



**XV OLYMPIC WINTER GAMES
INVENTORY TO THE
RECORDS OF THE MARKETING GROUP**



THE CITY OF CALGARY
CITY CLERK'S DEPARTMENT

PREFACE

The City of Calgary Archives is a section of the City Clerk's Department. The Archives was established in 1981. The description system currently in use was established in 1991. The Archives Society of Alberta has endorsed the use of the Bureau of Canadian Archivists' Rules for Archival Description as the standard of archival description to be used in Alberta's archival repositories. In acting upon the recommendations of the Society, the City of Calgary Archives will endeavour to use RAD whenever possible and to subsequently adopt new rules as they are announced by the Bureau.

The focus of the City of Calgary Archives' descriptive system is the series level and, consequently, RAD has been adapted to meet the descriptive needs of that level. RAD will eventually be used to describe archival records at the fonds level.

The City of Calgary Archives creates inventories of records of private agencies as the basic structural finding aid to private records. Private records include a broad range of material such as office records of elected municipal officials, records of boards and commissions funded in part or wholly by the City of Calgary, records of other organizations which function at the municipal level, as well as personal papers of individuals. All of these records are collected because of their close relationship to the records of the civic government, and are subject to formal donor agreements.

Personal papers, included in the general category of Private Records, are described in Registers. These Registers are similar in purpose and content to an inventory, but take into account the characteristics which distinguish such collections from records.

The search pattern for information in private records is to translate inquiries into terms of type of activity, to link activity with agencies which are classified according to activity, to peruse the appropriate inventories to identify pertinent records series, and then to locate these series, or parts thereof, through the location register. Inventories of private records can also be accessed through the inventory of any civic department to which it might happen to be linked.

Existing inventories of private records are revised as additions of records are received and described at the Archives.

INTRODUCTION

The records of OCO'88, the organizing committee for the staging of the XV Olympic Winter Games, were acquired by the City of Calgary Archives through an agreement signed 1990 January 22 between The City of Calgary, the Calgary Olympic Development Association (CODA) and the XV Olympic Winter Games Organizing Committee. The process of arrangement and description began before that time with the permission of CODA.

The records described in this inventory are part of accession PR-90-001. The original extent of the entire collection of records from OCO'88 at the time of the accession was approximately 620 containers. The total extent of the Marketing Group's records after arrangement and description is 21.98 m.

A preliminary inventory was prepared by Jane Bowe McCarthy in 1993 August. The inventory for the records of the Marketing Group was completed by Glenda Leslie in 1995 February.

ACKNOWLEDGEMENT

The City of Calgary Archives would like to thank the Calgary Olympic Bid Committee 2002 for its generous support in the publication of this inventory.

ADMINISTRATIVE HISTORY

In 1983, the Marketing Group was created as one of the eight functioning Groups of OCO'88. The Marketing Group's primary function was to assist in the financing of the XV Olympic Winter Games, to stimulate public interest in the Games, and to promote the Olympic movement, Canada, and Canadian products. The Marketing Division was also responsible for obtaining corporate sponsorship for the Games. By the end of 1985, the Marketing Group had appointed a number of official sponsors, suppliers and licensees. In total, its programmes generated approximately \$454 million in revenue for OCO'88.¹ The overall marketing plan² of OCO'88 was focused in two major areas: in the sale of merchandise and souvenirs by the Licensing Program, and the identification of corporate names and corporate images with the XV Olympic Winter Games in the Sponsor/Supplier Programs.

An integral part of the marketing plan was the legal protection of the official Olympic marks and graphic designs (symbols and logos) for the XV Olympic Winter Games. These Olympic graphics were the exclusive property of OCO'88, as licensable rights. Exclusive use of the Winter Games symbols by licensees, sponsors, and suppliers was granted and authorized in licensing agreements. OCO'88 monitored the licensed merchandise program to prevent infringement of rights in the case of unauthorized merchandise, and to ensure the integrity of the Licensing Program.

Within the Marketing Group, three major program areas were defined as Corporate Relations Division, Ticketing Department, and Broadcast Relations Division

(including Host Broadcaster). Organizational charts indicate that Marketing Projects, Special Assignments, and Ticketing operated as distinct Departments apart from Corporate Relations Division and Broadcast Relations Division.³

Corporate Relations Division appears to be the dominant Division within the Marketing Group. The majority of marketing programs were operated from within Corporate Relations. There is evidence in the general administrative records to suggest that the Marketing Group in general, and the Corporate Relations Division in particular, operated as one in the same office. Original box labels for the records of Sponsors, Suppliers, and Licensing identified the material as 'Marketing', although within the organization of the Group these programs were clearly part of Corporate Relations.

CORPORATE RELATIONS DIVISION

The primary function of the Corporate Relations Division was to secure sponsorship from various corporations on an exclusive basis. Exclusive rights were extended to a limited number of corporations according to discrete categories. In turn, these various corporations provided financial products and/or services in return for formal association with the XV Olympic Winter Games. Exclusivity was negotiated according to agreements with the Canadian Olympic Association through its marketing arm, the Olympic Trust of Canada, so as to avoid competitive marketing efforts between the Marketing Group and the Olympic Trust.⁴

Corporate Relations Division was generally responsible for the various marketing projects to generate revenue, goods and services for the Games. The Division and its

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programs generated \$90 million in revenues, from 169 corporations. There were 21 Official Sponsors (\$57 million), 30 Official Suppliers (\$21 million), 40 Official Licensees (\$3.5 million), 27 Official Contributors (\$1.1 million), and 1 Official Donor. These various corporate partners are identified according to category in the XVth Olympic Winter Games Official Report.⁵

Categories of support were designated as Official Sponsors (minimum threshold of \$2 million) and Official Suppliers (minimum threshold of \$500). The definition of categories, the targeting of potential sponsors and suppliers and the subsequent negotiations were largely driven by OCO'88 operating plan requirements, which gave the Organizing Committee greater freedom in negotiating support.⁶

The Licensing Program was responsible for the coordination and control of the souvenirs and merchandise used to promote and/or commemorate the XV Olympic Winter Games. The policy of OCO'88 was to grant only one license for a particular kind of commercial activity or product identification in a given territory. Various companies submitted applications to become official licensees to the Games, and based on their product and their financial stability, licenses would be granted by OCO'88. The criteria established for the Licensing Program included a satisfactory quality of product, a sound financial status and reputation, a sufficient production capacity, a proven distribution and marketing strength, and the ability to meet OCO'88 royalty requirements. The Licensing Program generated \$3.5 million in royalties from 40 countries. On 1985 June 26, OCO'88 announced that White Ram Knitting was the first official licensee of the Games.

The Licensing Program was also responsible for the control and authorization of marks and graphics used by official licensees in their product lines and advertisements. A Graphics Design Manual was sent to each licensee to inform them of the standards for graphics usage by official licensees. Ideas and drafts were first sent to the Graphic Requests Committee which would hear requests for use of marks and graphics, review and comment on drafts, and give first-stage approval to finished art work. This Committee consisted of the General Manager, a Sponsorship representative, the Manager, Community Relations and Promotion, and the Supervisor, Licensing. The Chairperson was the Manager, Production and Advertising. Final approval was given by the Graphic Approval Committee, which dealt with only the finished art and application outline. This Committee was made up of the Vice President, Marketing and the Vice President, Communications, and the General Manager, Olympic Family.⁷

The records indicate that the various marketing programs, Sponsors, Suppliers, and Licensing operated as separate offices within the Corporate Relations Division, although only the Supplier Program appears on the 1987 Organization Chart in the Official Report.⁸ Similarly, the Official Contributors Program records are identified as part of Marketing Projects, although the program is identified in the Official Report as part of Corporate Relations.

Corporate Relations programs were designed to work with The Olympic Programme (TOP), which allowed the International Olympic Committee, the Calgary and Seoul organizing committees, and all participating National Olympic Committees to extend international sponsorship to participating corporations.

The Corporate Relations Division was organized according to an "account executive" style to ensure efficient and timely dealings with all of the corporate partners.⁹

BROADCAST RELATIONS DIVISION

"Press, Radio & TV" were initially part of the "Communications" Olympic Council in organizational charts of OCO'88 from early 1982. By the following year, however, as OCO's Official Report indicates, Broadcast Relations was established as the second major Division in the Marketing Group (although some 1984 organizational charts still refer to this Division as "Television"). In 1983 August, TransWorld International Inc. (TWI), which is the Broadcast Division of International Management Group (IMG), was appointed as a consultant to OCO'88 in regard to broadcast matters, as it was felt by OCO Executive that its personnel did not have the expertise needed to negotiate broadcasting rights.

In 1983 December, the Canadian Television Network (CTV) was appointed as the Host Broadcaster and Canadian television rights-holder for the XV Olympic Winter Games. In 1984 January, the American Broadcasting Company (ABC) secured the American television rights for \$309 million (US). An additional \$326 million was gained through the sale of rights to other foreign networks, after a share of the proceeds was given to the International Olympic Committee in the amount of approximately \$106 million. In addition, the Canadian Broadcasting Corporation (CBC) won the Canadian radio rights, and with American radio rights held by ABC Radio in the United States.¹⁰

Broadcast Relations Division was responsible for the coordination of media coverage by the Host Broadcaster, CTV, and by other national television networks. The Broadcast Relations Division was responsible for interacting between OCO'88 and the broadcast rights-holders, and for assisting rights-holders both before and during the Games. As Host-Broadcaster, the CTV Network provided technical assistance and provisions for international networks to broadcast the Games.

Within the Broadcast Relations Division there were committees for Sponsor Relations, Licensing, Ticketing, and TV Relations which would act in liaison with OCO'88 and the broadcast rights holders.

Broadcast Relations Division managed all ticket orders for broadcast rights holders, which amounted to about 25 separate original orders (2,700 tickets for a total of about \$800,000). Most broadcaster contracts with OCO'88 included the option to purchase top quality tickets in proportion to the value of the broadcaster's rights payments and in relation to other rights payments. In the Broadcast Relations Division, one person handled all ticket orders. Broadcast Relations Division had a ticket pool from which all of their orders were subtracted. A few months prior to the Games the ticket pool was taken back by the Ticketing Department to meet the demands of any late orders they received there.¹¹

MARKETING PROJECTS

Marketing Projects was the Department within the Marketing Group responsible for the creation and development of specific marketing ideas to generate revenue for

the Games. Four major marketing projects are indicated in the records: Team Petroleum'88, the Contributors Program, Club'88, and the Olympic Arts Festival.

Team Petroleum'88¹² was a major marketing project developed in 1986. The project itself took one month to prepare and just over two months to execute.

Administration of the project continued until after the Games.

The objectives of the project were to assist in meeting the financial objectives of OCO'88 and the Olympic Trust of Canada (the marketing arm of the Canadian Olympic Association), to enhance the quality of the Games through the development of a select membership in Team Petroleum'88, to develop a high level of public interest in the Games and in the Canadian Olympic Team, to provide a meaningful program of recognition of the Canadian petroleum industry through a cooperative team spirit amongst the various companies, and to leave a legacy of sponsorship for the Canadian Olympic Association.

Corporate support was secured from companies within the petroleum industry, most of which had offices in Calgary. Three levels of corporate support were defined as Gold (\$250,000), Silver (\$100,000) and Bronze (\$25,000), memberships which corresponded to various levels of financial support from the 40 companies which participated in Team Petroleum'88.¹³

All funds raised from the Team Petroleum'88 project were split between OCO'88 (75%) and the Olympic Trust of Canada (25%), unless otherwise specified by the member company. Team Petroleum'88 members funded and/or operated hospitality centres at Canada Olympic Park and the other venues during the Games, and

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sponsored various Olympic-related cultural events such as a balloon festival, special transportation for handicapped spectators, ticket sponsorship for disadvantaged children, etc.

The Official Contributors Program was initiated in 1987 to formally acknowledge contributors to the Games, other than the corporations and companies which were already designated as Official Sponsors, Suppliers, and Licensees. In particular, the Organizing Committee had in mind local Calgary and Alberta companies, but also extended the program to include other Canadian companies, whose participation was recognized with a limited association with the Games and the formal designation of "Contributor to the XVth Olympic Winter Games". The right to this designation applied in Canada only, and was to be used (according to graphics standards) on such items as letterhead and business cards, as well as the right to framed certificates provided by OCO'88 in recognition of the contribution. The designation did not include the use of the OCO'88 snowflake and rings, nor the use of the designation in advertising or promotions. This right was available only to Sponsors, Suppliers, and Licensees.

The Contributors Program allowed for the recognition of those companies which did not meet the minimum sponsor/supplier threshold, but which had contributed cash, goods and/or service (minimum \$10,000) to the Games nonetheless. In addition to allowing the involvement of local companies in the Games, the program also furnished cash, goods and/or services which had previously not been utilized by OCO'88. Contributions ranged from medical equipment, storage trailers, and ski wax, to career transition consulting, janitorial services, and drycleaning.

The program was careful not to infringe on the existing Sponsor/Supplier Programs, nor to include direct competitors to any of the other OCO corporate partners. Participation as a contributor was on a non-exclusive basis; that is, more than one company dealing in the same line could be recognized. However, this did not preclude the possibility of an exclusive-like arrangement if only one company met the requirements and/or needs of OCO'88. The value of contributions ranged from \$10,000 to \$200,000, and in total generated \$1.5 million.

Club'88 was a project similar to Team Petroleum'88 in that it targeted Canadian corporations not yet involved as corporate partners, and offered them the opportunity to enhance the financing and the awareness of the XVth Olympic Winter Games.

Marketing Projects also recognized the revenue potential of the Olympic Arts Festival, the cultural presentation of 258 separate performances in thirteen venues in Calgary organized from 1988 January 23 to February 28. In association with the various revenue-generating programs operating in the Marketing Group, Marketing Projects provided opportunities for corporate sponsorship of various cultural events.

TICKETING DEPARTMENT

Ticketing was an integral part of the OCO'88 organization from the beginning. It was initially made part of the "Revenues" Olympic Council along with Marketing, Licensing and the Sponsors and Suppliers programs in an organizational chart from 1982. It was then made part of the Marketing Group at least as early as 1984 March (see a 1984 organizational chart in the records).

However, according to the Ticketing Department Final Report," the Ticketing Department was not formally established within the Marketing Group of OCO'88 until the fall of 1985, along with the other revenue generating programs of the Games. In 1985 August, the position of Manager, Ticketing was created, followed by the positions of Secretary, Ticketing and Supervisor, Records and Finance. Further positions were developed in the areas of Arts Festival, International Sales, Domestic Sales, and Customer Service, as well as one general clerical position.¹⁴

As a separate Department within the Marketing Group, Ticketing was responsible for the coordination and distribution of tickets to all Olympic events. The Ticketing Program itself was initiated on 1986 September 30, and consisted of an external ticketing system (rather than an in-house system), and offered tickets on a first-come, first-served basis. Ticket orders were to be processed according to postmark as of September 30. However, 53,000 orders were received with the September 30 postmark; 20,000 orders followed the next day, with 11,000 third day orders. As indicated in the Official Report,¹⁵ the Ticketing Department experienced difficulties in processing the overwhelming number of ticket orders. As well, within ten days of the September 30 launch, there was controversy surrounding the distribution of Olympic Ticket Update order forms in the United States which resulted in the immediate suspension and eventual conviction of the Manager, Ticketing for fraud, theft, and other related charges. In response to the Ticketing Department's difficulties, a full audit was conducted of the Ticketing Department, its ticketing process and procedures. For a detailed report on the situation in the Ticketing Department, one should consult the

Official Report.

