

## Bay Area Sports Organizing Committee

Quarterly Newsletter  
Spring 2004



# Welcome,

to our first newsletter as a membership organization. It has been one-and-a-half years since San Francisco's Bid for the 2012 Olympic Games took a "Silver Medal". Still committed to eventually bringing the Games to our region, the Bay Area Sports Organizing Committee has since regrouped and is now moving forward into an exciting future. During our four year Bid process, this region pulled together like never before. We are determined to keep this enthusiasm and spirit of cooperation alive. The San Francisco Bay Area is the best place in the world for sports, and BASOC will continue to showcase our ability to host preminent athletic events.



This newsletter will give you an idea of our recent activities. We have affiliated with the Bay Area Council, the regional voice of the business community, have launched an internship program, and are currently involved in a number of bids - some of them successful already. In order to fund these efforts in the future, we have become an annual membership organization. The dues structure is simple and our financial needs are relatively modest. What we do need, though, is broad regional corporate and individual support. I invite you to join BASOC and spread the word about this remarkable organization.

Kindly,



Anne Cribbs  
President and Chair

## Stanford to host world's best masters aquatic competition in 2006

Stanford University's Avery Aquatics Center will be the main venue for the XI FINA World Masters Championships in the summer of 2006. The event features 6,000 international athletes competing in swimming, open water, diving, water polo, synchronized swimming. The Open Water Swim will take place in Lake Del Valle in the city of Livermore.

The Federation Internationale de Natation Amateur based in Lausanne, Switzerland, accepted the Bay Area's bid proposal during its Bureau Meeting in Dubai, March 11-13. The 54-page document had been drafted by BASOC President and CEO Anne Cribbs in cooperation with Pacific Masters Swimming, U.S. Masters Swimming and United States Aquatic Sports. LOC Chair Michael Moore traveled to Dubai to represent the Bay Area. "Our presentation focused on three points - excellent Stanford venue, professional management (pool of 16,000 masters swimmers in NorCal), and the Bay Area as a destination - and was very well received. The Committee is excited to host the 2006 World Championships."



**Stanford's four pools will provide athletes with a unique experience.**

Stanford's Athletic Director Ted Leland welcomed the news from the Middle East with enthusiasm: "I am honored that we have been selected as host for this prestigious event. Stanford University and the San Francisco Bay Area will be an outstanding destination for visitors and competitors alike. Thanks also to BASOC for once again serving as the driving force behind our region's efforts to host world-class athletic events."



**Stanford University's Avery Aquatic Center will attract 7000 aquatic athletes in the summer of 2006.**

The largest swimming facility in the nation, Avery Aquatics Center is also acclaimed as one of the fastest. With its four separate pools, the facility will give athletes and spectators the unique opportunity to witness several competitions simultaneously. Members of the 2006 LOC will staff a booth at the 2004 World Championships in Riccione, Italy to distribute information about the San Francisco Bay Area.

## Tee Time for Tiger

The world's 50 best golfers including Tiger Woods are set to compete on San Francisco's Harding Park course in the fall of 2005 when the American Express Championship will be held in the City by the Bay. Woods has won the tournament three times in the past and will attempt to defend his title at this year's event in Ireland.



**San Francisco's Harding Park golf course will host the world's elite in 2005 and beyond.**

Harding Park has recently undergone a multi-million dollar redesign. Hosting the American Express Championship, an elite, international-field event, is a major boost for San Francisco's efforts to establish its public course as one of the finest in the U.S. According to estimates by the PGA Tour, the tournament, which is expected

to be held at Harding Park five times over the next 15 years, will infuse at least \$35 million into the local economy in the form of hotels, restaurants and transportation.

### Monterey Horse Park moving forward

The Monterey Horse Park - a legacy of the 2012 Olympic Bid - is making extraordinary progress. The MHP Board of Directors is



currently in negotiations with the County of Monterey to lease and ultimately purchase

the land. When fully built, the Horse Park will host breed shows and local, national and international competitions in all seven FEI disciplines (dressage, driving, endurance, eventing, reining, show jumping and vaulting) as well as polo, ride and tie, pony club and other equestrian events.

