

Bay Area Sports Organizing Committee

Quarterly Newsletter
Summer 2004



Kalosorisma,

means “Welcome” in Greek. With the Athens Olympics just around the corner, many of you have probably guessed this already. Among those currently brushing up their Greek language skills are the newly appointed members of the United States Olympic Committee’s Board of Directors. The trip to Athens will be the first official mission abroad for the 11 men and women



who assumed their positions in June. Scaling down the Board from 123 Directors was an integral part of the ongoing USOC reform process. With San Jose State alumni Peter Ueberroth serving as Chairman of the Board, the Bay Area may now have an advocate in Colorado Springs. Although disappointed that BASOC member and Stanford Athletic Director Ted Leland ultimately did not make the cut, we welcome the changes at the USOC and wish the new leadership good luck for the future.

Good luck also to all Northern California athletes competing in the 2004 Summer Games. BASOC and the Northern California Olympic alumni are looking forward to welcoming them back home on November 3, 2004 at the San Francisco Fairmont Hotel. Our traditional *Welcome Home Olympians Dinner* will be a great opportunity for our members as well as for enthusiastic sponsors to meet some of those extraordinary men and women who live and train in our region. I hope to see many of you on what promises to be a wonderful night celebrating Bay Area sports.

Kindly,

A handwritten signature in black ink that reads 'Anne Cribbs'. The signature is fluid and cursive, written in a professional style.

Anne Cribbs
President and Chair

U.S. Olympic Swim Team at Stanford



Olympic hopefuls at Stanford's Avery Aquatic Center: Lenny Krayzelburg . . .

After appearing in splendid form at July's Olympic Trials in Long Beach, America's top swimmers moved a few hundred miles north to prepare for Athens.

At Stanford University's Avery Aquatic Center, Olympic Swim Coach Richard Quick convened his hopefuls before the U.S.

Nationals and eventually the trip to Greece. While the team was training at Stanford, BASOC and the Palo Alto business



Several Palo Alto businesses donated coupons for the Olympic Swim Team.

community showed the athletes their support and appreciation by putting

together a package of coupons that could be redeemed at local stores and cafes. "We wanted our Olympic swimmers to have fond memories of their host community," said BASOC Chair Anne Cribbs, herself a passionate swimmer who in 1960 won an Olympic gold medal in Rome. "The coupons are a small reminder to the athletes that they are always welcome in the Bay Area."



. . . and Aaron Peirsol.

Photos: Keith Peters

Testing the waters in Riccione

Many members of the U.S. Olympic Swim Team will be back at the Avery pools in two years when Stanford hosts the XI FINA World Masters Championships. What is arguably the biggest event in swimming, water polo, diving and synchronized swimming after the Olympics was held in the Italian town of Riccione this June. Michael Moore, head of the Local Organizing Committee, traveled to the Adriatic resort representing the Bay Area. "With its four pools Avery Aquatic Center is a unique place for these Championships," explains Moore. "The venue will allow for parallel competitions in various disciplines. Not only does this create a unique atmosphere for the spectators. It will also give athletes a chance to witness each other's competitions before and after their own events." While in Riccione, Moore and other members of the 2006 LOC set up a booth at the venue to give out information. Over 3,000 athletes filled out registration cards for an email newsletter that will keep them informed about their sport's 2006 signature event. "Competitors are excited about visiting the San Francisco Bay Area," reports Moore. The Riccione Championships had 8,100 athletes participating and Moore expects up to 10,000 athletes qualifying for the Stanford event which was secured this spring via a joint U.S. Masters Swimming, Pacific Masters Swimming and BASOC-sponsored bid proposal.

Tidbits about bids

The Bay Area is currently bidding for two athletic events that would further raise our profile as the best place for sports and athletes. On June 30, 2004 the National Senior Games Association announced that San Francisco's bid for the **2009 Summer National Senior Games** has won a spot in the final round of the selection process. Houston, Texas is the only remaining competitor.

"We were extremely pleased with the response to our Request for Proposals (RFP)," said Dr. William Bankhead, President & CEO of the NSGA. "Ten communities responded to the RFP, narrowing the choice to two finalists was a difficult process. These two communities have both the ability to produce a quality event and provide an excellent experience for our athletes. We are eager to visit the short-listed cities and learn more about their individual capabilities."