Although there appears to be some internal reorganization to the Marketing Group throughout its lifetime, including the reassignment of the former Ticketing Manager, Jim Hobart, to the new position of Executive Assistant to the Vice President, Marketing, the Group's structure appears to have remained relatively stable. Mr. William (Bill) Wardle was Vice President, Marketing. David Shanks was General Manager, Corporate Relations Division, and Dean Walker was General Manager, Broadcast Relations Division. A list of Marketing Group personnel as at 1986 October 17 can be consulted in the records, and a final listing of Marketing Group personnel appears in the Official Report.¹⁶

ENDNOTES

1. XV Olympic Winter Games Organizing Committee, XV Olympic Winter Games Official Report (Calgary: Calgary Olympic Development Association, 1988), pp. 56, 327. Hereafter cited as the Official Report.
2. Information on the overall marketing plan of OCO'88 is taken from Series II, Corporate Relations Division, Licensing Program, General Files and Licensee Correspondence, Box 28, file Graphics Design Manual File #2, 1983-1984, Marketing Program, and Licensed Merchandise Program/Corporate Participation.
3. Official Report, pp. 72-73, 327.
4. Information on exclusivity was obtained from the Official Report, p. 327.
5. Ibid., pp. 327, 329, 648-657. See also Appendix I, Sponsor Categories, and Appendix II, Supplier Categories.
6. Official Report, p. 329.
7. Information on the Graphics Committee was taken from Series II, Corporate Relations Division, Licensing Program, General Files and Licensee Correspondence, Box 28, file Graphics Design Manual File #1, 1983-1986.
8. Official Report, pp. 72-73.
9. Ibid., pp. 327, 331.
10. Ibid., pp. 341, 347.
11. Information on Broadcast Relations ticketing procedures is taken from Series VIII, Broadcast Relations Division, General Manager Dean Walker, Box 13, file Tickets, Historical, 1986-1988.
12. Information on Team Petroleum'88 is taken from Series VI, Marketing Projects, Team Petroleum'88, General and Membership Files, Box 3, file Team Petroleum'88 Publicity/Promotion, 1987-1988.
13. A list of Team Petroleum'88 membership appears in the Official Report, pp. 650-651.

14. Information on the Ticketing Department is located in Series VII, Ticketing Department, Administrative and General Files, Box 1, Final Report, Ticketing, 1988 Olympic Winter Games, 1987-1988. (Compiled by James A. Hobart, 1988 April)
15. See Marketing Group, Ticketing Division, Official Report, pp. 333-339.
16. Official Report, pp. 666-667.

SCOPE AND CONTENT NOTE

The Marketing Group consists of ten series, each of which is introduced by a brief "Archival Description" section and a "Scope and Content" note. In some cases, added "Notes" complete the series descriptions. File lists are appended to each series description.

The records of the Marketing Group are "multiple media," although they are predominantly textual. There are some photo prints and negatives and these have been enclosed in acid-free enclosures and remain with their original files. The records also include some oversize material such as venue plans, site plans, and posters, which have been removed from the files for preservation purposes, and placed in appropriate oversize storage as indicated in the files lists. Separation sheets have been used in the originating files to indicate what the item is and where it is located. Notes are included in the file lists where these non-textual records have been located.

The Marketing Group fonds, particularly in the Licensing series, also includes cultural historic items (artifacts) such as product samples, graphics samples, and souvenir samples. Wherever possible, smaller artifacts/samples have been placed in acid-free enclosures and kept within the originating file. However, the larger, more awkward items (buttons, pins, etc.) have been separated out into their own file folders directly following the originating file. As in the case of oversize items, a separation sheet has been used to indicate when an item has been removed from the originating file. In all cases, cultural historic items have been noted in the file lists.

Finally, facsimile documents have been photocopied for preservation purposes,

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although in some cases "faxed" documents were also transcribed when they were too badly faded to photocopy. In the case of carbon copy inter-office memos, the original top copy was detached and the carbon copies were disposed of.

Some files from the Licensing Program (Series II) have been restricted because they contained personal and/or company credit information. These records may be viewed with the permission of Archives management. Other documents, such as reports and correspondence, were originally designated as "confidential", but have not been restricted since the confidential nature of the material had relevance only during the active life of the Marketing Group.

DESCRIPTION OF THE RECORDS

I. OCO'88, Marketing Group, Corporate Relations, Administrative Files. -- 1976, 1981-1988. -- 2.31 m of text and other material.

Archival Description: The original box label identified this general file series as "Marketing general files." The series includes subject files regarding a wide range of marketing issues, including Sponsors/Suppliers, Licensing, Ticketing, Broadcast Relations, etc., which would indicate the Marketing Group's general files. While there is correspondence to and from William H. Wardle, Vice President, Marketing, there is also a considerable amount of correspondence to and from David Shanks. Mr. Shanks' first position with OCO'88 in 1982 was that of Manager of Sponsorship; by the following year, he was the Manager of Licensing, and in 1985 November, he became General Manager, Corporate Relations, the position he retained until the end of the Games. The Corporate Relations Division appears to have been the predominant Division within the Marketing Group, and it appears that this general administrative file series was maintained for the Marketing Group in general and Corporate Relations in particular. In the early years of OCO's existence, there is also some correspondence to and from Suzanne Curtis who was in the position of Associate, Marketing and the Product Manager for the Olympic Coin Program

Scope and Content: The series consists of correspondence, memoranda, copies of agreements, reports, proposals, and product samples. The series has been maintained in original order according to an alphabetical arrangement by subject and/or proper name.

The other material consists of 10 photo prints, 10 programmes, seven cultural historic items, four plans, four pins, three newsletters, one bulletin, one postcard, one map and one chart (flowchart, 6 pp).

The title is based on the contents of the series and box labels.

A list of file titles and dates follows.

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File listing:

Box 1

[Olympic Arts Festival], 1986-1987. (2 folders; includes Arts Festival "News Communiqué" and Patron's Graphic Manual")

Olympic Arts Festival, 1985-1987. (Includes Arts Festival Business Plan Summary" and Progress Report)

Wendy Bryden Book, 1985-1987.

Fall Conference Calgary, 1986. (1st of 2 folders)

Box 2

Fall Conference Calgary, 1986. (2nd of 2 folders)

Sponsor Conference and Meetings, 8 July 1986.

COA Agreement (Working File WHW Took to L.A.), 1982-1984. (2 folders; WHW refers to William H. Wardle)

COA Correspondence 1985, File #2, 1985-1986. (2 folders; includes agenda and minutes of meetings)

COA Correspondence, 1981-1984, File #1, 1981-1984. (Regarding COA agreements; includes reports)

Box 3

CODA General, 1984-1988. (Includes reports and "Proposal: Olympic Training Centres Programme, Calgary Olympic Development Association," February 1985)

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Box 3 (cont'd)

Coin Program, Royal Canadian Mint, Correspondence, 1981-1987. (2 folders; includes information on coin designs)

Coins, Edge Marketing Group Research, [1981-1987].

CTV re: Sponsors/Suppliers/Licensees, 1986-1988.

Food Services re: General, 1985-1988. (2 folders; includes serviette in the second folder)

Box 4

Food Services Committee, 1984-1987. (2 folders)

Games Attendance Research, 1983.

Graphics, General, 1986-1987.

Hamilton Projects Inc., 1985-1987. (2 folders; incl. Coca-Cola marketing information)

Hockey, 1987.

Hospitality Centres, 1987-1988.

Howard Marlboro Group, 1987-1988.

Box 5

Howard Marlboro Group, 1982-1986. (2 folders)

[Howard Marlboro Group], Proposal to the 1988 Olympic Winter Games, presented to the Calgary Olympic Organizing Committee; presented by The Howard Marlboro Group, 1983.

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Box 5 (cont'd)

HMG Sports Consulting/Calgary Olympic Organizing Committee Proposal, April 1985.

Insurance Certificates, 1987-1988. (2 folders)

IOC, 1982-1988. (Includes CTV-HB Activities Report, 10 October 1985)

Box 6

IOC TV & Radio Commissions From October 22, 1986, 1986-1987.

Meeting of the IOC Radio/Television Commission, Lausanne, October 26, 1987,

Mr. Bill Wardle.

IOC, TV Rights, 1983-1984.

XVOWGOC, Marketing, Legal, IOC, OCO Progress Report, 1983. (Incl. photo prints)

ISL, Sponsor Workshop, 1986. (TOP Sponsor)

ISL, TOP, The Olympic Program, 1985-1987. (2 folders; includes newsletters,
programmes and a map)

ISL Marketing Minutes Status Report, 1985.

Box 7

ISL Marketing Minutes Status Report, 1986. (2 folders)

ISL Marketing Minutes, 1986-1987.

ISL Marketing Correspondence, 1987-1988.

ISL Licensing, 1986.

ISL Marketing Correspondence, 1986-1987.

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Box 7 (cont'd)

ISL Marketing Correspondence, 1985.

Box 8

ISL Marketing Telex, 1987-1988.

ISL Marketing Correspondence, 1983-1984.

ISL Marketing Fax, 1987-1988.

ISL Marketing Fax, 1985-1987.

Insurance, 21 May 1987.

Innsbruck File #20/2, IOC Accreditation Bulletin Addresses, [1976]. (Includes a pin, an ID badge, some ribbons and programmes)

Incremental Opportunities, 1987-1988.

Jet Set Tours, March, April 1987.

Kovacs, Steve Kovacs, July-September 1987.

Lapel Pins, General, 1986-1987.

Lacey, Peter, Commemorative Book Proposal, 1984-1985.

LAOOC Los Angeles Olympic Organizing Committee], 1987.

LAOOC Licensing, 1983-1987.

Box 9

IOC, 1986-1988.

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Box 9 (cont')

Lake Placid, General, 1980, 1982-1985. (Includes pins, programmes and sample agreements)

Legal Action, November-December 1987.

Legal, Miscellaneous, 1986-1988.

Lindsay Park Sports Centre, re: Correspondence, 1984-1987.

Lindsay Park Sports Centre, OCO'88 Proposal, August 1986.

Marketing Committee Reports, 1987.

Marketing Meetings, Seoul, Korea, 1987.

Marketing Report, 1987-1988. (2 folders)

Box 10

Mascots, Hidy & Howdy, 1987-1988.

McGregor Industries Inc., 1986.

MCM Top Sponsor Conference, July 6 & 7, 1987.

Medals, 1983-1987.

Modular Hospitality, 1986-1987. (2 folders)

Media, re: General, 1985-1988.

ABC (General), 1987-1988.

CTV (General), 1987-1988. (Includes Project Report, January 31, 1988)

CTV-HB (General), 1987-1988. (Includes "Report on the Host Broadcaster's Project Management System," 1987)

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Box 10 (cont'd)

CTV-HB Transportation, 1987.

Box 11

TV Australia, 1987.

NBC, 1987-1988.

TSN, 28 May, 9 June 1987.

TSN, 3 June, 24 July 1987.

Trans World International, Inc., 1987-1988.

Olson Travelworld, Ltd., 1986-1987.

Olympic Arts Festival, 1987.

Olympic Arts Festival, September 1987-January 1988.

Plans/Programs Arts Festival, [1987-1988].

Olympic Games Plan Manpower, 1986. (Includes report)

Olympic Games Plan re: Marketing Department, 1985-1987.

Olympic Trust Correspondence II, 1982-1987. (1st of 2 folders)

Box 12

Olympic Trust Correspondence II, 1982-1987. (2nd of 2 folders)

Olympic Trust Correspondence III, 1986-1987. (2 folders)

Olympic Trust Correspondence, IV, September 1987-1988.

Olympic Souvenir Program (Official), [1987-1988]. (Includes pamphlet)

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Box 12 (cont'd)

Olympic Saddledome, 1982-1987. (Includes scarf, postcard, postcard proof and report on licensing)

Box 13

Olympic Saddledome re: General, 1985-1987. (2 folders)

Olympic Plaza, 1986-1987.

Olympic Film, 1986-1988. (Re "Official" film)

Pageantry World, 1986-1987.

Planning and Procurement, 1987.

Posters, General, 1987.

CTV Host Broadcaster, Preview'88, [1986-1987].

Preview'88, 1986-1988. (2 folders; includes pamphlets and a copy of the Canmore Leader)

Box 14

Product Liability Insurance, 1986.

Adopt-a-Parent, 1987.

Highwood Communications Ltd., 1986-1988. (2 folders; includes publications)

Highwood Communications Ltd., 1986. (Includes advertising proposals)

Hurtig Publishing Co. Ltd., 1986-1987.

Key West Publications, 1985-1988.

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Box 14 (cont'd)

Publications: Key Porter, 1985-1988. (2 folders)

Box 15

Maclean's, 1987.

[Maclean Hunter], 1987. (3 folders; includes copies of affidavits in legal action)

Radio Rights, 1987.

Revenue Projections, 1987.

Royalties, 1986.

[Sage Institute], 1987. (Oversize flowchart regarding ticketing, 6 pp., removed to
MC 1/13)

Sage Institute International, 1985-1987.

Secondment, 1987.

Seoul Olympics Radio & Television Operations, 1987. (Transcript of OBAC Meeting,
June 1987)

Scoreboards/Timing, 1984.

Box 16

Scoreboards/Timing WHW, 1982-1984. (2 folders; includes reports; WHW indicates
William H. Wardle)

SLOOC Seoul Olympics Organizing Committee, 1984-1988. (Includes report on radio
and television operations)

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Box 16 (cont'd)

SLOOC Re: 1988 Information, [1983-1988]. (Includes brochures, booklets and programme)

SLOOC Information, Seoul 1988, Games of the XXIV Olympiad, [1984-1988].
(Information packages)

SAGOC [Seoul Asian Games Organizing Committee] Information, 10th Asian Games, Seoul 1986. (Information package)

Seoul: The Magnetic City, 1984. (Publication)

Seoul 1988, Games of the XXIVth Olympiad, Sept. 17-Oct. 2. (Information package)

Outline Marketing Plan, 1988 Olympic Games, Seoul, Korea, prepared by ISL Marketing AG, December 1983. (Includes flow chart for ISL Calgary)

Box 17

Sim Hughes re: General Correspondence, 1985-1987.

"Signage" Olympic, 1986-1987.

Sponsor Committee, Marketing Department, WHW, 1985. (WHW indicates William H. Wardle)

Sprung Clindinin Ltd, Clothing/Coordination, 1981-1987.

Springwood Consultants Ltd., Flowers, 1985.

Sports Legacy Fund, 1987.

Status Reports, Planning Department, 1984-1987.

Suppliers Accommodation, 1986-1987.

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Box 17 (cont'd)

Stanfield's Limited Clothing/Sportswear, 1986-1987.

Synergism Marketing, 1986-1987.

Telecom Canada, 1983-1985.

Ticketing, General, 1983-1988. (1st of 2 folders; includes a Tickets Catalogue
for the Sarajevo Games in 1984)

Box 18

Ticketing, General, 1983-1988. (2nd of 2 folders)

Ticketing, 1986-1987.

Proposal to Provide Assistance in the Ticketing Areas, prepared by Woods Gordon,
15 January 1985.

Trade Mark/Copyright File 3, 1985 January, 1984-1986.

