# Dlympics

## Corporations pay big bucks to sponsor athletes.

United Press International percent of the Los Angeles pro-tien the world's athletes fits. rch into the Los Angeles Colum on July 28, 1984, eight rs will have passed between S. appearances in the Sum-r Olympics — a period high-ned by one of the darkest

pters in American sport. But despite the upheaval night about by the 1980 cott of the Moscow Games the bitterness it created in athletic community, the ampic movement in the Un-States not only has made a

When things flourish, there is n money involved. And in out. case, lots of money is in-

American athletes, ertise their products and reve a tax break all at the same port has arrived just when it needed most.

The operating budget of United States Olympic Comtee for the four years been Moscow and Los Angeles 77 million. Of that, an unpre-lented 40 percent is coming n corporate entities.

Millions of dollars are ing doled out to various ports governing bodies" by porations and are being paid salaries to athletes hired by panies so the young men women can work part time, train full time and can ord to carry on their dream of pic participation.

- The sale of commemoracoins for the 1984 Olympics spected to bring \$200 million the USOC treasury, a once lifetime windfall that will be to set up a foundation dened to help meet the needs of erican amateur sport for

- For the first and probably time the Summer Games are ected to turn a profit. And ause the USOC is a partner h the Los Angeles Organiz-Committee, a business angement previously un-and of in Olympic annuls, re money will be forthcom-The USOC will receive 40 are seeing.

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bined to bring about the deluge

of financial support.
One school of thought inside the Olympic movement says that the publicity given the plight of

When it comes to money, however, it is seldom a case of simply recovery, but has turning on a tap and watching the cash flow

The 1984 Summer Olympics the athlete during the boycott controversy of 1980 caused various corporations to realize that help was needed.

But most of all there seems to e, and a wave of financial be the hard-core business fact housing costs about \$15.50 a port has arrived just when it that the 1984 Games, since they day. will be conducted on U.S. soil, will give businesses a chance to put their name before the

> say all companies are putting money out there out of the goodness of their heart," said Bill Scott, a marketing director for the Dallas-based Southland Corp, which financed construction of the Olympic cycling stadium in Los Angeles and which is also chief sponsor of the

> advantage of the situation as a commercial benefit.

"Our attitude is that this is something that fits into our program of community relations. But at the same time we are trying to benefit the athlete.

"There are a lot of people coming onto the bandwagon. looking at what can be done (fund raising). from a marketing standpoint and figuring out which is a vi-able way for them to go.

"But the 1984 games are the catalyst. If there were no Olympics in the United States in 1984, personally I don't think you would see the involvement you

**ESPANOL** 

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a asociacion de estudiantes Catolicos invita cordialmente a todos los interesados.

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In addition to Southland's financing the Olympic velad-rome, the McDonald's hamburger people have underwritten the building of the Olympic swimming pool and the Atlantic Richfield Co. has paid for an overhaul of the track at the Colseum and construction of six Olympic quality practice tracks around Los Angeles.

Clothing companies are sup-lying athletes with millions of dollars worth of uniforms, shoes

and other wearing apparel.

The Miller Brewing Co., has guranteed to pick up the cost for feeding and housing each athlete at the Olympic Training Center in Colorado Springs, Colo., during the four years leading up to Los Angeles. In the peak summer months, as many as 1,100 athletes are at the center, where their food and

In all, 27 major corporate sponsors are involved with the USOC. When it comes to American public on a huge money, however, it is seldom a case of simply turning on a tap "I'm not going to sit here and and watching the cash flow out.
y all companies are putting Somebody usually has to prime the pump and the various sports organizations in the country, realizing the excellent opportunity the 1984 Games provide, have been doing just that.

'I think this began with the passage of the Amateur Sports Act in 1978," said Ray Essick, American cycling team.
"Companies are taking head of United States Swimming, Inc., the governing body for that sport.

"When that was passed, the governing bodies became inde-pendent (instead of being incoporated into the Amateur Athletic Union). As a result of that, the various sports became aware of the needs of independent marketing. There are a lot You can see other companies of people out on the streets

"You have three separate areas of marketing. You have the Los Angeles Organizing Committee marketing the Games, you have the Olympic Committee selling the Olympic teams and all the governing bodies selling their national

'We, ourselves, have a marketing firm in New York we use. But we have tried to be conservative in our approach. McDonald's has been involved in swimming for years. Now they sponsor more than 200 meets a world.

year for us. They became involved in the building of the Olympic swimming stadium. It is a beautiful relationship.'

The opportunity to draw corporate money into the Olympic programs has created a rare chance for some sports to emerge from the shadows.

Women's field hockey, for instance, was included in the Olympics for the first time in 1980 and the American team then was ranked third in the

They missed the chance for a medal that year because of the boycott, but now — with the Games being held in this country and the United States team having a chance for major success — women's field hockey has become a marketable item.

Those associated with the sport have sought out sponsors, found them, and now stand ready to make some noise on the international level. If the women's field hockey team can win a medal, the attending publicity can only help the collegiate programs around the country which, in turn, should keep the American team strong internationally

The financial windfall, whether it comes through motives of profit or because of a sincere effort to help, eventually trickles down to the athlete. It is manifested in uniforms, shoes, training facilities and the morale-boosting realization that a lot of people are putting money in the place of talk.

## 1st Spring '83 **General Meeting**

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Thursday, February 10

Texas A&M Society of Fellows



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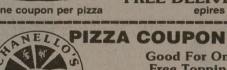
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