

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: JACK NELLENBACH

DATE: APRIL 10, 1990

FROM: VICKI BERNER *CB*

SUBJECT: MARLBORO REGIONAL EVENT MARKETING  
Summer Lights Festival - May 31 - June 3, 1990

**CONFIDENTIAL**

We will once again be participating in the Nashville Summer Lights festival. Taking over an ever expanding number of streets in Downtown Nashville, the festival features homegrown, internationally renowned stars and up coming standouts plus food and visual arts. The estimated attendance is 500,000 for the event.

EVENT: Summer Lights Festival  
Nashville, TN

LOCATION: Downtown Nashville

- The Marlboro Stage - Courthouse
- The Marlboro Redemption Booth-Second and Union Street

DATE/TIME:

May 31 - Thursday	5:00 PM - 10:30 PM
June 1 - Friday	11:00 AM - 10:30 PM
June 2 - Saturday	11:00 AM - 10:30 PM
June 3 - Sunday	12:00 PM - 10:00 PM

PM ACTIVITIES:

- State Sponsorship: Marlboro Stage - Courthouse  
Saturday, June 2 (afternoon)
  - Exclusive tobacco sponsor
  - Right to operate one sweepstakes redemption booth
  - Signage
- Redemption Booth: Second and Union Street  
(backed up to the fence)
  - One 20x20 tent will be provided by the promoter.
  - Please use the two Marlboro redemption tables already in the section.
  - I will arrange to have three additional tables shipped in for the event.

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- Marlboro pennant rope will be shipped to rope off the booth.
- You will need to secure stansions for crowd control. (Marlboro ashtrays with PVC pipe)

**SCRATCH-OFF  
SWEEPSTAKES:**

- Scratch-off tickets will be distributed at all entrances. (Must be 21 years of age or older.)
- The new scratch-off tickets require that the back of the card be filled out before redemption. Name, address and phone number are requested.
- Two Marlboro redemption tables should be set-up in front of the booth enabling people to fill out the sweepstakes tickets.
- When the ticket has been filled out the people will then be directed to the line for the redemption booth.
- An individual should be stationed at the front of the line checking that the sweepstakes tickets have been filled out.
- Once redeemed these tickets will need to be mailed to the NYO. Attention: Lisa Guglielmone/ 120 Park Avenue - 5th Floor.
- For complete details of the scratch-off sweepstakes please see Attachment I.

**MANPOWER**

**REQUIREMENTS:** Approximately 10-12 individuals to handle set-up, scratch-off tickets distribution, sweepstakes redemption and sampling.

**SHIPMENT OF  
MATERIALS:**

Perry Pugh  
PM USA  
1931 Airplane Drive  
Nashville, TN 37210  
Summer Lights Materials  
Delivery 8:30-10:00 Monday, Wed. and Friday

Preferred Delivery Date: May 16, 1990

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Materials Listing

<u>Item</u>	<u>PF</u>	<u>Quantity</u>	<u>POS#</u>
Marlboro Red T-Shirt - L	72	1,008	57772
Marlboro Red T-Shirt - XL	72	1,008	57773
Marlboro Lighter	1,000	4,000	57209
Marlboro Beach Towel	120	240	57753
Marlboro Water Bottles	100	500	57223
Marlboro Mug	12	504	57233
Marlboro Racing Cap	72	1,008	57940
Marlboro County Music Cassette	60	2,040	47594
Marlboro Pen	100	1,000	48007
Marlboro 4x10 Banner	5	15	35654
Marlboro 3x5 Banner	5	5	43699
Marlboro Sample Bin	5	10	32371
Marlboro Sweepstakes Board	1	1	28505
Sweepstakes Ticket Kit	1,000/kit	12	55151
Pennant Rope	5	5	45573
Duffle Bags	50	50	40253
Marlboro Redemption Table Unit			*

Samples Sixes

Marlboro Red	25 cases
Marlboro Lights King	20 cases
Marlboro Lights 100	15 cases
Marlboro 100's	15 cases
Marlboro Menthol Kings	5 cases
Marlboro Menthol Lights King	5 cases
Marlboro Menthol Lights 100	5 cases
	90 cases

MISCELLANEOUS:

1. Please secure the Marlboro tables already in the section for use at this event.
2. Please give one duffle bag containing one of each incentive to the salesforce working the event.
3. Please provide an event report including materials and sample usage at the conclusion of the program.

VB/lrg

ContactsPhilip Morris USA

Vicki Berner NYO x2866  
Karen Howe NYO x3446

Summer Lights Festival

Edie Crane - 615/259-6374

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Distribution

F. Alfieri  
S. Altschul  
M. Buonaventura  
C. Cohen  
K. Dean  
L. Gambarelli  
P. Gill  
F. Goehl  
R. Harvell  
K. Howe  
A. Marrullier  
M. Mancuso  
L. McCullagh  
M. Meurer  
J. Raporte  
I. Vought

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