Trade Mark/Copyright File 2, 1984 January-December.

Trade Mark/Copyright File 1, 1983 January-December. (Includes documents assigning
trademarks)

Trade Mark/Licensing, 1984-1986.

Licensing, Monday, June 28, 1982 Sheraton Centre Hotel, Toronto, 28 June 1982.

("Trade Mark Licensing, Copyright Licensing and 'Celebrity' Licensing," by

Norman R. Shapiro, Q.C., 1982)

Trademark Registration, 1983-1986. (1st of 3 folders)

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Box 19

Trademark Registration, 1983-1986. (2nd and 3rd of 3 folders)

Trans Canada Pipelines Limited, 1985-1987.

OVERSIZE MATERIAL

Oversize material in Map Cabinet 1/13

[Sage Institute], 1987. (Oversize flowchart regarding ticketing, 6 pp.)

II. OCO'88, Marketing Group, Corporate Relations Division, Licensing Program, General Files and Licensee Correspondence. -- 1982-1988. -- 4.88 m of text and other material.

Archival Description: The functions of the Licensing Program of OCO'88 were initiated very early in the existence of the organizing committee and before the creation of the Corporate Relations Division. In very early organizational charts, these functions were described with terms such as "Rights," "Licenses," or "Licensed Merchandise," but it seems that by 1984 "Licensing" was the title chosen for this Program. An outline of the basic responsibilities of the Licensing Program can be found in the "Administrative History."

In this series, the three major records-creating officials were David Shanks, Jim Hobart and Linda Harmon. The numerous positions in the Marketing Group held by David Shanks were outlined in the "Archival Description" of Series I. In all of these offices, Shanks maintained an active role in the activities of the Licensing Program and this is reflected throughout the records of this series. Jim Hobart first appears in the records in 1984 as Supervisor of Licensing. At that time, he reported to Shanks as the Manager of Licensing. In 1986, Hobart replaced Shanks as the Manager of Licensing when Shanks became the Manager of Corporate Relations. The reporting structure seems to have remained unchanged.

In 1987, Hobart was transferred to the Ticketing Department (see Series VII) and his Licensing Program duties were taken over by Linda Harmon. The records indicate that Linda Harmon began working as an Associate, Licensing in approximately 1986 and reported to the Manager of Licensing, Jim Hobart. In 1987 January, she began to report to Shanks as the General Manager of Corporate Relations, although her position remained the same. By the following month, she was promoted to Supervisor, Licensing and she remained in that position to the end of the Games. She continued to report to the General Manager of Corporate Relations throughout this time.

Scope and Content Note: An examination of the records in this series indicates that the files of the Licensing Program were transferred from one records creator to the next as the responsibilities outlined above changed. Thus, all the records of this program eventually went to the office of Linda Harmon who was the last person to carry out the duties initially handled by David Shanks. In the files, there is no clear distinction between those records created by each of the office holders, and no single records creator of the three dominates. As a general rule, however, David Shanks' name appears more regularly in the correspondence created in the early 1980s, although he remained actively involved in the legal aspects of the Licensing Program until the end of the Games. Hobart's name appears more regularly in the records of the mid-1980s, and, finally, Harmon's name dominates from late 1986 and early 1987 until the end of

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the Games.

Because there is a lack of distinction between these three records creators, there is no clear organization to the records of this Program. Instead, three major thematic areas covered in the records are as follows:

General Correspondence - these files consist of file copies of correspondence sent to licensees. Each file may include financial statements, reference and credit checks on prospective licensees, proposals for merchandising and marketing of the various licensed items, copies of agreements, letters of confirmation regarding use of Olympic marks, etc. Most of the files include product samples such as badges, pins, fabric, postcards, etc. depending on the product line of the licensee. In these general correspondence files, two filing systems seem to have been used and have been combined over time. A subject classification system according to the type of licensed product was used from approximately 1982 to 1986. Later files were labelled according to the proper name of the licensee who manufactured the product. The files generated under this new classification scheme date from approximately 1987-1988. This arrangement has been retained.

Copyright and Infringements - these files follow an inconsistent but generally alphabetical arrangement covering the subjects of potential licensees, copyright, trademarks, the Graphics Design Manual, merchandising agreements and infringements. Within these areas, there is focus on the various licensing and merchandising agreements pertaining to the United States, the United States Olympic Committee, the University of Calgary, the Canadian Olympic Association, the Olympic Trust, foreign trademarks and registration, the Graphics Design Manual and infringement actions against B.J. Sales. These files also include some background on the Licensing Program.

Graphics Approvals and Licensee Approvals - again, these files are generally arranged alphabetically. Often included in the files are photo prints and graphics samples for various products.

Faxed documents have been photocopied for purposes of preservations, but, in some cases, these documents were faded beyond recovery. Notes have been added to the file listings where this has occurred.

The other material consists of approximately 233 cultural historic items (including four key chains and one belt buckle); 150 photo negatives; 138 photo prints; 132 pins; 38 badges; 14 buttons; eight postcards; two decals; one plan; and one computer diskette.

Restrictions: Files containing personal and/or company credit information have been restricted and may be viewed with the permission of the Senior Archivist.

The title is based on the contents of the series and box labels.

A file listing follows.

File Listing:

Box 1

Use of University of Calgary Marks, Signed Copies of Letter, 1987.

ACIC America Canada Investments Consultants] International [Enterprises Ltd.],
1987-1988.

[ACIC International Enterprises Ltd., 1987.] (Regarding a calendar draft)

[Connexions Marketing and Communications Ltd, 1987.] (Information package on
Aardvark Travellers Passports)

Aitkens Pewter Limited, 1987-1988.

Alberta Boot [Manufacturing] Co., 1987-1988.

Alberta Craft Council, 1987-1988.

Crafts, Alberta Crafts Council, 1985-1987.

Alberta Crafts Council, (ACC), re: Culture, Handicrafts, 1985-1986.

[Alberta Craft Council], 1987. (1st of 2 folders)

Box 2

[Alberta Craft Council], 1987. (2nd of 2 folders)

Award Design Medals [International Ltd.], 1987-1988.

[Cookbooks], 1981, 1984. (Includes What's Next: An Engagement Calendar From the
Best of Bridge, 1981 and Winners: More Recipes From The Best of Bridge,
1984)

The Best of Bridge, 1987-1988.

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Box 2 (cont'd)

Those Incredible Canadian Cookbooks, 1985. (Includes publicity kit and correspondence)

Atlantic Bag Manufacturers, Halifax, Nova Scotia, n.d. (Includes publicity kit and cloth samples)

Blondy Art Sac de Voyage Luggage Inc., 1986-1988. (2 folders)

Bonica Precision, 1987-1988.

Caravan Manufacturing, 1987.

Catalano Fashions Ltd., 1987-1988.

Box 3

Classic Keys, 1987.

Cowan Decals Ltd., 1987-1988.

Cowan Decals, 21 May 1985. (Includes 65 decal samples, seven photo prints and a license application)

Fanfare Advertising Buttons Ltd., 1987-1988. (2 folders; includes 11 sample buttons of Hidy and Howdy, and Olympic Symbols)

Badges, The Fanfare Factory Ltd., 1986-1987. (Includes one photo print)

Glasswerks Ornaments, 1987-1988.

Grant Emblems Ltd., 1987-1988.

Emblems, [Grant Emblems], [1987]. (Includes approximately 28 samples of Calgary Olympics emblems/badges, and Hidy and Howdy badges)

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Box 3 (cont'd)

[Grant Emblems] Samples, [1987]. (Fabric/embroidery colour samples)

Hasbro Canada Inc., 1987-1988.

High Country Colour, 1987-1988.

Box 4

I Ski/Suncloud, 1987-1988. (Includes Tropic-Cal product folder)

International Bound Incorporated, 1987-1988. (Includes sample of a sequined Hidy and Howdy)

International Insignia, 1987-1988.

Laurie Artiss Ltd. Dominion Sports Marketing Group], 1987-1988. (Regarding infringement case; includes pin)

Laurie Artiss Ltd., 1987-1988. (3 folders; regarding infringement case; includes three pins)

Laurie Artiss Ltd., File #4, 1986-1987. (2 folders; includes a display of 12 pins for the Calgary Olympics)

Box 5

Laurie Artiss Ltd., File #3, 1986-1987. (3 folders; includes 15 sample pins; the third folder includes a binder, "Laurie Artiss Ltd., The Pin Professionals, Application for License for the XV Olympic Winter Games," with 21 pin samples)

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Box 5 (cont'd)

Laurie Artiss Ltd., File #2, 1985-1986. (2 folders; includes copies of a Marketing Consent agreement and an Assignment and Acknowledgement agreement)

Lapel Pin Graphics, 11 July 1986. (Includes sample graphics)

Box 6

Laurie Artiss Ltd., Design Index, [1986]. (Artwork for pins)

Merchandising Agreement, XV Olympic Winter Games Organizing Committee and Laurie Artiss Ltd., 1985-1987. (2 copies only)

Libbey-St. Clair Inc., 1987-1988.

Information on Libbey-St. Clair Inc., [1985]. (Includes 1984 annual report and two product catalogues)

Mattel Canada Inc., 1987-1988.

McGregor Industries Inc., 1987-1988.

Motor Vehicle License Systems of Canada Ltd., 1987-1988. (2 folders; includes two license plate samples, "Calgary 1988" and "Alberta, Canada")

Motor Vehicle License Systems of Canada Ltd., [1985-1986]. (Includes letters of commendation, auditor's report, letter to Mr. George J. Pederson, Assistant Deputy Minister and Registrar Motor Vehicles Division, 20 Nov. 1986)

Newville Industries Inc., 1987-1988.

Oak Sportswear Ltd., 1987-1988.

RDL Enterprises General, 1986-1987.

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Box 6 (cont'd)

ProCreations Publishing, 1987-1988. (Includes nine 10 x 15 cm colour photo prints regarding the University of Calgary, and other samples of work)

Box 7

[ProCreations Publishing], Vancouver Centennial, 1986. (Includes sample of print work)

Licensee Reception Saturday, February 27/88, Palliser Hotel. (Includes copy of invitation, official licensee guest list and products for auction)

United States Olympic Committee, Job Opportunities Program, [1986].

Licensee Application Request, [1986-1987]. (Includes sample forms and licensee product information sheets, and Calgary Olympics letterhead with rings and crest)

[Retail] Mailing List, 1986.

Confidential, Day File, 1988.

Forms, [1986-1988]. (Includes expense claim forms, blanks, National Olympic Committees mailing list)

Infringement Forms, [1986-1988]. (Sample)

Corporate Registry Search and Reply, [1986-1988]. (Sample)

Schedule "A", Retail Manual, [1986-1988]. (Includes sample Product Identification form, and Schedule "A" photocopy of Official Marks)

SLOOC Licensing, [1987-1988]. (Incl. folder on souvenirs for Seoul Olympiad, 1988)

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Box 7 (cont'd)

Hidy and Howdy Plush Bears, 1987. (Regarding internal orders)

Red Long Johns, [1987]. (Regarding internal orders)

Use of Olympic Marks, 1987. (Includes file copies of letter regarding the use of Olympic
Marks by craft persons through Alberta Crafts Council)

Smithbilt Hats Ltd., 1987-1988.

[Smithbilt Hats Ltd.], 1986. (Includes felt colour samples and description of product line)

Box 8

Smithbilt Hats Ltd., [1987]. (Includes straw and felt samples, product information, and
eight colour polaroid photo prints of products)

Serendipity [Bazaar], [1987].

Sovereign Inc., 1987-1988.

Stanfield's Limited, 1987-1988.

[Stanfield's], 1986. (Includes product descriptions, price lists, photocopy of
merchandising agreement)

Sun Ice, 1987-1988.

Outerwear, Sun Ice, 1985-1987. (2 folders)

Box 9

[Sun Ice, 1986]. (Includes product brochure, and letter of intent, Official Sporting Goods
Retailer, Sport Chek)

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Box 9 (cont'd)

Swarovski Canada Inc., 1987.

Teach R Toys, 1987-1988.

Trade and Sports Canada, 1987-1988.

Trench Canada, 1987-1988.

Tridecks Woodworking, 1987-1988.

White Ram Knitting, 1987-1988.

Baker Lovick, General Correspondence, 1985.

Baker Lovick, General Correspondence, 1982-1985. (Includes XV Olympic Winter Games Organizing Committee 1985 Licensing Program Budget / prepared by Baker Lovick, Calgary, Revised 2 Jan. 1985, Estimate #3)

Baker Lovick (Ad Agency), 1984-1985. (Includes 1984 Licensing Program Budget)

COA [Canadian Olympic Association], 1985-1987.

Community Participation Agreement, 1987. (Includes blank copy of Community Participation Agreement)

Corporate Registry Searches, 1985.

Box 10

Fall Gift Show, Toronto, 1986. (Includes report on Ticketing Program Advertising Campaign, September 1986-February 1988)

Howard Mackie, 1983-1985. (Barristers and Solicitors, Calgary; includes one pin)

Howard Mackie, 1986-1988. (2 folders; Barristers and Solicitors, Calgary)

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Box 10 (cont'd)

ISL Licensing Program, 1983-1987.

Legal, General, 1985-1988.

Licensee Conference, April 1987, 1987.

Licensee Conference, April 5-6 1987, 1987. (Includes invitation to Licensees
Conference)

Box 11

[Licensing Program, Canada Operating Plan, May 1984.] (2 folders; David M. Shanks;
includes some correspondence, 1985-1986)

Logo, Non-commercial Usage, 1985-1987.

[Mascot Graphics], 1983. (Includes one colour 20x25 cm photo print of Hidy and
Howdy)

Pictograms, General (Winter), 1983-1985.

Sim Hughes, 1986-1987. (2 folders; Barristers and Solicitors, Toronto)

Box 12

Trademark File #2, 1986-1987.

Warren, Stewart and Tettensor, 1986-1987. (Barristers and Solicitors, Calgary)

Non-Commercial Use Agreement, 1986.

[Photographs, Licensees Product Displays/Merchandise, 10 October 1986]. (2 folders;
Photographer: Don Dabbs; includes 80 colour 9x13 cm photo prints and 140

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Box 12 (cont'd)

colour 35 mm photo negatives; the negatives are not exact duplicates of the prints)

Potential Licensees Schedule II Update March 2/85, 1985-1986. (2 folders)

[Potential Licensees, Update], 1986

U of C [University of Calgary] Cooperative Licensing, 1986-1987. (Includes University of Calgary's Graphics Standards Manual, and a copy of the Marks Consent agreement)

U of C [University of Calgary] Copyright, Marks, 1986.

University of Calgary Licensing Program, 1985-1987. (1st of 3 folders; regarding use of marks; includes fabric samples and draft design of University of Calgary and Olympic Oval badges, and copies of Marks Consent agreement)

Box 13

University of Calgary Licensing Program, 1985-1987. (2nd and 3rd of 3 folders)

University of Calgary, 1986-1987. (Regarding marks agreement; includes a copy of the University of Calgary's Graphics Standards Manual)

Apparel Marketing Industries, 1987. (Regarding the U.S. license agreement with Apparel Marketing Industries)

Ho Ho Art and Craft (USOC Licensee), Samples, [1987]. (3 folders; includes "Olympikids" Cartoon Booklet, HoHo Art and Craft product brochure, 22 Hidy and

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Box 13 (cont'd)

Howdy pins, 22 plastic key chains (Hidy and Howdy and logo), 22 metal key chains)

US Graphics Manual, 1987.