Site visits will be conducted during August and September and the selection committee will make their final recommendation to the NSGA Board of Directors at their October board meeting. The final selection will be made at a press conference in the proposed host community shortly before the first of the year.

The 2009 Summer Senior Games are expected to attract 12,000 athletes over the age of 50 who will compete in 18 sports. BASOC's bid was supported by community leaders throughout the region. If awarded to the Bay Area, the 2009 Senior Games would largely be held at Stanford University.

Also in the works is a bid proposal for the **2007 World Junior Table Tennis Championships**. In collaboration with USA Table Tennis, BASOC submitted a letter of intent to the International Table Tennis Federation. A full proposal is due by February 1, 2005. Venues currently under consideration are Maples Pavilion at Stanford, Moscone Center or Bill Graham Civic Auditorium. The World Junior Table Tennis Championships attract a large TV viewership throughout East Asia. If awarded the event, BASOC intends to launch programs designed to expand table tennis opportunities in the United States specifically at the collegiate level.



Olympians Night at SBC Park

BASOC and the Northern California Olympians held their 5th annual Giants Dinner at SBC Park on August 4. Among those Olympic team veterans honored on the field prior to the game against the Cincinnati Reds were (clockwise from back left): Ted Murphy (Rowing, 1996 & 2000), Jan Corwin (Medical staff, 1988), Jeff Float (Swimming, 1980 & 1984), Mike Bruner (Swimming, 1976 & 1980), Marilyn King (Athletics, 1972 & 1976), Barbra Higgins (Fencing, 1984), Alex Tarics (Water Polo, 1936), center: Anne Cribbs (Swimming, 1960).



Good luck mail to U.S. Olympians

Keeping our name in the hat, we have mailed "Good Luck"-postcards to those U.S. sports governing bodies who are sending athletes to the Athens Olympics. The cards were designed by BASOC member Helen Mendel and will remind officials of the Bay Area's enthusiasm for the Games.

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 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.



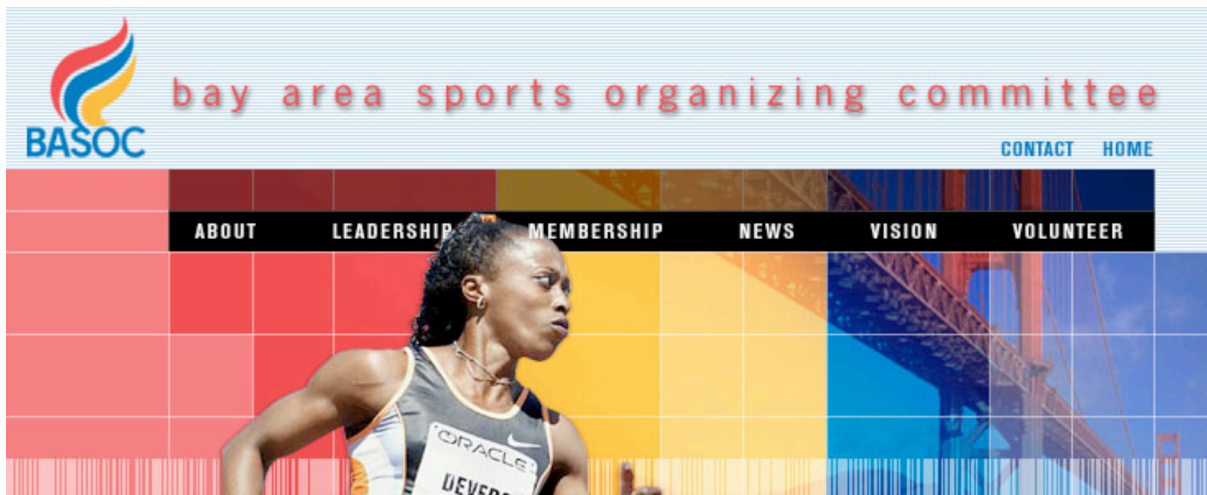
ATHENS 2004



Website Relaunch

BASOC's website will relaunch during the Athens Summer Olympic Games. As with the previous two versions of our internet presence, East Bay web design company Birdsall Interactive was asked to develop the look of the revamped site. In the past, the BASOC identity was very closely tied in to the Olympics and the Bay Area bid. Now the organization is much broader and caters to a variety of athletic endeavors. Birdsall's design team tied the main look and feel into our newly refaced logo, pulling out the colors as the major branding piece for all the pages. Not only does the site feel patriotic, but also very sports orientated. The tri-color grid and Golden Gate bridge tie in all the subsequent pages to create the overall energy.