### Support for Trials

There is one place every athlete wants to be this year: Athens, Greece. For many of them the road to the Olympics begins in the Bay Area. BASOC is proud to sponsor several Olympic and Paralympic Trials this spring. Our Executive Committee has approved donations of \$500 each for the following events:

**Canoe and Kayak:** April 15-18, Oakland, Lake Merritt,

85 participants

**Far West Regional Games**

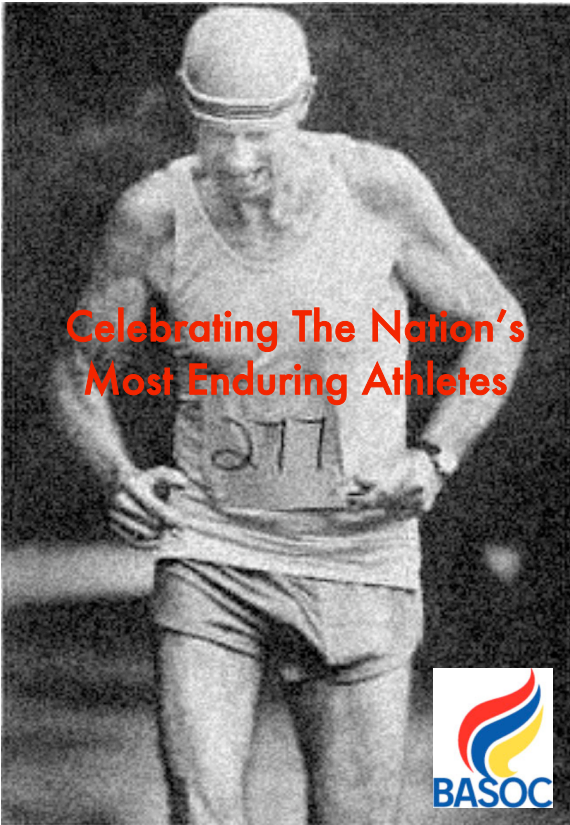
**(Paralympic):** May 21-23, San Jose, City College, 400 participants

**Judo & Taekwondo:** June 5, San Jose, Event Center, 70 participants

**Rhythmic Gymnastics & Trampoline:** June 19, San Jose, Event Center, 30 participants.

## Eleventh-hour bid for the 2009 Senior Games

When BASOC member and Stanford University's Athletic Director Ted Leland learned that the race was on across the U.S. to host the 2009 National Senior Games, he figured the Bay Area should have a shot at attracting this major event with its anticipated number of 12,000 athletes. But time was of the essence, as the request for proposal had only come to his attention two weeks before the submission deadline on April 29, 2004. So Associate



**The cover page of BASOC's bid proposal for the 2009 National Senior Games.**

Athletic Director Ray Purpur, Anne Cribbs and new BASOC intern Jürgen Padberg teamed up to draft a bid proposal and to rally support from the Bay Area's community leaders. The 50+ pages of the document were finalized on Friday, April 26, went to the printing press the same night and arrived at the National Senior Games Association's Baton Rouge headquarters via FedEx only a few hours before the deadline.

"We are confident that our eleventh-hour bid is strong enough to make the second round and hope to be hosting the site selection committee this summer," commented Cribbs. "The Senior Games are a great opportunity to showcase our excellent athletic facilities and to engage California's large pool of athletes over fifty. Nowhere does the Senior Games' message of a healthy, vital lifestyle resonate more than here."

The Senior Games, a bi-annual event with participants from all fifty states, have never been held on the west coast. With their high disposable income and plenty of leisure time, Senior Athletes are a desirable segment of the

population for the Bay Area's tourism industry.

California Senior Games Executive Director Alan Boyd met with Cribbs, Purpur and Padberg to encourage them and to assure BASOC that the Games will be awarded strictly on the merits of the bid without any backroom dealings. "What counts the most are an athlete-friendly schedule, adequate venues and solid finances," reported Boyd.

In addition to traditional sports like swimming, cycling, track and volleyball, the Senior Games also feature competitions in disciplines such as shuffleboard, bowling, archery and horseshoes. According to BASOC's bid most events would be held on the Stanford campus with softball, racquetball and bowling venues within close proximity.

Cribbs offers a special salute to intern Jürgen Padberg for his work in coordinating the bid.

## Welcome Home Olympians Dinner

You are invited to catch "Five Ring Fever" by joining the Bay Area Sports Organizing Committee and the Northern California Olympians (NCO) *Welcome Home Olympians Dinner* to be held Wednesday, November 3, 2004 at the Fairmont Hotel in San Francisco.



This dinner will recognize and honor the Northern California athletes and coaches who will have competed in the 2004 Olympic & Paralympic Games in Athens, Greece and the athletes who competed in the 2002 Winter Games in Salt Lake City, Utah. The *Welcome Home Olympians Dinner* features a VIP reception with autograph signing, a silent auction of Olympic memorabilia and other sports related items, followed by a fabulous dinner.