USOC [United States Olympic Committee] Merchandising Agreement, 1985.

Box 14

US Merchandising Agreement, 1986. (Includes copies of agreement)

US Merchandising Agreement #2, 1986.

US Merchandising Agreement #3, 1987-1988. (2 folders; also includes copies of Consulting Agreement and Enforcement Agreement)

US Quality Control Agreement, 1986.

Volunteer Committee, Agenda, Minutes, 1986-1987. (2 folders)

Box 15

Applications for Trademark, Snowflake, H & H [Hidy and Howdy], and Wares Listed, 1984.

Assignment Agreements, 1985.

Canadian Olympic Association, 1986. (Includes four key chains)

COA, Canadian Olympic Association, 1984-1986. (2 folders)

COA [Canadian Olympic Association] #2, 1984-1986. (2 folders; includes draft quality control agreement, 1985-1986)

Copyright City of Calgary

Box 15 (cont'd)

COA, File #3, 1986-1987. (Includes copy of non-commercial use agreement between Olympic Trust of Canada and Canadian Olympic Association, ca. 1986-1987)
[COA Agreement,] 14 December 1984. (Copy)
Civic, Provincial, and Federal Commemorative Pin Program, 1986-1987.

Box 16

Copyright Book, 1985-1987. (3 folders; includes copy of Canadian Olympic Association Marks and Copyrights)
Foreign Registration "Marks", 1985-1986.
Foreign Trademark Registration, 1985-1987. (Includes status reports)
Hamilton Projects, 1985-1988.

Box 17

[Hamilton Projects, Inc.], 1986-1987. (Includes United State Olympic Committee Activity Report, 31 March-13 April 1986; photocopy of Seoul Olympic Merchandise Agreement; photocopy of US Olympic Merchandise Agreement, 28 April 1987; and USOC licensee, 1987)
Legal, 1985-1986. (Includes copies of Statements of Claim; and information regarding the action vs. B.J. Sales)
Licensee General, 1985-1988.
Licensee Newsletter, 1986.

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Box 17 (cont'd)

General Licensing File, 1986-1987. (Includes one photo print)

Licensing Program General, 1985-1988. (2 folders; includes two photo prints and two postcards)

Licensing Program, 1983-1987. (1st of 2 folders; includes XV Olympic Winter Games Organizing Committee 1984 Licensing Program Budget, prepared by Baker Lovick, Calgary, 22 February 1984, Estimate #2)

Box 18

Licensing Program, 1983-1987. (2nd of 2 folders)

Licensing Program Background, 1984-1985. (Includes update guidelines for Olympic Games Plan, 1986-1988; chart of accounts as of 10 July 1985; Olympic Games Plan Marketing Program Goals and Activities, 1985-1988; and Licensing Program Operation Plan, 1984)

Quality Control Agreement (New), 1985-1986.

Quality Control Agreement (Old), 1985-1986.

Volunteer [Licensing] Committee, 1986-1987. (2 folders; includes agenda and minutes)

Concessions, 1987-1988.

[Concessions] Wagon Wheel Concessions, 1987-1988.

Foreign Registration, Hidy, Howdy, and Snowflake and Rings, 1985-1987. (1st of 2 folders)

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Box 19

Foreign Registration, Hidy, Howdy, and Snowflake and Rings, 1985-1987. (2nd of 2 folders)

Foreign Registration, Snowflake, Hidy and Howdy, 1984-1985. (3 folders)

Graphics Design Manual File #1, 1983-1986. (2 folders)

Graphics Design Manual File #2, 1983-1984. (Includes sample graphics and copies of the Graphics Manual)

Box 20

Ho Ho Art and Craft, 1987-1988. (Official Licensee, USOC, SLOOC, and OCO)

Official Gemstone, 1987-1988.

Olympic Trust, General, 1984-1988.

Pins, B.J. Sales, #1, 1981-1986. (3 folders; includes statement of claim against B.J. Sales)

[Pins], B.J. Sales, William Hipson, #2, 1986-1987. (2 folders; regarding infringement; includes sample of two unauthorized lapel pins and display board from B.J. Sales)

[Pins] B.J. Sales, William Hipson #3, 1986. (1st of 2 folders; incl. a belt buckle & a pin)

Box 21

[Pins] B.J. Sales, William Hipson #3, 1986. (2nd of 2 folders)

[Pins] B.J. Sales, #4, 1986-1988.

Copyright City of Calgary

Box 21 (cont'd)

Proceeds Recovered Pursuant to Infringement Actions, 1986.

Reports, Licensing, 1985-1988. (Includes some reports on royalties)

Retail Mailing List, 1987. (Includes retail mailing list, 25 August 1986)

United States Olympic Committee, 1986-1987. (Includes information regarding US
infringement and usage)

Adidas (Canada) Limited, 1987

[Alberta Craft Council Participants, 1987.] (Includes descriptions of prototype items
bearing Olympic symbols)

CBC Radio Sports, 1987.

City of Calgary, Licensing, 1987.

City of Calgary Transportation, 1986. (Includes copy of Olympic Transportation Guide
and copy of transportation agreement, 1986)

XV Olympic Winter Games Control Book, 1987. Customs Canada Control Book; a
reference manual to enable customs officers to identify an Olympic product,
arranged by name of official licensee)

Box 22

Existing Olympic Marks in Canada, 1986. (Copyright book)

New Graphic Manual Control Canada, 1987. (Licensees)

US Graphics Manual, [1987]. (Graphics Manual Addendum, United States)

Infringement Control, 1984-1987.

Copyright City of Calgary

Box 22 (cont'd)

Infringement File, AGT Yellow Pages, 1985-1986.

Infringement Meeting Minutes, 1987-1988. (2 folders; includes minutes of John Doe
Injunction meeting, minutes of infringement meetings, and one pin)

Infringements, 1985-1988. (1st of 2 folders; includes sample merchandise regarding
infringements: 23 pins, one decal, one toy decal)

Box 23

Infringements, 1985-1988. (2nd of 2 folders)

Insurance, 1987-1988. (Licensee insurance coverage)

XV Olympic Winter Games Licensees Conference Guest Book, 1987.

Marketing Report, Board Meetings, 1987-1988.

Nakiska [Marks Consent Agreement], 1987.

NOC [National Olympic Committees] General, 1986-1987.

Olympic Trust, 1986-1987.

Pin Collector's Guide, 1988. (2 folders)

Premium Royalties, Non-Licensee, 1987-1988.

Retail Signage, 1986-1987.

Box 24

Retail Signage Guidelines, 1986.

Copyright City of Calgary

Box 24 (cont'd)

Saddledome, 1985-1987. (Includes Cooperative Licensing (Saddledome/OCO '88) May 1985 regarding trademark)

Sponsor-Licensee Quotes, 1987-1988.

Aitkens Pewter Ltd., 1987. (Includes three pewter badges stamped with the Calgary Olympics logo]

Alberta Boot, 1987-1988.

ACIC [International Enterprises Ltd. - Newlin Plastics], 1987.

AMK Souvenirs, 1986-1988. (Includes Olympic souvenir keychain with hockey pictogram)

Antigua Sportswear, Graphics Approval, 1986. (Includes two sample tags, six sample labels and one sample of Hidy and Howdy embroidery)

Alberta Crafts Council, 1987. (Includes sample graphics)

Award Design, 1986-1987.

The Best of Bridge, Graphics Approval, 1986.

Blondy Art Sac de Voyage Luggage Inc., Graphics Approval, 1986-1987. (Includes five material samples; note that several telefaxed documents in this file were faded beyond recovery)

Bonica Precision (Canada) Ltd., 1987.

Caravan Manufacturing, 1987.

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Box 25

Catalano Fashions Ltd., Graphics Approval, 1986. (Includes approximately five sample labels and three fabric samples)

Classic Keys, 1986-1987. (Includes sample graphics, two sample keys, and three sample key holders with Olympic design)

Cowan Decals Ltd., Graphics Approval, 1986-1987. (Includes six sample pins: five winged OCO pins and one Cowan Decals Official Licensee pin)

Fanfare Advertising Buttons, Graphics Approval, 1986-1988. (Includes two draft Hidy and Howdy Torch Bearer Buttons; sample ribbon and sample graphics)

Faucher Donmar Mfg., 1987.

Glasswerks, 1986. (Include sample label)

Grant Emblems Ltd., Graphics Approval, 1985-1987. (Includes three sample badges with OCO snowflake and rings)

Hasbro Canada Inc., Graphics Approval, 1986-1987. (Includes nine colour 8x12 cm photo prints and ten negatives of Hidy and Howdy)

High Country Colour, Graphics Approval, 1986-1987. (Includes sample post card)

International Bound Inc., 1987.

Box 26

International Insignia Ltd., Graphics Approval, 1986-1988. (Includes three colour 12x18 cm photo prints which have been marked, and seven colour 9x13 cm photo prints)

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Box 26 (cont'd)

Laurie Artiss Ltd., Graphics Approval, 1986-1988. (2 folders; includes sample graphics and sample flag)

Libbey-St. Clair, 1986.

Mattel, 1987.

McGregor Industries, 1987.

Motor Vehicle License Systems, 1986-1987.

Murray Merkley Sportswear Ltd., Graphics Approval, 1986-1987.

Newville Industries Inc., Graphics Approval, 1986-1987.

ProCreations, 1986-1988. (Includes two colour 10x15 cm photo prints, and one polaroid print)

Box 27

Stanfield's Limited, Graphics Approval, 1986-1988. (Includes material/graphics samples of Hidy and Howdy, and of "Calgary'88" with snowflake and rings; note that some telefaxes in this file were faded beyond recovery)

Sovereign Inc., Graphics Approval, 1986-1988. (Includes official commemorative silver ingot with case, and extra case)

Smithbilt Hats Ltd., Graphics Approval, 1986. (Includes one sample hat band, and two embroidered Olympic badges)

Sun Ice, Graphics Approval, 1986-1987. (Includes two samples of fabric labels)

Swarovski Canada Ltd., Graphics Approval, 1986.

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Box 27 (cont'd)

Teach R Toys, Graphics Approval, 1986-1987. (2 folders; includes sample activity book, and sample fabric)

Trade and Sport Canada, 1986-1987.

Tridecks Woodworking Ltd., Graphics Approval, 1986-1987. (Includes seven sample engraved metal plaques, two Calgary'88 Olympics logos engraved on aluminum and brass, and a sample plastic decal with Olympic logo)

Trench Canada, Graphics Approval, 1986-1988.

White Ram Knitting Co. Ltd., Graphics Approval, 1986-1987. (Includes four sample embroidered badges, nine sample product labels, and one sample of embroidered Calgary Olympics logo)

Graphics, Other Uses, 1986-1987.

Box 28

Calgary Exhibition and Stampede, 1987-1988.

Calgary Stampede, OCO '88, 1984-1985. (Includes copies of agreements)

Canada Olympic Park-CODA [Calgary Olympic Development Association], 1986-1987.
(2 folders; includes copies of consent agreement for official marks; agenda and minutes of meeting)

CODA [Calgary Olympic Development Association] Corporate Identity Manual, 1986.

License Agreement Drafts, 1985.

[Licensing Agreement], 1985.

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Box 28 (cont'd)

License Applicants, Alphabetical by Product, [1985].

[License Applicants], Alphabetical by Supplier, 1985-1986. (Includes one computer diskette [5.25 format], LIC License Applicant database, Jim Hobart, Marketing, 1985-1986)

Licensee Approvals, 1985-1986. (1st of 2 folders; includes OCO'88 Marketing Department, Licensing Program, 21 June 1985)

Box 29

Licensee Approvals, 1985-1986. (2nd of 2 folders)

Licensee Approvals #2, 1986.

COA, Licensee Confirmations, 1985-1987.

Merchandising Agreement (Oct. 5/85), 1985-1987.

[Merchandising Agreement], 1985.

Nakiska, 1985-1988. (Marks Consent Agreement)

Royalties Accounting Reports (Reconciliations), 1986.

Royalty Summary Printouts, 1986-1988. (2 folders)

Saddledome, Coordinated Licensing, II, 1985-1987. (1st of 3 folders; includes copies of Saddledome Marks Agreement)

Box 30

Saddledome, Coordinated Licensing, II, 1985-1987. (2nd and 3rd of 3 folders)

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Box 30 (cont'd)

Saddledome, Coordinated Licensing, III, 1986.

Saddledome, Coordinated Licensing, 1985-1987. (2 folders)

Saddledome, [Trade Marks], 1986-1988.

Saddledome, [Trade] Marks, 1987.

Saddledome, Trade Marks, 1987-1988.

RESTRICTED FILES

Box 31 **(Restricted)**

ACIC, 1986-1987.

Aitkens Pewter Ltd., 1985-1987.

Boots, Cowboy Alberta Boot Man[ufacturing] Co., 1987. (Includes leather samples stamped with Calgary Olympics logo)

Embroidery [sic], Antigua Sportswear, 1985-1987. (Includes thread samples)

Souvenirs, Miscellaneous, Award Design Medals Incorporated, 1984-1987.

Cookbook, The Best of Bridge, 1982-1987.

Box 32 **(Restricted)**

Sports Bags, Blondy Art Luggage Inc., 1975, 1982-1987. (2 folders; includes cloth sample and one photo print)

Watches, Bonica Precision, 1986-1987.

Western Wear, Caravan Manufacturing Ltd., 1984-1987.

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Box 32 (cont'd)

Sportswear, Catalano, Phil, 1985-1987. (2 folders; includes scarf sample)

Classic Keys, 1986-1988.

Box 33 (Restricted)

Decals, Cowan Decals Ltd., 1985-1987. (2 folders; includes approximately 22 decals)

Badges, The Fanfare Factory Ltd., 1984-1986. (2 folders; includes sample of Hidy and Howdy button and ribbons, and another ribbon)

Noisemakers, Faucher, Mike, 1987-1988. (Includes Nordic Triangle Business Plan and one plan)

Glasswerks Ornaments Ltd., 1986-1987. (Includes a decal and a playing card)

Crests, Grant Emblems Limited, 1984-1987. (1st of 2 folders; includes seven sample badges, four polaroid photo prints of Calgary Olympics banner, and pamphlets)

Box 34 (Restricted)

Crests, Grant Emblems Limited, 1984-1987. (2nd of 2 folders)

Plush, Hasbro Canada Inc., 1986-1987. (3 folders; includes approximately seven fabric samples, annual reports and catalogues of the company, and a copy of a merchandising agreement)

High Country Colour, Souvenirs, Miscellaneous, 1984-1987. (2 folders; includes five samples of postcards, four 21 x 27 cm colour photo prints of postcard racks, and a copy of a merchandising agreement)

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Box 35 (Restricted)

Sunglasses, I Ski, Sunglasses "Tropical", 1984-1987.

International Bound Inc., 1985-1987. (2 folders; includes Serendipity Bazaar/Futurland Services Ltd., and 11 felt samples)

International Insignia Ltd., Ball Caps, 1984-1987.

Sheepskin-International Trademarks [Apparel Ltd.], 1985-1987. (Includes two polaroid photo prints)

Laurie Artiss Ltd., Application for License for the XV Olympic Winter Games, 26 Feb. 1985. (2 folders; four applications; includes 36 sample pins)

Box 36 (Restricted)

Glassware, Libbey-St. Clair Inc., 1985-1987.

