



Presentation to
City Council
February 15, 2000





Facts and Figures

- ▶ Facts About the 2000 Olympic Trials
- ▶ Roles & Responsibilities
- ▶ Ticket Sales
- ▶ Corporate Sales





Facilities

- ▶ Stadium Layout
- ▶ Site Plan
- ▶ Fan Exposition





Housing and Transportation

- ▶ Rooms Blocked for the Trials
- ▶ Map of Hotels





Marketing and Advertising

- ▶ Newspaper / Magazine Ads
- ▶ Web Site (sacsports.com)
- ▶ Marketing Poster
- ▶ Ticket Holder Newsletter
- ▶ Advertising Proposal
- ▶ Traveling Kiosk





Media

- ▶ Press Releases
- ▶ Newspaper and Magazine Stories





Community Outreach & Volunteers

- ▶ Community Outreach Committee
- ▶ Volunteer Application





Special Events

- ▶ Xerox "Century of Champions" Dinner
- ▶ Projected Sightseeing Tours





Merchandise

- ▶ Merchandise Brochure