The evening's program emceed by NBC11 Emmy winning sports director Raj Mathai will include an Olympic highlights film, and awards presentation. The proceeds of this event will benefit the Northern California Olympians, an organization of Olympians from past and present teams who live and work in Northern California. The NCO offers fellowship to members of past and present Olympic teams, coordinates Olympian appearances at schools, community, and corporate events, maintains an athlete training grant program and supports the creation of an active visible nationwide Olympian organization.

The *Welcome Home Olympians Dinner* provides both the Olympic family of sponsors and local companies the opportunity to salute their hometown heroes. Sponsors play a key role in the success of this event and will receive many benefits for their participation. Sponsorship packages can be tailored to each company's specific needs.

We anticipate this high-profile Bay Area event will be a sellout as it was in 2000. There will be media coverage with television, print, internet and radio. There are some co-op advertising opportunities possible. Call Helen Mendel, (925) 829-3018 or go to the web site at [www.ncolympians.org](http://www.ncolympians.org) for additional information and to make your reservations to salute our Olympians at the *Welcome Home Dinner*. Individual tickets will go on sale September 1.

## “The glue that holds the region together”

Interview with John Marks, President and CEO,  
San Francisco Convention & Visitors Bureau

As San Francisco’s tireless advocat in the global tourism industry, John Marks knows how difficult it has become to attract travelers to the Bay Area.

Prominent sports events, he argues, are a powerful tool for the region’s destination marketers.

*Which role do major athletic events play in the marketing mix of a tourist destination?*

**Marks:** Amateur and professional sports alike help define an area. It’s the one common denominator that allows people to come together - as supporters, spectators and participants. And the conversation goes on long after the event is over. Using the BASOC example: To this day I am amazed at the number of people who want to talk with me about our Olympic Bid and the “What ifs” of it all. I don’t hear people having that sort of dialogue about anything else 18 months later.

*The economic impact of sports events has often been disputed.*

**Marks:** There are two aspects at hand. One is the immediate financial reward of spectators, participants, officials and

journalists traveling to the host city and pumping money into the local economy. For the Super Bowl that cumulative amount is somewhere between \$200-300 million. For the Olympics it’s way beyond. But even a youth softball event can have a measurable effect.

However, I tend to focus on the second benefit which is the media imagery ... TV, the beauty shots, and the newspaper bylines. It’s not immediately measurable but certainly more valuable than any kind of paid advertising .

*How can the Bay Area attract more high-profile events?*

**Marks:** The Bay Area is rich in great venues. That’s why working together in BASOC is so crucial when it comes to coordinating bid efforts. But unlike San Jose and Oakland, San Francisco has no major arena. This city is unable to lure

the “must-see” indoor events. On the flipside, many of the terrific sports we could host, such as fencing or table tennis, often times do not have the budget or the major sponsors to afford the San Francisco ex-



**San Francisco’s chief destination marketer John Marks.**

perience. So we find ourselves in a somewhat challenged position.

*Any ideas on how to get out of that position?*

**Marks:** We are currently in the process of considering the formation of a San Francisco Sports Council that brings our major stakeholders together: the Giants,



**Events like San Francisco's Cycling Grand Prix attract thousands of spectators from outside the Bay Area.**

the 49ers, the Bay-to-Breakers, the Cycling Grand Prix, Escape from Alcatraz, SF Marathon, the Emerald Bowl, the East-West Game, San Francisco Unified School District, USF, and BASOC. Ultimately, our great hope is a new arena. But we also want to raise awareness of the role sport plays in the city. And there isn't one event that couldn't use more sponsors and more spectators. So cross-marketing and collaboration are also high on the agenda.

*What relationship do you expect this forum to have with BASOC?*

**Marks:** One of teamwork, just like the San Jose Sports Authority has with

BASOC. The Olympic opportunity was an anomaly in that it really coalesced this region. There was no infighting, no "I want this and you should get that". We must maintain this spirit in all future endeavors.

*So what is your vision for BASOC's future?*

**Marks:** BASOC must remain active and relevant. We didn't lose the Olympic Bid for any other reason than politics. Had the decision been made based on what's best for the athletes, we would have won hands down. That's why I am convinced that the Bay Area will ultimately bid for and succeed in hosting the Summer Olympic Games. It's imperative that this region stay active within the Olympic movement, maintain strong relations with the various governing bodies, and attract as many events as humanly possible to showcase our venues and audiences. If we bring the individual components of

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"We didn't lose the Olympic Bid for any other reason than politics."

**John Marks**

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the Olympics and Paralympics here, we will eventually get the whole package. BASOC can be the glue that holds this region together. Its role is not to compete with local authorities but to complement them.