Dolls, Barbie Mattel Inc., 1986-1987. (Includes a polaroid print, an annual report and a product catalogue)

Socks, McGregor Hosiery Mills, 1984-1987.

License Plates, re: Motor Vehicle Systems, 1984-1987. (2 folders)

Candles, The Newville Company, 1985-1987. (2 folders; includes three colour 20 x 25 cm photo prints of candle products)

Box 37 (Restricted)

Jeans, Oak Sportswear Ltd., 1986-1987. (Includes graphics samples)

Posters (Fine Art) ProCreations, 1985-1987. (2 folders)

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Box 37 (cont'd)

Western Hats, Smithbilt Hats Ltd., 1985-1988. (2 folders)

Jewellery, Sovereign Inc., 1985-1987. (2 folders)

Box 38 (Restricted)

Underwear, Stanfield's, 1981-1987. (2 folders)

Souvenirs, Swarovski Canada Ltd., 1985-1988.

Games, Puzzle (Teach R Toys/[Chute Enterprises]), 1985-1987.

Souvenirs, General Miscellaneous Trade and Sports Canada Inc., 1984-1987.

Box 39 (Restricted)

Souvenirs, Trench [Manufacturing] Ltd., 1983-1987.

Souvenirs, The Spindle Shop (Tridecks), 1986-1987. (Includes computer chip labelled
"Calgery [sic] 2 letters A 253," and "Calgery [sic] logo A 253")

Sweater, White Ram Knitting Co. Ltd., 1983-1987. (2 folders; includes sample labels
and four damaged photo prints)

[Veitch, Jim], Body Suits, C&J Enterprises, 1987.

III. OCO'88, Marketing Group, Corporate Relations, Sponsors/Suppliers Program. -- 1982-1988. -- 7.25 m of text and other material.

Archival Description: Sponsors and Suppliers were another major source of support for the XV Olympic Winter Games. Corporations participated through the supply of goods and services and financial contributions. Corporate participants were legally authorized to associate both their corporate name and corporate image with the XV Olympic Winter Games through the use of the Olympic marks and logos of the Games.

The 21 Official Sponsors each contributed a minimum of \$2 million and generated approximately \$57 million in direct support. Major national and multinational corporations made up this group of contributors (see Appendix I for a list of the major areas of contribution from the Official Sponsors, and a list of companies).

Thirty companies became Official Suppliers (see Appendix II for categories of contribution and a list of companies) and each contributed a minimum of \$500,000. This program began later than the Official Sponsor program and contributed a total of \$21 million for OCO'88.

Programs for sponsors and suppliers were part of the OCO'88 organization from the beginning. They form a part of the "Revenues" Olympic Council in one of the organizational charts from 1982. A "Sponsor Relations" Division of the Marketing Group shows up on an organizational chart from 1984, and, from the same year, another organizational structure lists both Sponsors and Suppliers as part of Marketing.

David Shanks was the first Manager of Sponsorship in 1982 and he remained involved with the Sponsorship Program throughout the existence of OCO'88. In 1986, Jim Petersen became the Manager of the Supplier Program (see the 1986 August organizational chart). He reported to Shanks as the General Manager of Corporate Relations and was in charge of a number of Coordinators:

Debbie McCain, Coordinator, Supplier Program, 1987-1988 (her name appears in correspondence, but not on any organizational chart);
Leila Bell-Irving, Coordinator, Supplier Program, 1987-1988;
Sherrie Dutton, Coordinator, Supplier Program, 1987-1988;
Neil McCormick, Coordinator, Supplier Program, 1987-1988.

Wendy Whitaker was the Supervisor or Sponsor Liaison as early as 1985 although her name, like Petersen's, does not appear in an organizational chart until 1986. She also reported to David Shanks and had several Coordinators working under her:

Janet MacPhail, Coordinator, Sponsor Liaison, 1986;
Donna Melnychyn, Coordinator, Sponsor Liaison 1986-1987;
Carolann Johnson, Coordinator, Sponsor Liaison 1986-1987;
Colleen Thomson, Coordinator, Sponsor Liaison 1987;
Harvey Hemming, Coordinator, Sponsor Liaison 1988 (his name does not appear on any organizational chart).

Organization and Arrangement: Although the Sponsor and Supplier Programs were similar but separate enterprises in the OCO'88 marketing strategy, the records from these Programs were combined, and correspondence by several of the officers named above are included in the series, as well as records by David Shanks and the Vice President of Marketing, Bill Wardle.

There are three sub series in this series:

Sponsor/Supplier Correspondence - these files have been listed alphabetically.

Day Files, Graphics Approvals and Reports - by several of the Coordinators of the Supplier Program. These files are generally alphabetical.

Miscellaneous - includes the Sponsors Conference, Sponsor Recognition Evening, hospitality centres, etc., as well as Games time schedules, media lists and several computer systems diskettes (with limited descriptions on the labels)

The other material consists of 30 photo prints, 23 computer diskettes, 16 cultural historic items, two posters, one pin, one sound cassette, one transparency and one slide.

The title is based on the contents of the series and box labels.

A list of file titles and dates follows.

File Listing:

SUB SERIES: SPONSOR/SUPPLIER CORRESPONDENCE

Box 1

Sponsors (General), 1987-1988.

Sponsors (General), 1985-1987.

Sponsorship, General, 1984-1986.

Adidas, 1987-1988. (2 folders; includes catalogue and copy of The Adidas Story)

Adidas (Canada) Ltd., 1987. (2 folders; includes two colour photo prints, slightly damaged)

Box 2

AGT [Alberta Government Telephones], 1987-1988. (2 folders)

AGT, December 1987-May 1988. (2 folders; includes Annual Report 1986)

AGT, January-April 1987. (2 folders)

Box 3

Alberta Government Telephones, Correspondence, 1983-1986. (2 folders)

Air Canada, 1987-1988. (2 folders)

Air Canada, 1987. (2 folders)

Box 4

Air Canada, Correspondence, 1982-1986.

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Box 4 (cont'd)

AMF [Canada Limited], 1987-1988. (2 folders)

AMF Canada Ltd. (Head Tyrolia), Sports/Ski Equipment, 1982-1986. (Includes
AMF Annual Report 1982)

AMF Canada Ltd., Agreement, 1986.

Box 5

Sponsor/Suppliers Meetings, 1987. (Includes agenda and minutes)

Anheuser-Busch Companies, Inc., 1987-1988. (2 folders; includes 1982 Annual Report)

Anheuser-Busch Companies, Inc., 1984-1986.

Atco Ltd., 1987-1988. (2 folders)

Box 6

Atco Ltd., 1982-1987. (2 folders; includes Annual Report for 1982; 1983 Annual Report;
Annual Report 1984 and other reports for 1984 and 1986)

Best Foods, 1987-1988. (2 folders)

Best Foods, 1986-1987. (1st of 2 folders)

Box 7

Best Foods, 1986-1987. (2nd of 2 folders; includes one slide)

Blue Cross/Blue Shield, 1986-1988.

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Box 7 (cont'd)

Bombardier Inc., 1987-1988. (2 folders)

Bombardier Inc., 1987. (2 folders)

Box 8

Bombardier Inc., 1984-1986. (3 folders)

Bose Corporation, 1986-1988. (3 folders; includes minutes of Official Supplier meeting)

Brother Industries, 1987-1988. (1st of 3 folders)

Box 9

Brother Industries, 1987-1988. (2nd and 3rd of 3 folders)

Brother Typewriters, September-October 1987. (3 folders; includes sample bag material and logo)

Brother Typewriters, June-September 1987. (2 of 3 folders)

Box 10

Brother Typewriters, June-September 1987. (3rd of 3 folders)

Brother Typewriters, January-May 1987. (2 folders)

Brother Olympic Graphics Manual, [1988].

Brother (Signing of Agreement) Tokyo, Japan, 1987.

Brother (Signing of Agreement) Tokyo, Japan, 1986-1987. (Includes Annual Report 1986 and newsletter)

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Box 10 (cont'd)

Brother, 1988. (Includes miscellaneous press releases, brochures, owners manuals)

Cambridge [Clothes], 1986-1988. (1st of 2 folders)

Box 11

Cambridge [Clothes], 1986-1988. (2nd of 2 folders)

Canadian Airlines International, 1987-1988.

Canadian Airlines International, Ltd., 1987. (3 folders)

CP Air, Correspondence, 1982-1987.

Box 12

CP Air, Publications and Clippings, 1982-1985.

Canadian Tire, 1987-1988.

Canadian Tire, June-July 1987.

Canadian Tire, January-May 1987. (2 folders; includes sample label from Catalano

Fashions Ltd., 2 sample bags with logo, and a fabric sample with Olympic logo)

Canadian Tire Corporation Ltd., 1986-1987.

CWNG [Canadian Western Natural Gas], 1987-1988.

Box 13

CWNG [Canadian Western Natural Gas], 1987. (3 folders)

Canadian Western Natural Gas, 1986-1987. (2 folders)

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Box 13 (cont'd)

Canon, 1987-1988.

Canon, 1987. (3 folders)

Box 14

Chateau-Gai Wines, 1987-1988. (3 folders)

Chateau-Gai [Wines], 1987-1988. (2 folders)

Coca-Cola, 1987-1988. (3 folders)

Box 15

Coca-Cola, May 1987. (2 folders)

Coca-Cola, June-August 1987. (3 folders)

Coca-Cola, Ltd., September-November 1987. (1st and 2nd of 3 folders)

Box 16

Coca-Cola, Ltd., September-November 1987. (3rd of 3 folders)

Coca-Cola, December 1987-April 1988. (3 folders)

Coca-Cola Correspondence, 1984-1985. (Includes cassette tape of the songs "Olympic Dream" and "Passport to the Olympics")

Coca-Cola Photographs, [1987-1988]. (Includes six colour 20x28 cm photo prints (and four different images); copyright of the Calgary Herald)

Sponsor Conference July 8, 9, 10, 1987. (1st and 2nd of 3 folders)

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Box 17

Sponsor Conference July 8, 9, 10, 1987. (3rd of 3 folders)

Sponsor Meeting, Indianapolis, 6-7 August 1987.

CrownLife, 1987-1988. (2 folders)

CrownLife Insurance Company, Correspondence, 1983-1987.

[CrownLife Olympic Insurance Plan Letter of Agreement], 1986.

CrownLife Insurance Company, Publications, Clippings, 1982-1984. (Includes Annual Report 1982 and Annual Report 1983)

Digitech, 1987-1988.

Box 18

Digitech, 1987.

DuPont, 1987-1988.

DuPont, 1987. (2 folders)

DuPont Canada Inc., 1986-1987.

[DuPont, Publications, Clippings], 1987.

EEV, English Electric Valve, 1986-1988.

Box 19

Federal Express, 1987-1988. (2 folders; includes copy of the Federal Express Magazine, Express)

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Box 19 (cont'd)

Federal Express, September-November 1987. (2 folders; includes two 8x10 black and white photo prints)

Federal Express, May-August 1987. (1st of 3 folders; includes information package containing model airplane)

Box 20

Federal Express, May-August 1987. (2nd and 3rd of 3 folders)

Federal Express Corporation, January-April 1987. (2 folders)

Federal Express, 1985-1987.

Federal Express, Festival of Lights, 1987.

Sponsor/Supplier Plan, 1986. (Includes original plan)

Box 21

Sponsors, Games Plan, 1987-1988.

General Motors, 1987-1988. (2 folders)

General Motors, 1987. (2 folders)

General Motors, Correspondence, 1986. (Includes a large vehicle decal and two smaller decals, plus one 8x10 black and white photo print)

General Motors, Correspondence, 1984-1985.

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Box 22

General Motors, Correspondence, 1982-1983. (Includes file copy of a letter of intent,

8 January 1985)

Gore [W.L. Gore and Associates, Inc.], 1987-1988.

Gore, 1987. (2 folders)

IBM, 1987-1988.

IBM, September-December 1987. (2 folders)

IBM, January-August, 1987. (1st of 3 folders)

Box 23

IBM, January-August, 1987. (2nd and 3rd of 3 folders)

IBM, 1983-1987. (3 folders)

IBM/OCO'88 Letter of Intent, 1985-1986.

Insurance Certificates, Sponsors, 1987.

Intergraph, 1987-1988.

Intergraph, 1987-1988. (1st of 3 folders; includes "Intergraph" embroidery sample with
snowflake and rings)

Box 24

Intergraph, 1987-1988. (2nd and 3rd of 3 folders)

Jostens, 1987-1988. (2 folders)

Jostens, 1987. (2 folders)

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Box 24 (cont'd)

Jostens, 1985-1986. (1st of 2 folders)

Box 25

Jostens, 1985-1986. (2nd of 2 folders)

Kodak, 1987-1988. (Includes one 8x10 colour photo print, damaged)

Kodak, September-November, 1987. (2 folders; includes two 4x6 colour photo prints, damaged)

Kodak Canada, Inc. January-August 1987-1988. (2 folders; includes correspondence from May 1988)

Box 26

[Kodak], May-August, 1987.

Kodak, Correspondence, 1985-1986.

Kodak, Correspondence, [1982-1986].

[Kodak], Eastman Kodak Sponsor Manual, 1987.

Kodak Photos, 1987. (Includes seven colour 20x25 cm photo prints and information package for the announcement of Kodak sponsorship of the Kodak Olympic Balloon Festival, Westin Hotel, Calgary. Also includes one colour 12x17 cm photo print of Hidy and Howdy in hot air balloon)

Labatts, 1987-1988. (3 folders)

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Box 27

Labatts, May-August, 1987. (3 folders)

Labatts, January-April, 1987. (2 folders)

Labatts Brewing Company (cont'd from August 1986), 1986.

Labatt Brewing Company Ltd., "Labatts," 1982-1986. (1st and 2nd of 3 folders)

Box 28

Labatt Brewing Company Ltd., "Labatts," 1982-1986. (3rd of 3 folders)

Labatts, Publications, Clippings, 1982-1985. (Includes Annual Report 1982, Annual Report 1983 and one 5x7 black and white photo print)

LEP [International], 1987-1988.

LEP, 1987. (2 folders; includes sample pin)

LEP International Inc., Custom Brokers, 1986. (2 folders)

Matsushita, 1987-1988. (2 folders)

Box 29

Matsushita, 1987. (3 folders; includes annual reports from 1986)

Maxwell House, 1987-1988. (2 folders)

Maxwell House, 1987. (3 folders)

Box 30

Maxwell House (General Foods), 1987. (2 folders; includes Conference Report)

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Box 30 (cont'd)

General Foods Inc., 1982-1987. (Includes Annual Report 1982)

Motorola Canada Limited, 1984-1986. (2 folders)

Motorola, 1987-1988.

Motorola, 1987. (2 folders)

Box 31

Northern Telecom, 1987-1988. (2 folders)

Northern Telecom, 1987. (3 folders)

Northern Telecom, 1987. (2 folders)

Box 32

NOVA, 1987-1988. (2 folders; includes plans)

NOVA, 1987. (2 folders)

NOVA, An Alberta Corporation, Correspondence, 1986.

Nutrexpa, 1987-1988. (2 folders)

Pacific Western Airlines, 1983-1987.

Pacific Western Airlines, Publications and Clippings, 1983-1984.