Says company founder Mike Birdsall: "This is the third version of the BASOC website that we have worked on. The first two versions were developed around the bid for the Summer Olympics. This new site was built to attract other sports events to the Bay Area and to continue to provide access to 2012 bid information to interested parties." BASOC's Olympic Bid content will still be available through the new site. Oh, and our new web address is www.basoc.org.



LATEST NEWS

May 25, 2004

BASOC's Welcome Home Olympians Dinner to be held at the San Francisco Fairmont Hotel, November 3, 2004.

March 13, 2004

Federation Internationale de Natation Amateur awards 2006 World Masters Championships to Stanford University; more than 6,000 international athletes expected.

MEMBERSHIP

Some of the Bay Area's most distinguished business and community leaders devote their time, energy and resources to this remarkable organization.

[Learn More >>](#)

VOLUNTEER

Would you like to work at prominent sports events, or contribute your expertise to a Local Organizing Committee?

[Learn More >>](#)

CALENDAR OF EVENTS

USA Swimming National Championships

August 3-7, USA Swimming National Championships, Stanford University Avery Aquatic Center

www.2004swimnationals.org

Red, blue and yellow dominate the new BASOC website, shown here in an early stage of development.

BASOC

Individual Supporters

Jack Bair
George Broder
Mike Bruner
Rosie Casals
Anne Cribbs
Alan Elias
Jan Elix
Bob Enea
Patricia Ernstrom
Bill Hogan
Craig Issod
Andy Kerr
Derek Liecety
Burney Matthews
Helen Mendel
Dean Munro
Jim Ruben
Bob Stiles
Larry Varellas
Bill Walsh
Starr Walton-Hurley
Melinda Yee

Corporate Support

Golden Gate Bank
SF Convention & Visitors Bureau
KPMG San Francisco
KPMG Silicon Valley
Thelen Reid & Priest
Nor Cal Waste
Stanford University
24 Hour Fitness
City of Oakland
PMI Foundation
Willis Insurance Services
Birdsall Interactive
San Jose Sports Authority

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



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)
- Acknowledgment during highlights and awards ceremony

VIP RECEPTION SPONSOR \$15,000

- Category exclusivity
- Full-page ad in souvenir program
- Banner displayed at VIP reception
- Acknowledgment 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
- Acknowledgment 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

When:

Wednesday, November 3, 2004
 VIP & Sponsor Reception: 5:30-6:30
 Reception & Silent Auction: 6-7 P.M.
 Dinner & Program: 7 P.M.
 Emcee: Raj Mathai
 Emmy award winning Sports
 Director & Anchor of NBC 11 News

Where:

The Fairmont Hotel
 950 Mason Street (Atop Nob Hill)
 San Francisco, California

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

Yes, we want to welcome the Olympians home 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 Presenting Sponsor
- \$15,000 VIP Reception Sponsor
- \$10,000 Gold Medal Sponsor
- \$5,000 Silver Medal Sponsor
- \$3,000 Bronze Medal Sponsor
- \$200 per person ticket(s) (fill in)

Company Name:
 (as it should appear in program)

Address:

City: _____ Zip: _____

Contact Person:

Phone: _____ Fax: _____

Email:

Please charge our corporate credit card

VISA MASTERCARD

Account # _____ Exp. _____

Signature _____

BASOC Tax ID# 94-3052945

Please make checks payable to Northern California Olympians and mail to:

Welcome Home Olympians Dinner
 c/o Helen Mendel
 4312 Clarinbridge Circle
 Dublin, CA 94568
NCO Tax ID# 13-1548339

FAX THIS FORM TO: 925.829.6234

For additional information, please call 925.829.3018 or visit www.ncolympians.org