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February 15, 1983

VIA TELECOPY

Mr. Robert E. Wood, II  
Sears, Roebuck and Co.  
233 South Wacker  
Chicago, IL 60684

Dear Rob:

It was good to talk with you today. I attach a copy of a deal point memorandum which Edward Smith at the Olympics prepared. Ed, whom you have met, is in charge of all ticketing operations for the Olympic Committee. He asked me to call your particular attention to certain points:

1. Our preliminary draft of the text of the ticket brochure is complete. We can get a final copy to you on an expedited time schedule, in a matter of days.
2. There is no mail order program contemplated at this time for the distribution of ticket brochures.
3. The brochure distribution program will have a heavy rush in the first 60 days, but will continue as an on-going program right up until Spring of 1984.

I hope this is helpful. I, personally, appreciate your consideration of the attached. I can personally assure you that the Olympic Committee can act to finalize arrangements



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very promptly, once an understanding is reached.

Best personal regards to you and your family.

Very truly yours,

Barry A. Sanders  
of LATHAM & WATKINS

*Bob Wood's  
Cousin by  
marriage*

Enclosure

cc: Mr. Peter V. Ueberroth  
Harry L. Usher, Esq.  
Mr. Ed Smith

Tickets

*Patrons: 2000 x \$25,000*  
*- 50 tickets for youth & seniors & handicapped;*  
*- + 2 tic every day;*



**Los Angeles Olympic Organizing Committee**

Los Angeles, California 90084 USA  
Telephone (213) 209-1984  
Telex: 194694 • (Int'l) 4720482

February 15, 1983



Mr. Robert E. Wood II  
Vice President  
Advertising Sales  
Sears Merchandise Group  
Sears Tower  
Chicago, IL 60684

Reference: Deal Point Memorandum

Dear Mr. Wood:

The following provides an overview of our plans to distribute order forms and subsequently tickets for the 1984 Olympic Games:

- Ticket order brochures will be available to the general public through Sears outlets throughout the United States commencing May 1, 1983.
- Approximately 70%, or 4,000,000 tickets, will be available for purchase by the U.S. general public.
- Events which are over-subscribed during the first 60 days of order receipt will be subject to a random selection. (Purchasers for these over-subscribed events will be selected by a random drawing). Other events will be filled on a "first in, first filled" basis.
- We expect approximately 25% of the total tickets available to the general public will be sold within the first 60 days.
- Our challenge will be to attract potential buyers to Sears outlets after the initial 60-day period to order tickets for lesser demand events.
- The above order system will cease operation in the Spring of 1984 at which time we will develop an alternative order distribution channel in Southern California only.

The following are the essential points of the proposed agreement between Sears and the LAOOC concerning Sears being the official ticket information and order form distribution center:



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### Ticket Order Brochures

- Sears to print order brochure to LAOOC specifications for distribution throughout the U.S. LAOOC to provide copy ready for typesetting.
- Sears to have exclusive distribution of order form and ticket information centers throughout the U.S. with the exclusion of Southern California.
- The quantity required to meet anticipated demand is unknown (estimates range from 10 million to 20 million).
- Sears to provide customer service desk manned by trained personnel to respond to ticket questions and general Olympic questions.
- Sears to provide a vehicle to mail order brochure to persons unable to obtain it at a Sears retail outlet.

### Advertising

- Sears to provide promotional in-store signage to announce availability of ticket applications.
- Sears to advertise ticket order brochure availability in all of the following:
  - Sale catalogs
  - Credit billing statements
  - Monthly retail direct mail pieces
  - Newspaper inserts
- If feasible, Sears to advertise in radio and television commercials the availability of ticket order brochures.

### Secondary Distribution - Southern California Only

- Our specific requirements for secondary distribution commencing in the Spring of 1984 or sooner are not clear at this time because of the



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uncertainties regarding quantity and quality of tickets available then. There are two possibilities: 1) to provide a computer terminal in Sears stores for order entry input. Tickets could then be mailed or picked up at the appropriate Sears location. Or, 2) to provide actual tickets for sale at selected Sears outlets commencing in June 1984.

Commemorative Opening Ceremony Ticket

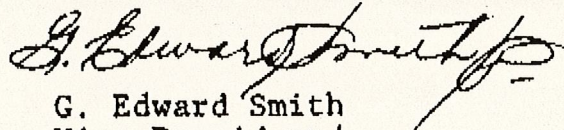
- ° Sears to arrange for the manufacture of a commemorative ticket for the Opening Ceremony. The purchaser would pay the cost plus a five dollar donation to the LAOOC. Sears would advertise the item in its various mailings as well as in the stores and would remit donations monthly to the LAOOC.

Olympic-Licensed Products

- ° LAOOC and Sears shall explore the possibility of including one or more pages of Olympic-Licensed Products in Sears catalogs commencing December 1983.

I hope the above points meet with your approval. As soon as we have heard from you we are prepared to move forward.

Very truly yours,



G. Edward Smith  
Vice President/  
Spectator Services