Box 33

Petro-Canada, 1987-1988. (Includes plans, Olympic Torch Relay correspondence and promotional material specifications. Also includes two colour 11x17 cm (5x7)

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Box 33 (cont'd)

photo prints of Olympic Torch Relay vehicle, one 8x10 colour photo print of Torch Relay memorabilia, and one colour [70 mm] photographic transparency of passing the torch)

Petro-Canada, September-October, 1987. (2 folders)

Petro-Canada Inc., May-August, 1987. (3 folders)

Box 34

Petro-Canada Inc., January-April, 1987. (4 folders)

Petro-Canada, Correspondence, 1986.

Petro-Canada, Correspondence, 1983-1985.

Philips, 1987-1988. (2 folders)

Box 35

Philips, 1987. (2 folders)

Philips Electronics Ltd., 1983-1986. (3 folders)

Philips Olympic Countdown'88, [1987]. (Report)

Project Software, 1987-1988.

Box 36

PSDI [Project Software and Development Inc.], 1987. (2 folders; computer software supplier)

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Box 36 (cont'd)

PSDI, Correspondence, 1985-1986.

PSDI, Correspondence, 1983-1985.

PSDI, [1985]. (Consists of three colour 20x25 cm (8x10) photo prints of presentation/
signing)

PSDI, Letter of Intent, 10 April 1985.

Royal Bank, 1987-1988. (2 folders)

Royal Bank, May-October, 1987. (1st of 3 folders)

Box 37

Royal Bank, May-October, 1987. (2nd and 3rd of 3 folders)

Royal Bank, January-April, 1987. (2 folders)

Royal Bank of Canada, 1986.

Royal Bank of Canada, 1984-1986.

Royal LePage, 1987-1988.

Royal LePage, 1987. (1st of 2 folders; includes Official Supplier OCO'88 embroidered
cloth sample and sample Royal LePage Olympic logo)

Box 38

Royal LePage, 1987. (2nd of 2 folders)

Canada Safeway, 1987-1988. (3 folders)

Canada Safeway Limited, 1987. (2 folders)

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Box 38 (cont'd)

[Canada] Safeway [Ltd.], 1985-1987. (1st of 2 folders; includes sample brown paper bag with advertising for the Alberta Summer Games, 1983)

Box 39

[Canada] Safeway [Ltd.], 1985-1987. (2nd of 2 folders)

Shell, 1987-1988. (2 folders)

Shell Canada Limited, May-August, 1987. (3 folders)

Box 40

Shell Canada Limited, January-April 1987. (2 folders; includes copy of merchandising agreement between OCO'88 and Laurie Artiss Ltd., 1985 November 21)

Shell Canada Limited, 1986.

Simmons Limited, 1987-1988.

Simmons Limited, 1986-1987. (3 folders; includes two sample labels)

Box 41

Sport Chek, 1987-1988. (Includes sample embroidery of OCO logo Northern Telecom Official Supplier)

Sport Chek, 1987. (2 folders; includes Needham Harper Worldwide Report, "The Marketing Olympics of 1984 and 1988," prepared by James C. Crimmins, Marketing Decision Systems)

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Box 41 (cont'd)

Sport Chek (Calgary) Ltd., Clothing/Coordination, 1983-1986.

Sports Illustrated, 1987-1988. (2 folders)

Box 42

Sports Illustrated, 1987. (3 folders; includes sample cover of the Official Olympics Souvenir Program, and Time's Olympic Program Brochure)

Sports Illustrated, 1983-1986.

Sports Illustrated, Publications, Clippings, 1984-1988. (Includes sample Calgary'88 Special Preview issue rate card)

Sponsor Status Report, 1986-1988. (Includes report on Sponsors/Suppliers Special Projects)

Sponsor Status Report, 1986.

Sun Ice, 1987-1988.

Box 43

Sun Ice, 1987. (2 folders)

Suzuki, 1987-1988.

Suzuki Canada Inc., 1987. (2 folders)

Swiss Timing, 1987-1988.

Swiss Timing, 1987. (2 folders)

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Box 44

Swiss Timing, Correspondence, 1986.

Swiss Timing, Correspondence, 1982-1985.

Swiss Timing, Correspondence, 1985.

3M, 1987-1988.

3M, September-November, 1987. (2 folders)

3M, May-August 1987. (1st of 3 folders)

Box 45

3M, May-August 1987. (2nd and 3rd of 3 folders)

3M, January-April 1987. (2 folders)

3M, Correspondence, 1986.

3M Canada Inc., 1983-1986.

Versa/Ara, 1987-1988.

Versa Services/Ara, 1986-1987. (1st of 3 folders)

Box 46

Versa Services/Ara, 1986-1987. (2nd and 3rd of 3 folders)

Millsport (New York), 1983-1987.

Visa, 1987-1988. (4 folders; includes "Special Olympics - The Next Million" information package, 1988)

Visa, 1987. (1st of 3 folders; includes copy of Hospitality Centre License Agreement)

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Box 47

Visa, 1987. (2nd and 3rd of 3 folders)

Visa, Correspondence, 1986.

Visa (cont'd from August 1986), 1986.

Visa U.S.A., 1987-1988. (3 folders)

Visa, Exclusivity, 1986.

Waste Management, 1987-1988. (Includes two poster samples commissioned for
Waste Management Inc.)

Box 48

Waste Management, 1987. (2 folders)

Waste Management Inc., 1986. (2 folders)

[Waste Management Inc.], Kedon Services Ltd., 1986.

Weston Foods, 1987-1988. (3 folders)

Weston Foods Ltd., August-October 1987. (1st of 3 folders)

Box 49

Weston Foods Ltd., August-October 1987. (2nd and 3rd of 3 folders)

Weston Foods Ltd., April-July 1987. (3 folders; includes sample artwork)

Weston Group Incorporated (Dow Chemical U.S.A.), Chemicals, 1984-1985.

Weston Group, Marketing Consultants, 1984-1985.

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Box 50

White Ram, 1987-1988. (2 folders)

White Ram/Demetre, 1986-1988.

Xerox, 1987-1988. (2 folders)

Xerox, 1987. (2 folders)

Xerox Canada Inc., 1980-1986. (1st of 3 folders; includes Xerox Canada Inc., 1988

Olympic Winter Games, Fair Market Value Summary, [prepared by] R.A. Schick,
Director of Operations Olympic Project, [1986])

Box 51

Xerox Canada Inc., 1980-1986. (2nd and 3rd of 3 folders)

Xerox, Publications, Clippings, [1982-1987]

Xerox, 1987. (3 folders)

SUB SERIES: DAY FILES, GRAPHICS APPROVALS AND REPORTS

Box 51 (cont'd)

[Day File], Leila Bell-Irving, 1987-1988. (2 folders)

Box 52

Day File, Sherrie Dutton, 1987-1988. (3 folders)

Day File, Debbie McCain, 1987-1988. (3 folders)

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Box 53

[Day File], Neil McCormick, 1987-1988. (2 folders)

Day File, Jim Petersen, 1988. (2 folders)

[Filing System Rules], n.d. (Notes in this file indicate that various systems were used in different departments of the Marketing Group. The extent to which these systems were in fact used is difficult to determine.)

Graphics Approval, Day File, Book 1, Adidas-Bose, 1986-1988. (1st of 3 folders)

Box 54

Graphics Approval, Day File, Book 1, Adidas-Bose, 1986-1988. (2nd and 3rd of 3 folders)

Graphics Approval, Day File, Book 2, Brother-Canadian Tire, 1986-1988. (3 folders)

Graphics Approval, Day File, Book 3, CWNG [Canadian Western Natural Gas]-Northern Telecom, 1986-1988. (1st of 3 folders)

Box 55

Graphics Approval, Day File, Book 3, CWNG [Canadian Western Natural Gas]-Northern Telecom, 1986-1988. (2nd and 3rd of 3 folders)

[Graphics Approval, Day File, Book 4, Project Software-White Ram], 1986-1988.

(3 folders)

Plaques and Recognition, 1987.

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Box 56

Promotional Material, 1987-1988. (Includes Purchasing-User Policies and Procedures)

Supplier Promo[tional] Materials Records, 1987-1988.

Venue Impact Summary, 1987.

Venue Requirements, 1987. (2 folders)

Box 57

Weekly Status Report, 1987. (3 folders)

Weekly Status Report, Book 2, 1987-1988.

SUB SERIES: MISCELLANEOUS

Box 57 (cont'd)

Games Time Schedules, 1988.

Sponsor Recognition Evening Feb. 9, 1988, 1987-1988. (Includes Preliminary Plan and
Budget Proposal, 8 December 1987)

Security and Janitorial, Hospitality Centres, 1988.

[Sponsor Conference], [1,2,3] October 1986. (Includes tour agenda, list of attendees)

Media List, 1987. (Accreditation Media Report arranged alphabetically by media
organization)

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Box 58

23 floppy diskettes, 1985-1987. (8 1/4 inch format; dated 29 May-14 June 1985,
7 June 1986, 22 June 1986, 22 January 1987, and 1 language diskette)

IV. OCO'88, Marketing Group, Contributors Program. -- 1987-1988. -- .19 m of text.

Archival Description: The Contributors Program was set up to allow local and Canadian companies to associate themselves in a limited manner with the XV Olympic Winter Games in return for a contribution of goods, services or cash in an amount over \$10,000. It was intended to provide some budget relief for OCO'88 as well as positive local involvement without compromising the Supplier/Sponsor Program. The Contributors Program was especially directed to those corporations which were not capable of meeting the minimum supplier and sponsor thresholds in the Supplier/Sponsor Program, and thus was an opportunity to become involved in the Games. It was stipulated that the goods or services provided could not conflict with any of those acquired by OCO'88 in the Supplier/Sponsor Program, nor could the companies involved in the Contributors Program be direct competitors of any of those in the Supplier/Sponsor Program.

The corporations who became involved in this Program were allowed to declare that they were a "Contributor to the XV Olympic Winter Games" on their letterhead and business cards, and they were given framed certificates from OCO'88 indicating the same. They were not allowed to use this designation in their advertisements or promotions, nor were they allowed the use of the snowflake and rings.

The Contributors' Program was not identified on any of the organizational charts of the Marketing Group. While the box label indicated that this Program was part of Marketing Projects, the Official Report identified it as part of the Corporate Relations Division. The records themselves came from the office of the Vice President, Marketing, usually either from Jim Hobart in his capacity as Executive Assistant to the Vice President, or from Ann Smith, Secretary to the Vice President. The correspondence in the first general file was by Neil McCormick, Coordinator of the Supplier Program.

Scope and Content Note: The series consist of files arranged alphabetically (for the most part) according to contributor's name. The last five files were annotated as "Dead Files."

The title is based on the contents of the series and box labels.

A list of file titles and dates follows.

File Listing:

Box 1

Contributors Program, 1987. (2 folders; a general file of correspondence from Neil McCormick, Coordinator, Supplier Program, which includes an outline of the program and a Contributors Program certificate of recognition and appreciation)

"Contributor to the XV Olympic Winter Games" Certificate, n.d. (Different from the recognition certificate in the file above)

Contributor Program, Policy, 1987.

Contributor Program, Reports, 1987-1988. (Regarding contributions received)

Alberta Wheat Pool, 1987-1988.

Apparelmaster, 1987-1988.

Boatel Remote Site Feeding Ltd., 1987-1988.

Calgary Rental Equipment Repair Shop, 1988.

Cana Ltd., 1988.

Canadian Freightways Ltd., 1988.

Cascom Inc., 1988.

Daktronics Inc., 1987-1988.

Deloitte-Haskins, 1988.

Electromed Services Ltd., 1987-1988.

Group Delta Consulting Services, 1987-1988.

Hewlett-Packard (Canada) Ltd., 1987-1988.

Hussey Seating Company (Canada) Ltd., 1988.

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Box 1 (cont'd)

IBEW [International Brotherhood of Electrical Workers] (City of Calgary), 1987-1988.

Key West Publishing, 1987-1988.

Murray Axmith Ltd., 1987-1988.

QS/1 Data Systems Ltd., 1988.

Box 2

Richard Dixon, 1987-1988.

Scamper Canada Ltd., 1988.

Spring Valley Winter [Water] Corporation, 1987-1988.

Swix Sport, 1987-1988.

Sytek Inc., 1988.

Waymarc Industries (Alberta) Ltd., 1987-1988.

Handiwheels Company Ltd. Contributor, 1987. (Annotated as "Dead file - no contribution")

Ingersoll-Rand, 1987-1988. (Annotated as "Dead file - not a contributor")

Redken, 1987-1988. (Annotated as "Dead File")

Royal Trust, 1987. (Annotated as "Dead file - not a contributor")

Vichy, 1987-1988. (Annotated as "Dead file")

V. OCO'88, Marketing Group, Marketing Projects, General and Project Files. -- 1986-1988. -- .70 m of text; 2 photo prints; 2 transparencies.

Archival Description: Organizational charts from 1986 and 1987 show Marketing Projects as a distinct Division of OCO'88 apart from the two major Divisions of Corporate Relations and Broadcast Relations. However, no mention of Marketing Projects was made in OCO's Official Report (see the "Administrative History," p. 9).

This series deals with the major marketing or fund raising projects which were the responsibility of this Division. They were:

- Arts Festival fund raising - while substantial support for the Olympic Arts Festival was expected through the sponsorship and licensing programs, this project was set up to focus on the significant support that was expected to be available from corporations who were not eligible to contribute as a sponsor or licensee.
- Children's Ticket Fund - to make provision for disadvantaged children to attend the Games.
- Bulk ticket sales
- Fundraising in Canmore
- Club'88 - initially referred to as the Flaming "C" Club, this project was set up to provide for VIP seats in the Olympic Saddledome
- Calgary Exhibition and Stampede Olympic Walkway - the provision of a 100 meter walkway between the Olympic Saddledome and the Corral.
- Team Petroleum'88 - this was the largest Marketing project, and is described in detail in the Administrative History. Team Petroleum'88 was a fund raising project of OCO'88 which was launched in 1986 June. A targeted \$12.5 million was to be raised in cash, goods or services, and by 1986 September 18, OCO'88 declared this fund raising to be completed. However, some further fundraising continued after 1987 January in order to fill seats in the Saddledome.

Neil Story was the Manager of Marketing Projects. He was hired in 1986 June, the same time that the Team Petroleum'88 project was launched. The Associate, Marketing Projects (initially Roxanna Aitken and later Julie Edwards) was hired in 1986 August.

Scope and Content Note: There are two sub series in this series:

General Files - this sub series consists of general correspondence, reports, and budget information. Most of the material is arranged by the major marketing project being addressed, although this is not always the case. Also included is a file on the Marketing

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Office Administration Team, a committee chaired by Ann Smith and set up to see that the Marketing Group office ran smoothly.

Project Files - this sub series consists of one file on the Children's Ticket Fund; one file of reports, correspondence, plans and information on Club'88 (also includes information from the Children's Ticket Fund Committee); several files on the Olympic Arts Festival, consisting of correspondence, reports, summaries of meetings and a copy of the Arts Festival "Patron's Graphics Manual;" and, finally, a number of files from Team Petroleum'88 which include minutes, reports, draft copies of agreements as well as correspondence.

The majority of the records are those of Neil Story; however some documents seem to have been created by Ann Smith, Roxanna Aitken, Julie Edwards and, on occasion, Bill Wardle, the Vice President of Marketing.

