



Promotion
Management
Développement
Consulting

Strictly confidential



IAAF World Cup in Athletics/Road Race 2006 project

Dear Sir,

Thanks for the invitation to join you for a lunch in Stuttgart at the Mövenpick Airport with [REDACTED]

Further to your letter dated 23 september 2004 to the IAAF President, I would like to herby confirm our keen interest to support your concept of an Athletics Week-End in Stuttgart in 2006. **Congratulations for your appointment by the DLV to be HOST CITY bidding for the IAAF World Cup in Athletics 2006.**

As per our discussions, let me summarize the main issues:

- Short term lobbying strategy due to delay caused by the DLV bidding process
- Need to present an original bid by the IAAF Council in Doha, Qatar (April 2005)
- Need to use the event management expertise and the marketing skills of [REDACTED] **to strenghten the bid**, also to use him as the main lobbyist towards the Athletics Community where the IAAF President constituency does not matter (Europe, Oceania, Asia) – **PR/Travel budget of € 50,000 required** - and make available a public relations back up by [REDACTED] event company.
- Develop a working relationship with DLV and reach out to all IAAF MF's (letter)
- Need to organise in Stuttgart a World Athletics Plan Working Group Session on Marketing and Finance in March 2005 (Helmut DIGEL, Project Leader) and invite all the German business community to look at advantages of hosting major IAAF events in 2006 and 2009
- Need to address the tax problem for athletes prize money paid by IAAF.
- Finalise budget by 15 february 2005
- Get a group of prominent businessmen from Baden-Wuerttemberg and Stuttgart to back the BID such as [REDACTED] who ha played a major role in securing the WCH 2009.

As priorities in the President request for donations and assistance to federations, areas, council members, athletes/coaches, please find below the list:

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- HPTC Jamaica: US\$ 16,800
- NACAC Coaches Association: US\$ 35,000
- Building HQ African Athletics Confederation: US\$ 84,900
- Administration assistance CONSUDATLE (South America): US\$ 35,000
- Scholarships for athletes / US universities: US\$ 25,000
- Assistance to competitions (woldwide): US\$ 78,000
- Travel Assistance (budget in AF/Delta Airlines): US\$ 78,000
- VIP gifts package (valuable watches, EBEL, ROLEX, MONTBLANC): US\$ 40,000
- Public Relations budget: € 38,285

PMD Consulting travel for briefing (airtickets to be made available) or a consultancy budget as follows:

- **28 dec/06 jan:** Middle East / Carribean (Dakar/Paris/Dubai/Bahrein/Paris/Dakar) for a total of € 5,400 and then Carribean/NACAC Region (Paris/Miami/Kingston/San Juan/Cuba/Madrid/Paris) for a total of € 8,950.
- **19/28 jan 2005:** South America (Dakar/Paris/Rio de Janeiro/Mexico) for € 6,850 and then Asia (Paris/Singapore/New Delhi/Beijing/Tokyo/Seoul/Paris) for € 17,900.
- **March:** Visit to EAA HQ in Switzerland with [REDACTED]
- **Presence in Doha, Qatar** for 12 hotel nights ahead of the Council, US\$ 500 daily per diem, gifts packs from AL FARDAN Shop and social programme in conjunction with AL DANA Club – german manager) – total budget of € 25,000.

This total commitment of **€ 365,439** will go along way to shorten the bid process in which you are tremendeously late and will be assisting the IAAF principals to secure the German market in their strategy to promote athletics in the European dominant markets. Having the FIFA World Cup 2006, the World Cup in Athletics 2006 and the IAAF World Championships 2009 in Berlin will boost the profile of our beloved sport and secure corporate sponsorship in a long term and focused strategy. Having in mind the successful 1993 World Championships of Stuttgart, the world athletics family will endeavour to be grateful to the [REDACTED] and the disponibility of the german authorities.

Your concept of ATHLETICSWEEK END is a new milestone in IAAF World Athletics Plan. Lets make it work together, I am available for a follow up meeting at your convenience and please inform on the letters that need to written to [REDACTED] – if required.

Papa Massata Diack
International Consultant