

Ted Bates new york/advertising

1515 Broadway • New York, New York 10036, U.S.A.
Phone 212 869-3131 • Cable: Batesword, New York

June 26, 1972

MR. GARRY WOODWARD

Dear Garry:

Re: Milwaukee 200

BACKGROUND

This will forward the Agency's recommendation with regard to local activity in support of the Tony Bettenhausen 200 classic at Milwaukee on August 13. As you know, this is the second race in Milwaukee this year (The Milwaukee 150 was on June 4).

All of the events are on race day as follows:

Practice	12 - 12:30
Qualifying	12:30 - 2:15
Race	2:30

The race date itself falls within the Wisconsin State Fair (8/11-20) period. Since the track is on the fair grounds people are required to pay a \$2.00 admission charge to the fair in addition to buying a race ticket. As a result, attendance for this race is expected to be about 30,000 somewhat lower than the approximate 37,000 people who attended the June race. For your information about 900,000 will visit the fair.

RECOMMENDATION

The following plan is similar to that developed for the June race. Certain items have been modified based on the track's experience.

ITEM

COST

1. Racing Posters

The track will post 500 Viceroy Racing posters provided by Brown & Williamson. The track would like us to provide the 20" X 30" version instead of the 30" X 40" one since they would get better distribution and locations. The racing poster should read: "The Viceroy Specials at Milwaukee, August 13, Catch 'em if you can". The ticket information line should read: "For ticket information contact Wisconsin Auto Racing, Inc. 1200 S. First Street, Milwaukee, Wisconsin 53204 414-384-2240". The track would like us to increase the size of this line somewhat versus the original poster.

No Cost

670187165

ADELAIDE AMSTERDAM BANGKOK BEVERLY HILLS BRISBANE BRUSSELS COPENHAGEN FRANKFURT GÖTEBORG HÄLSINGBORG HONG KONG
KUALA LUMPUR LONDON MADRID MELBOURNE MILAN MONTREAL NAHA OSLO PARIS SINGAPORE STOCKHOLM SYDNEY TOKYO TORONTO
TELEX: 012255

Ted Bates new york/advertising

Mr. Garry Woodward
June 26, 1972
Page 2

<u>ITEM</u>	<u>COST</u>
2. <u>Track Identification</u>	
Viceroy would once again be able to place signs at the 15 concession stands and at other track locations.	No Cost
3. <u>Distribution</u>	
Viceroy would be the "featured brand" at the track	No Cost
4. <u>Race Program</u>	
We have already purchased an ad in the program. The Back Cover was run in June and will be Viceroy's again in August.	\$675. approx.

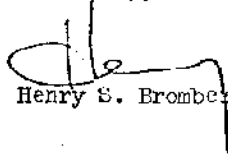
The track appreciated the availability of the Viceroy Watch Promotion floor display but indicated Fire Department regulations will prevent reuse.

The track would also be interested in having team pictures and Viceroy's Guide to Racing available for distribution to fans. We participated to this extent for the last race, but since this time the track is not doing any of its own advertising or promotion the additional free Viceroy publicity would not be generated.

We look forward to your prompt response to this recommendation since the track would like to start placing the posters by no later than 7/19. We believe this low level effort will provide Viceroy a local tie-in with the race at minimal outlay.

If there are any questions, please call.

Sincerely,


Henry S. Bromberger

HSB:css

cc: Mr. R. L. Johnson

670187166