The title is based on the contents of the series and box labels.

A list of file titles and dates follows.

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File Listing:

SUB SERIES: GENERAL FILES

Box 1

CE and S [Calgary Exhibition and Stampede], 1987. (Includes project proposal for the Olympic Walkway; a copy of the Calgary Exhibition and Stampede, 101st Annual Report, 1986; and an Official Program for the evening Grandstand performance of the 1986 Stampede)

Accounting, 1987.

Accounting, Budget and Codes, 1987.

Marketing, General, 1987.

Marketing, Licensing, 1987.

Marketing, Moat [Marketing Office Administration Team], 1986-1987. (Includes minutes of meetings)

Marketing, Sponsors, 1987.

Marketing, Suppliers, 1986-1988. (3 folders; includes Supplier Activity Reports)

Box 2

Marketing, Ticketing, 1987.

Marketing Projects, Activity Schedule, 1987.

Marketing Projects, Board Report, 1987.

Marketing Projects, Canmore Fund Raising, 1987. (Includes minutes of a meeting with

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Box 2 (cont'd)

Kevin Pennock, the Sports Coordinator for the Canmore Nordic Centre; and two
3 1/2 x 5 colour photo prints which have been glued to bond paper)

Marketing Projects, Correspondence (General), 1986.

Marketing Projects, Crisis Seminar, 1987.

Marketing Projects, Disadvantaged Children, 1987. (2 folders; includes a copy of the
report " Facilities and Accessibility for the Physically Handicapped, XV Olympic
Winter Games," 1987)

Marketing Projects, General, 1986-1987.

Marketing Projects, Monthly Reports/Milestones, 1987.

Marketing Projects, Ticket Presentation, 1987. (Re presentation of tickets to travel
agents)

Olympic Arts Festival, Festival of Lights, 1986-1987. (Includes minutes of meetings of
the Festival of Lights Committee, chaired by Harold Milavsky)

Olympic Arts Festival, Fund Raising, 1986-1987.

Olympic Arts Festival, General, 1986-1987. (Includes Olympic Arts Festival
Presentation to the Board of Directors meeting, 1986 October 24)

[Olympic] Arts Festival Graphic Guidelines, 1986-1987.

Olympic Arts Festival, Legal, 1987.

Box 3

[Olympic] Arts Festival, Speeches, [1987].

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Box 3 (cont'd)

Olympic Arts Festival, Summary Sheets, 1986. (Budget information)

Olympic Arts Festival, Ticketing, 1987.

Club'88, Objectives, [1987].

Club'88, General, 1986-1987.

Club'88, Graphic Guidelines, 1986.

SUB SERIES: PROJECT FILES

Box 3 (cont'd)

Disadvantaged Children's Project, Transparencies, [1986-1987]. (2 transparencies regarding cost estimates; placed in a separate file between Box 2 and Box 3)

Marketing Projects, Club'88, Volume 1, 1986-1987. (Incl. the reports " Facilities and Accessibility for the Physically Handicapped: XV Olympic Winter Games Venues," 25 June 1987, and " Handicapped and Underprivileged Children's Program", XV Olympic Winter Games," February 1988; also includes plans of seating availability and information from the Children's Ticket Fund Committee)

Marketing Projects, Olympic Arts Festival Volume 1, 1986. (3 folders; includes Preliminary Design Concepts for Festival of Light, 13-28 February 1988, prepared by Bill Williams and Associates, 1 October 1986; report on the Festival of Light; and reports on various Olympic Arts Festival projects and fund raising)

Box 3 (cont'd)

Marketing Projects, Olympic Arts Festival Volume 2, 1986-1987. (1st and 2nd of 3 folders; includes Olympic Arts Festival Presentation to the Board of Directors meeting, 24 October 1986; copy of Arts Festival " Patron's Graphic Manual," and summaries of meetings)

Box 4

Marketing Projects, Olympic Arts Festival Volume 2, 1986-1987. (3rd of 3 folders)

Marketing Projects, Olympic Arts Festival Volume 3, 1987. (2 folders; includes Olympic Arts Festival Business Presentation, 25 February 1987; and Olympic Arts Festival Fund Raising, 13 January 1987)

Marketing Projects Volume 1, 1986. (2 folders; Team Petroleum'88 Program; includes a copy of "OCO'88 Sponsor/Supplier Plan, Sponsor Presentation, Games Profile, Related Events, OCO'88 Responsibilities, Funding of Games, Corporate Sponsors, Research, Sponsorship Opportunities")

Marketing Projects Volume 2, 1986. (2 folders; Team Petroleum'88)

Box 5

Marketing Projects Volume 3, 1986. (3 folders; Team Petroleum'88)

Marketing Projects Volume 4, 1986. (2 folders; Team Petroleum'88)

Marketing Projects Volume 5, to Feb. 28, 1987, 1986-1987. (1st of 3 folders; includes Team Petroleum'88 membership list as of 1987 February; minutes of Team

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Box 5 (cont'd)

Petroleum'88 meeting; drafts and copies of agreements; and Marketing Projects,
Interim Report, January 1987)

Box 6

Marketing Projects Volume 5, to Feb. 28, 1987, 1986-1987. (2nd and 3rd of 3 folders)

VI. OCO'88, Marketing Group, Marketing Projects, Team Petroleum'88, General and Membership Files. -- 1986-1988. -- 1.31 m of text and other material.

Archival Description: The objectives of the Team Petroleum'88 program were to help meet the financial objectives of OCO'88 and the Olympic Trust of Canada (a federal government organization) for the funding of the XV Olympic Winter Games and the Canadian Olympic Team; to enhance the quality of the Winter Games through the development of a select membership in the program; to develop high level public interest in the Games and the Canadian Olympic Trust; to provide a meaningful program of recognition of the Canadian petroleum industry and foster team spirit within that industry; and to leave a legacy of support for the Canadian Olympic Association.

The Chairman of the Team Petroleum'88 Steering Committee was Bill Wheeler.

Scope and Content Note: These files were created by the two people who served as Associate, Marketing Projects during the time of this project, that being Roxanna Aitken and then Julie Edwards. Their work was carried out under the direction of Neil Story, Manager, Marketing Projects. They are arranged alphabetically into two sub series, General Files and Membership Files.

The other material consists of three flags, two pins and two photo prints.

The title is based on the contents of the series and on box labels.

A list of file titles and dates follows.

File Listing:

SUB SERIES: GENERAL FILES

Box 1

Team Petroleum'88, Accommodation, 1986-1987. (Requests and block allocations)

Team Petroleum'88, Accreditation, 1987-1988.

Team Petroleum'88, Balloon Festival, 1987.

Team Petroleum'88, Banquet, 1987. (2 folders)

Team Petroleum'88, COA Reception, 1987.

Team Petroleum'88, Corporate Relations Volunteers, 1987.

Team Petroleum'88, Cultural Events, 14 Jan. 1987.

Team Petroleum'88, Financial Aspects, 1986-1988. (Includes minutes of meetings)

Team Petroleum'88, Flags and Pins, 1986-1987.

Box 2

Team Petroleum'88, General, 1986-1987. (2 folders; includes information on Energy Day, signage, the Olympic flame; and two 10 x 14cm (4 x 6) colour photo prints of a Hidy and Howdy felt wall hanging, and the Olympic Winter Games snowflake and Olympic rings logo)

Team Petroleum'88, Graphics, 1986-1988. (Includes Team Petroleum'88 Graphics Standards, and sample graphics logo)

Team Petroleum'88, Hospitality Centres, 1986-1988. (2 folders; includes sample of Hospitality Centre license agreement; and minutes of a meeting of the Modular

Box 2 (cont'd)

Hospitality Centres Committee)

Team Petroleum'88, Insurance, 1987.

Team Petroleum'88, Insurance, 1987-1988. (2 folders; includes membership lists of each member company and copies of insurance certificates)

Team Petroleum'88, Legacies, 1987.

Box 3

Team Petroleum'88, Legal, 1987-1988. (2 folders; from 1987 February 1; includes a draft of an Agreement Governing Use of Team Petroleum'88 Marks, and draft membership agreements)

Team Petroleum'88, Legal, To Jan. 31 1987, 1986-1987. (Includes draft Team Petroleum'88 membership agreement)

Team Petroleum'88, Mascots, 1987. (Includes copies of Mascot Committee correspondence)

Team Petroleum'88, Meetings, 1986-1987. (Includes minutes)

Team Petroleum'88, Membership Lists, 1986-1987.

Team Petroleum'88, Membership Summary, 1986-1987.

Team Petroleum'88, Monthly Reports, 1987. (One report of 1987 February 10)

Team Petroleum'88, Objectives, [1987].

Team Petroleum'88, Olympic Trust of Canada, 1986-1987.

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Box 3 (cont'd)

Team Petroleum'88, Pageantry, 1987. (Includes a copy of the Corporate Pageantry Handbook)

Team Petroleum'88, Publicity/Promotion, 1987-1988.

Box 4

Team Petroleum'88, Membership Files, Roxanna L. Aitken, 1986-1988. (3 folders)

Team Petroleum'88, Recognition Banquet, 1 Oct. 1987. (2 folders; includes agenda of and notes on meetings)

[Team Petroleum'88], Security, 1987.

[Team Petroleum'88], Sponsor Status, 1987-1988. (Includes minutes of meeting)

Team Petroleum'88, Stampede Park, 1987-1988.

Box 5

Team Petroleum'88 Steering Committee, 1987-1988. (2 folders; includes minutes of meetings; Chair: Bill Wheeler)

[Team Petroleum'88], Subsidiary [sic] Companies, 1987-1988.

Team Petroleum'88, Ticketing/Ticket Exchange, 1986-1987.

Team Petroleum'88, Transportation, 1986-1987. (Includes minutes of Transportation meeting)

Team Petroleum'88, Venue Tours, 1986-1988.

Team Petroleum'88, Volunteers, 1987.

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Box 5 (cont'd)

Team Petroleum'88, Bow Valley Industries, [1987-1988]. (Flag, 180 x 90 cm)

Team Petroleum'88, Esso Resources, [1987-1988]. (Flag, 180 x 90 cm)

Team Petroleum'88, Gulf Canada, [1987-1988]. (Flag, 180 x 90 cm)

Team Petroleum'88, Peter Bawden Drilling, [1987-1988]. (Two pins)

SUB SERIES: MEMBERSHIP FILES

Box 6

[Team Petroleum'88], Aberford Resources Limited, 1986-1987.

Team Petroleum'88, Alberta Energy Company Ltd., 1986-1988. (2 folders; includes a copy of the Alberta Sport Council's Cool Facts: Olympic Winter Sports)

Team Petroleum'88, Alberta Natural Gas Co., 1986-1988. (Includes Annual Report 1986)

Team Petroleum'88, Asamera Inc., 1986-1988.

Team Petroleum'88, ATCO Group, 1986-1988. (Includes copy of agreement)

Team Petroleum'88, Bantrel Group Engineers, Ltd., 1986-1988.

Team Petroleum'88, Bow Valley Industries, 1986-1988.

Team Petroleum'88, BP Canada, 1986-1988.

Box 7

Team Petroleum'88, Canadian Hunter [Exploration Ltd.], 1986-1988.

Team Petroleum'88, Canadian Occidental Petroleum, 1986-1988.

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Box 7 (cont'd)

Team Petroleum'88, Carthy Foundation, 1986-1988. (2 folders; includes copies of agreements)

Team Petroleum'88, Chevron Canada Resources Ltd., 1986-1988.

Team Petroleum'88, Conwest Exploration Co. Ltd., 1986-1988.

Team Petroleum'88, Encor [Energy Corporation Ltd.], 1986-1988.

Team Petroleum'88, Esso Resources Canada Ltd., 1984-1988.

Box 8

[Team Petroleum'88], Gibson Petroleum Company Ltd., 1986-1988.

Team Petroleum'88, Gulf Canada, 1986-1988.

Team Petroleum'88, Halliburton Service[s] Limited, 1986-1988.

Team Petroleum'88, Home Oil [Company Limited], 1986-1988.

Team Petroleum'88, Inter-City Gas Corporation, 1986-1988.

Team Petroleum'88, Mineral Resources International, 1986-1988.

Team Petroleum'88, Mobil Oil Corporation, 1987-1988.

Team Petroleum'88, Norcen Energy Resources Ltd., 1986-1988.

Team Petroleum'88, NOVA, An Alberta Corporation, 1986-1988. (Includes copies of agreements)

Box 9

Team Petroleum'88, Nowasco Well Service Ltd., 1986-1988.

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Box 9 (cont'd)

Team Petroleum'88, Pan Alberta Gas Ltd., 1986-1988.

Team Petroleum'88, Pan Canadian, 1986-1987.

Team Petroleum'88, Peter Bawden Drilling, 1986-1987.

Team Petroleum'88, Petro Canada Inc., 1986-1988.

Team Petroleum'88, POCO [Petroleums Ltd.], 1986-1988.

Team Petroleum'88, Schlumberger of Canada, 1986-1988.

Team Petroleum'88, Shell Canada Resources, 1986-1988.

Team Petroleum'88, Sonnet Resources Ltd., 1986-1988.

Team Petroleum'88, Suncor Inc., 1986-1988. (Includes copy of agreement)

Box 10

Team Petroleum'88, Texaco [Canada Resources], 1986-1988. (2 folders; includes copies of agreement)

Team Petroleum'88, Transalta Utilities, 1986-1988. (Includes Annual Report 1986)

Team Petroleum'88, TransCanada Pipelines, 1986-1988.

Team Petroleum'88, Trimac [Limited], 1986-1988.

[Team Petroleum'88], Trizec [Corporation Ltd.], 1986-1988.

Box 11

Team Petroleum'88, Unocal Canada Limited, 1986-1988.

Team Petroleum'88, Voyageur [sic, Voyager Energy Company], 1986-1988.

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Box 11 (cont'd)

Team Petroleum'88, Westcoast Petroleum Ltd., 1986-1988.

Team Petroleum'88, Westmin Resources Limited, 1986-1988.

Team Petroleum'88, Mohawk [Oil Co.], 1986.

Team Petroleum'88, Husky Oil Operations, Ltd., 1986.

[Team Petroleum'88], Murphy and Spur Oil, 1986.

[Team Petroleum'88], Turbo Resources, 1986.

VII. OCO'88, Marketing Group, Ticketing Department, Administrative and General Files. -- 1986-1988. -- .5 m of text.

Archival Description: Jim McGregor was appointed Manager of Ticketing in the fall of 1985, shortly after the establishment of the Ticketing Department within the Marketing Group. However, very few of the administrative records of this Department exist prior to his departure in the fall of 1986 (and subsequent legal proceedings). Some general information on the difficulties of the ticketing procedures are outlined in the Official Report and can be consulted there.

The records in this series date from late 1986 when the Ticketing Department underwent several organizational changes: Jim Hobart, who had handled the responsibilities of the position of Manager, Ticketing on an interim basis from 1986 October, was officially transferred from being Manager of Licensing to that of Manager, Ticketing in 1986 December. By the following December, he was again promoted, this time to the position of Executive Assistant to the Vice President, Marketing with the specific responsibility of Non-Public Ticket Distribution and involvement in the Contributor's Program (see Series IV). Also at this time, Debbie Henry was appointed to the position of General Manager, Ticketing, with the responsibility of seeing to completion all the ticketing programs.

For other positions in the Ticketing Department, refer to the organizational charts from 1987 in the records.

