons and/or pins to spectators at the event.
8. Conduct an internal sales incentive program around the BUD LIGHT MASTERS theme; for instance, most new Bud Light licensed accounts opened in a certain time period, or most beer delivered by a driver.
9. Special newspaper advertising for the BUD LIGHT MASTERS saluting the players and the event.
10. The creation and development of a BUD LIGHT MASTERS series mascot to be utilized for pre-event promotions as well as product awareness at each game.
11. Develop series-oriented advertising campaign using some of the stars to appear on the product's behalf.
12. Develop adhesive-backed 4'x8' banners to be affixed as board signage, where permissible.

EXHIBIT E

BUD LIGHT MASTERS
PUBLICITY ACTIVITY SUMMARY

The following summary of publicity activities can be conducted in conjunction with the BUD LIGHT MASTERS game.

1. Press conference in the fall to announce the series. Held in a sports-oriented establishment, it would feature Phil Esposito and another BUD LIGHT MASTER.
2. Press conferences would be held in each event city with Esposito and a BUD LIGHT MASTER from each city (Gordie Howe in Detroit, Bobby Hull in Chicago, etc.)
3. Press kits would be prepared with the BUD LIGHT MASTER logo and would include background information on the event, the players (with photographs), the Phil Esposito Foundation and local player participation.
4. Dealer/distributor mailings would also be done prior to event.
5. At the event, press facilities would be provided with updated materials and a photographer would be contracted to shoot.
6. Local press (TV, radio and print) would be alerted and individual player interviews would be set up prior to the game (pending player availabilities).
7. All media would be serviced pre- and post-event with stories and photos to secure the widest possible exposure.
8. Any merchandising programs conducted by BUD LIGHT in connection with the event would also be serviced.