

Date October 25, 1985

SENT BY FAX

To Mark H. McCormack

OCT 25 1985

From Douglas D. Pirnie

TO TOKYO BY: *N.Y.*

Re Sony U.S. Golf Ranking Questions

What follows are the questions Sony U.S. had with the Ranking System proposal (as suggested, I told Randy Alpert of Sony that you were handling it and would get back to him):

1. Can we provide examples of how Hewlett-Packard has merchandised its ATP Rankings sponsorship.
2. Who would pay for golf tournament program ads at 1) IMG run events; and 2) non-IMG events.
3. What are the approximate costs (a range is all they need) to do the following:
 - a. host a hospitality marquee for 2 days
 - b. host a golf outing
 - c. conduct a press conference to announce the Sony GRS (and what should be done at the conference - participants, etc.)
 - d. set up a Sony tent at a tournament all week in which their golf swing analyzer plus a pro to run it would be available to the public.
4. What would it cost to produce and distribute the Pro-Pak items mentioned plus paper place mats.
5. Who would write the advertorial mentioned? If IMG could do it, what would it cost?
6. Who would pay to set up monitors on the course that would show the ratings.

Alpert said that they (Sony U.S.) wanted some idea as to what merchandising costs would be required in addition to the sponsorship fee. To contact him, his number is (201) 966-8269.

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