Interview: Jürgen Padberg

# BASOC

## Individual Supporters

Jack Bair  
George Broder  
Mike Bruner  
Rosie Casals  
Anne Cribbs  
Alan Elias  
Jan Elix  
Bob Enea  
Patricia Ernstrom  
Bill Hogan  
Star Hurley  
Craig Issod  
Andy Kerr  
Derek Liecty  
Burney Matthews  
Helen Mendel  
Jim Ruben  
Bob Stiles  
Larry Varellas  
Bill Walsh

## Corporate Support

Golden Gate Bank  
SF Convention & Visitors Bureau  
KPMG  
Thelen Reid & Priest  
Nor Cal Waste  
Stanford University  
24 Hour Fitness  
City of Oakland  
PMI Foundation  
Willis Insurance Services

## Internship Program

As we are moving forward bidding for preeminent athletic events, improving the region's sport infrastructure and spreading the Olympic message throughout the Bay Area, BASOC will rely on the help of interns.

The Bay Area Council has agreed to make space available at its San Francisco offices, where interns will support all our activities from memberships to community work to writing this newsletter. BASOC member and USF Athletic Director Bill Hogan has pledged to support the internship program by fielding suitable candidates through the school's Sport Management Program.

Our first intern is USF graduate student Jürgen Padberg, a native German and newspaper journalist who, in 2001 and 2002, covered our 2012 Olympic Bid as a correspondent for several publications such as *Berliner Zeitung* and the German edition of the *Financial Times*.



# BASOC Membership Form

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

I'm interested in participating in:

- National and international sporting events
- Facilities - building and enhancing
- Olympians speaking at my company, community group, school
- Serving on the Local Organizing Committee for specific events
- Fundraising and special events

Annual Membership Fee:

- Individual:            \_\_\_ \$100
- Corporate:            \_\_\_ \$1,000

Contributions:

I want to contribute an additional \_\_\_\_\_ to this great organization.

**Please send check (made payable to BASOC; Federal Tax ID No. 94-3052945) and your completed Membership Form to:**

**BASOC  
c/o Anne Warner Cribbs  
2450 Agnes Way  
Palo Alto, CA 94303**

**Questions? Please call (650) 856-3200 or email [cribbsaw@pacbell.net](mailto:cribbsaw@pacbell.net)**

## 2004 Welcome Home Dinner Sponsorship Opportunities

### PRESENTING SPONSOR

**\$20,000**

- Category exclusivity
- Logo/mention in all printed materials, press releases and advertisements
- Sponsor name included in title of event, e.g. "2004 Welcome Home Olympians Dinner presented by ..."
- Banners, display space, and product distribution at the Dinner
- Opportunity to present commemorative awards to Olympians
  - Preferred seating, two tables of ten (10) with Olympian and guest seated at your table
- Full-page or back cover ad in souvenir program
  - Tickets to VIP reception (20)
- Acknowledgement during highlights and awards ceremony

### VIP RECEPTION SPONSOR

**\$15,000**

- Category exclusivity
- Full-page ad in souvenir program
- Banner displayed at VIP reception
- Acknowledgement during highlights and awards ceremony
- Preferred seating, table of ten (10) with Olympian and guest seated at your table
  - Tickets to VIP reception (10)

### GOLD MEDAL

**\$10,000**

- Preferred seating, table of ten (10) with Olympian and guest seated at your table
- Tickets to VIP reception (10)
  - Full-page ad in souvenir program
  - Banner at the Dinner
  - Acknowledgement during highlights and awards ceremony

### SILVER MEDAL

**\$5,000**

- Preferred seating, six (6) guests with Olympian and guest at your table
- Tickets to VIP reception (6)
- Half-page ad in souvenir program

### BRONZE MEDAL

**\$3,000**

- Preferred seating, four (4) guests with Olympian and guest at your table
- Tickets to VIP reception (4)
  - Program listing

Sponsorship packages can be customized to fit each individual sponsor's needs. Individual ticket prices are \$200 for adults.

Yes, my company wants to catch "Five Ring Fever" and will support the November 3, 2004 Northern California Olympians Welcome Home Dinner. Funds raised go to support NCO Travel & Training grant programs and activities.

We agree to the following Sponsorship Category:

\$20,000     
  \$15,000     
  \$10,000     
  \$5,000     
  \$3,000

Company Name (as it should appear in program):

Address:

City:

Zip:

Contact Person:

Phone:

Fax:

Email:

Please charge our corporate credit card: Visa / MC

Expir.

Please make checks payable to NCO and mail to:

**Helen Mendel, 4312 Clarinbridge Circle, Dublin, CA 94568, Fax: 925.829.6234**

Tax ID # 13-1548339

For additional information, please call 925.829.3018 or visit [www.ncolympians.org](http://www.ncolympians.org)