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Date: 28 August 1997

Attn: Mr James Pinion
Jesse Owens Museum Park Board,
13075 Alabama Highway, Suite 6,
Moulton, Alabama 35650

Fax: 205-974-2505, Tel; 205-974-2464

From: Gabriele Abbott

Subject: Visit to Germany (16 - 27 August)

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Youth Paper
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shambhush...
Feb 23 - May 2
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Dear Mr Pinion,

I just returned from Germany and would like to give you an update on our efforts to interest adidas and Mercedes to sponsor the Jesse Owens Memorial Park.

1. adidas

adidas have been very helpful and devoted a half day to my visit to their headquarters in Herzogenaurach near Nuremberg. The head of human resources, Mr Rduch had arranged for me to meet with Mr Jan Waldmaa, Executive Vice President of International Marketing and Member of the Board of adidas. They had also arranged for a private tour of the adidas museum.

Jesse Owens is a big part of adidas history as you can see from the photographs I took in the museum. In fact during the Atlanta Olympics adidas ran an advertising campaign, called "now and then" which featured Jesse Owens and Michael Johnson.

Results:

Mr Waldmaa will present our proposal to the adidas Board at their next Board Meeting on September 18th in New York. The final decision will come from Peter Moore, who heads up adidas America in Oregon and who is very involved in documenting adidas corporate history. He also has a copy of the proposal I sent you.

There are a number of questions we need to address before the Board Meeting. I had a call from Mr Moore's assistant and he raised several points which I think we should address:

1. The figures for high school students (360,000). Do we expect every single student will participate in events at the park?
2. Is the Jesse Owens marketing organisation involved in this project?
3. Is the Jesse Owens family involved, are they supportive of the project?
4. Remoteness of the location of the park is a major concern. Can it attract sufficient volume of visitors to make adidas investment in the park viable?

I tried to answer these questions as best as I could but I think before the meeting we should address these questions in writing.

One point mentioned by Mr Waldmaa in Germany was that adidas likes to do things "right". That is if they go ahead with a project, they like to do it as professionally as possible. I pointed out that the park has been completed as a handsome project with which they could be proud to be associated with. I also brought up the point that if they chose to sponsor the museum they might be able to name a wing in the museum and make it a mini adidas museum. (Note: other famous athletes, especially African-American athletes who won fame wearing adidas shoes are Muhammed Ali who won his first title in adidas boxing shoes, Joe Frazier also wore adidas the next time he won the title, Wilma Rudolph won 3 Gold Medals wearing adidas, and the list goes on.)

2. Mercedes

I tried to get an appointment with Dr Kostenbader who is in charge of all sponsoring for Mercedes/Daimler but he was on vacation during the week of 18-23 August. His assistant had tried to get me a meeting on Monday, 25th but this meeting did not take place as he was too busy. In the meantime, when I returned to the States, I had telephone messages from Mr Steve Rossi, in charge of Marketing Communications for Mercedes North America and from the secretary to Mr Basserman who is the CEO of Mercedes North America to whom I had also sent a proposal. Mr Rossi confirmed that the project would not be of interest to Mercedes North America and that Mercedes USA International in Alabama was the correct contact for this sponsorship. (Germany's Dr Kostenbader had referred me to Mercedes North America, Mr Bassermann and Mr Rossi). The secretary to Mr Bassermann was more helpful. She had actually contacted Ms Nelson in Alabama and had discussed the project with her. Ms Nelson reports to Linda Palomina who has a similar position in Alabama as Mr Rossi in New Jersey. Ms Nelson told Mr Bassermann's secretary that they would be making a decision on the Jesse Owens Park sometime at the end of the year. However, the amount of sponsorship they would be considering would not be anywhere near the amount we were requesting. At best we might be getting \$5,000 from them for a community project.

This is an update on where we stand with both companies. I am mailing you today some information material on adidas and the photos I took at the museum so you can get an idea of the place of honor Jesse Owens has in the adidas history.

Best regards,


Gabriele Abbott