Scope and Content Note: This series is divided into two sub series:

Administrative Files - this is a small group of files which includes Jim Hobart's "Final Report" from the Ticketing Department. It also includes a travel policies and procedures Guide which is annotated as Jim McGregor's copy.

General Files - much of the correspondence in this sub series deals with disappointed ticket buyers, and the aftermath of poor public relations/perceptions which resulted from "the ticket fiasco." While most of the correspondence is that of Jim Hobart, some came from Bill Wardle, the Vice President of Marketing. No doubt the events and controversy within ticketing meant that there was a heavier management involvement in Ticketing by Managers and Vice Presidents, and Wardle's correspondence was later turned over to Jim Hobart and so appears in this series along with Hobart's other correspondence. There is also a little correspondence from Debbie Henry in this sub series.

The title is based on the contents of the series and box labels.

A list of file titles follows.

File Listing:

SUB SERIES: ADMINISTRATIVE FILES

Box 1

Final Report, Ticketing, 1988 Olympic Winter Games, 1987-1988. (Compiled by

James A. Hobart, 1988 April)

Ticketing, General, 1986-1988.

General Miscellaneous, 1988.

GV and Protocol Ticket Administration, JH [Jim Hobart], [1985-1988]. (GV was the designation for tickets available for distinguished guests of OCO'88)

Inventory Cardex (Protocol Tickets), 1988. (2 folders)

XV Olympic Winter Games Agents for Travel Policies and Procedures Guide, [1985-1986]. (Annotated as Jim McGregor's copy)

Marketing Strategies, 1987.

SUB SERIES: GENERAL FILES

Box 2

Accommodation, 1987.

Accreditation, 1986-1988.

Advertising, 1987.

AFE [Authorization for Expenditure] Ticketing, 1987.

Agents, 1986-1987.

Allocation (Non-Public), 1986-1988.

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Box 2 (cont'd)

Allocations (Past), 1987.

Arts Festival, 1987. (Includes Olympic Arts Festival ticket brochure)

Audit, 1987. (Includes "XV Olympic Organizing Committee Report, to Audit Committee, February 1987", prepared by Price Waterhouse)

Available Events, 1987. (6 October 1987).

BASS, 1987-1988.

Blue Cross, 1987.

Broadcasting (Non-Public), 1986-1987.

CODA [Calgary Olympic Development Association], 1987.

Coopers and Lybrand, 1986-1988. (Regarding ticketing procedures observations)

COA [Canadian Olympic Association] (Non-Public), 1987.

Calgary Bound, 1987.

Calgary Exhibition and Stampede Tickets, 18 Nov. 1987.

Calgary Sun, 1988.

Children's Ticket Program, 1987-1988.

City of Calgary, 1987.

European Ticket Allocation Trip, April 24-30, 1987.

Friends Program, 1987.

Government (Non-Public), 1986-1987.

Government of Canada, 12 January 1987. (Document marked "Confidential")

Handicapped, 1987. (Regarding seating and tickets)

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Box 2 (cont'd)

Hockey Schedule, 1987.

Hotels, 1987.

Jet Set Tours, 1987.

Box 3

Los Angeles (LAOOC), 1987.

Marketing, 1986-1987.

Marketing Program, Ticketing, 1987-1988.

Minutes, 1987. (Includes minutes of the Ticket Committee which include Ticket
Progress Reports; may be Bill Wardle's copies)

Misc[ellaneous], 1986-1988. (Miscellaneous ticketing correspondence and posters)

NOC [National Olympic Committees] (Non-Public), 1987.

Olson-Travelworld Ltd., 1987-1988.

Olympic Housing Bureau, 1987.

Olympic Trust of Canada (Don Simpson), 1987. (Don Simpson was the Vice President
of the Olympic Trust of Canada)

Olympic Trust of Canada, 1987.

Organization, 1986-1987. (Includes "Report on Ticket Operations," 17 October 1986,
by Jim Hobart)

Palmer Jarvis and Associates, 1987. (Includes " Recommendations for Final Phases

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Box 3 (cont'd)

OCO Ticket Sales Program," prepared by Palmer Jarvis and Associates,

3 November 1987)

Policies, 1986-1987. (Includes a set of "Ticketing Principles" as of 1986 October 30)

Ticketing, Confidential, 1986-1987. (Lists of ticket orders)

Presentation, 1986-1987. (Regarding tickets)

Processing, 1986-1987. (Tickets; includes "OCO'88 Ticket System Order Processing
Procedures Guide," October 24, 1986)

[Progress Report, Ticketing], [1987-1988].

Promotional Tickets, 1987.

Public, 1987-1988. (Correspondence regarding ticket orders)

Refunds, 1987.

Research, [Tickets], 1987. ("Olympulse - #5A Survey of Calgarians Towards the XV
Olympic Winter Games", " National Olympulse: National Survey of Public Opinion
Towards the XV Olympic Winter Games")

Remi Cloutier, 1987.

Rolph-Clark Stone, 1986-1987. (Related to the file above)

Box 4

Sage Analysis, 1987. (Includes "Recommendations of the Working Committee of the
Sage Analysis", OCO'88 Ticketing Project, Final Draft, 10 November 1987)

Schedule, 1987. (Regarding the ticketing process and events)

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Box 4 (cont'd)

Schedule Changes, 1987. (Regarding scheduled events as of 1987 July 17)

Sponsors (Non-Public), 1986-1987.

Staff, 1987. (Includes correspondence regarding tickets for staff)

Stampede, 1987. (Regarding tickets for the Olympic Arts Festival Rodeo)

Statistics, 1986-1987. (2 folders)

Test Event Tickets, 14 July 1987.

Ticket Exchange, 1987.

Ticket Mailing, 1987.

Ticket Pools, 1987.

Ticket Reschedules and Refunds, 1988.

Ticketing Complaints, 1987-1988.

Ticketing Forms, 1988. (Formerly labelled "Ticketing Reports")

Ticketing Manifests, [1987-1988]. (Reports of venue seating plans)

Ticketing Venue Manual, 1988.

Ticketing Venue Operations, 1987.

Transportation, 1986-1987.

USOC [United States Olympic Committee] (Non-Public), 1986-1987.

Venue Capacities, 1987.

Venue Ticketing, 1987.

VIP's (Non-Public), 1987.

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Box 4 (cont'd)

Volunteer[s], 1986. (Regarding volunteer tasks in Ticketing)

Waitlist, 1987.

VIII. OCO'88, Marketing Group, Broadcast Relations Division, General Manager Dean Walker -- 1981-1988. -- 2.95 m of text and other material.

Archival Description: Broadcast Relations Division acted as the liaison between OCO'88 and the broadcast rights-holders and assisted in all broadcasting aspects of the Games. A Broadcast Relations Committee was formed for the coordination of broadcast-related activities between the Organizing Committee, the Host Broadcaster - CTV, and the international broadcasting companies. Broadcast Relations assisted in the coordination of the technical requirements and specifications for broadcasting at each of the Olympic Venues. The Division also organized the ticket requirements of all broadcast-rights holders to the events.

The American Broadcasting Company (ABC) Television and Radio was granted the broadcasting rights for the United States. The negotiations and subsequent agreement with ABC was of major importance to OCO'88 and the Broadcast Relations Division because it involved the large viewer audience in the United States.

Dean Walker first appears in the records as Manager of Broadcast Relations in 1985. By 1986 March, he had been promoted to General Manager, the position he retained until the end of the Games.

Scope and Content Note: This series consists mainly of the records produced by Dean Walker in his positions as Manager and General Manager of Broadcast Relations. Often in records from the early 1980s and in the case of agreements and other legal matters, the official responsible was Bill Wardle, the Vice President of Marketing. These records later became part of Walker's files. Very few records were created by other members of the Broadcast Relations Division.

This series has been divided into three sub series:

General Files - this sub series, arranged alphabetically according to subject and/or proper name, consists of general administrative files created by the Broadcast Relations Division and includes all aspects of the Division's administration and operation in regard to national and international broadcasting of the Games. It includes correspondence with various national television and radio broadcasting companies, with the International Olympic Committee, etc. There is also correspondence regarding television rights to Olympic events, and with other OCO'88 Groups and Divisions.

ABC-TV/Radio Files - this sub series consists of correspondence, as well as draft agreements and reports regarding ABC and the broadcasting of the Games. Some material pertains to the Los Angeles and the Sarajevo Games.

Venue Binders - the Broadcast Relations Division maintained binders for the following Olympic venues: Archie Boyce Pavilion; Canada Olympic Park; Canmore Nordic Centre; Father David Bauer Arena; International Broadcast Centre; Max Bell Arena; McMahon Stadium; Olympic Oval; Press Centre/Round-Up Centre; Nakiska at Mount Allen; Olympic Plaza; Olympic Saddledome; Stampede Corral; and Stampede Park. The records include information on venue layouts, site plans and surveys, as well as broadcast specifications (for television predominantly), such as lighting, ENG/camera locations, broadcast/'kiss and cry' areas, seating arrangements, communications, construction, etc.

The original alphabetical arrangement by venue has been maintained. This sub series consists of correspondence, memos, seating diagrams and plans. Some copies of plans have been maintained in the file folders and are included as part of the text. Other have been removed and placed into map folders (MC 1/13) or into Oversize Hollinger Box 21.

A separate listing of all oversize material completes this series.

The other material consists of 153 plans; two charts; one photo print; and one slide.

The title is based on the contents of the series and box labels.

A list of file titles and dates follow.

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File Listing:

SUB SERIES: GENERAL FILES

Box 1

ABU Contract, 1986-1988. (Asia-Pacific Broadcasting Union)

[ABU Contract], 1987-1988. (2 folders; includes draft copies of agreement between
ABU, IOC and OCO'88)

Ampex, 1986-1987.

Audio and Video Tapes, 1982.

Australia, Los Angeles June 30-July 2, 1985-1987. (Regarding the contract for the
Calgary Games and includes Network Ten Australia's bid for broadcast rights
to the Seoul Olympics)

Australia TV Networks, 1984-1988.

Australia Contract, 1986-1987.

Benton and Bowles Study 11/12, 1983.

Box 2

Broadcast Centre PBS, 1983. (Project Breakdown Structure)

Broadcast Relations, Walker, 1986-1988. (Correspondence of Dean Walker, Manager,
Broadcast Relations)

Broadcast Relations, Deirdre Hamstead, 1987-1988. (Associate, Broadcast Relations)

Broadcast Relations, Carole Yunker, 1987. (Supervisor, Broadcast Relations)

Calgary Exhibition and Stampede, 1985-1987. (Includes copy of draft agreement)

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Box 2 (cont'd)

CIUT-FM, 1987.

Commonwealth Games, 1986. (Regarding the Games of Edinburgh)

Conus Communications, 1987.

Culture, 1983-1986. (Includes "Olympic Arts Festival Business Plan Summary," April 1986; and "World Satellite Concert, Olympic Arts Festival, Calgary 1988: Preliminary Report," January 1985)

ESPN Network, 1983.

EBU Agreement, Proposed 1986, 1985-1987. (3 folders; includes draft agreements; minutes of a meeting between IOC and CTV Sports; report of 1986 World Football Cup, Mexico; reports from the Sarajevo Winter Olympics)

Box 3

EBU Correspondence, 1987-1988.

European Broadcasting Union 1986, 1983-1987.

EBU/IUG Meeting, 1984-1985. (European Broadcasting and Inter-Union Group of Experts; includes agenda and copy of a CTV presentation)

EMT, 1987-1988. (Executive Management Team of OCO'88; includes minutes of and reports on meetings)

Fee Schedule, 1983.

Fiji/Papua-New Guinea, 1986. (Regarding broadcast rights)

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Box 3 (cont'd)

Government Correspondence, 1987. (Correspondence with AGT and with the Federal Government; includes minutes of CTV/OCO'88/AGT/Telecom meeting)

Government Correspondence, 1986-1988. (Correspondence with AGT and the Federal Government)

Box 4

Games Schedule, 1985, 1987.

Graphics Manual, 1986-1987.

Herman J. Bell Architect, 1984-1987. (Includes a copy of an agreement between CTV and Herman J. Bell for the International Broadcast Centre)

Hockey Canada, 1986.

IBC [International Broadcasting Centre], 1984-1988. (Includes seven plans; and a copy of "CTV International Broadcast Centre, Calgary Olympics: Preliminary Design & Construction Cost Estimates," January 1984 by The Chandler Kennedy Architectural Group)

IOC Charters and Agreements, 1981-1988. (Includes copies of Olympic Charter 1982; "Media Guide," a report on the new Rule 51 governing the mass media; "Television Broadcasting of the Olympic Games From the Perspective of the OCOG," by William J. Warren; minutes of a meeting between the IOC and CTV Sports, 1985; and a copy of the 1981 agreement between the IOC, COA and The City of Calgary)

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Box 4 (cont'd)

IOC Television Commission, 1985-1986.

Radio/Television Commission Meeting, 12 November 1985, 1985-1987. (Includes agenda of IOC Joint Radio and Television Commissions, 12-14 November 1985, and 26 October 1987; " Report on the Use of the Proceeds From 20% of Rights Payments, XV Olympic Winter Games, Calgary 1988;" "Guidelines for Broadcasters, XV Olympic Winter Games;" and a report on the Host Broadcaster Rate Card)

IOC TV and Radio Commission/Questionnaire, 1981-1987. (Includes "IOC Television and Radio Questionnaire "Technical Reports," from CODA to the IOC, 1981 May)

TV Commission, 1982-1985. (Includes "Radio and Television Commission: Press Cuttings," 1985)

Box 5

IOC Minimum Requirements, 1985. ("Minimum Requirements for the Electronic, Written and Photographic Coverage and Broadcasting by Radio and Television of the Games of the Olympiad and The Olympic Winter Games," International Olympic Committee, February 1985)

IOC TV Commission Meeting, 1986-1987.

IOC Correspondence, 1987-1988.

Insurance, 1986.

Internal Memos, General, 1986.

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Box 5 (cont'd)

IUGE, Inter Union Group of Experts for Olympic Matters, 1985. (Includes "Report of the Fact-Finding Visit to Calgary")

Korean Broadcasting System, n.d.

Miscellaneous, Speedy Memos, Telexes, 1987-1988.

Miscellaneous and Speedy Memos, 1985-1987.

Mexico, 1987-1988. (2 folders; includes copy of agreement between the IOC, OCO'88 and Mexican television)

Meetings, 1985-1987. (Agenda and correspondence regarding broadcasting meetings, Dean Walker)

NBC, 1981-1988. (Includes correspondence with David Leighton)

NBC Sports, 1987.

NHK Agreement, 1986-1987. (Nippon Hoso Kyokai of Japan)

Box 6

Nippon-Japan Broadcasting, 1986-1988.

New Zealand Television, 1986-1987.

NOC, 1985-1986. (National Olympic Committee; regarding the NOC Seminar in 1986)

Non-Rights Holders, 1987-1988. (Regarding radio broadcast rights, and non-rights television broadcasting)

OCONET, 1985. (Regarding broadband pilot project; includes oversized OCONET organizational chart of terminals and monitors, removed to Map Cabinet 1/13)

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Box 6 (cont'd)

Official Film, 1987. (Includes draft copy of agreement)

OCO'88, Accreditation, 1987-1988.

OCO'88, Accreditation, 1986. (Regarding Preview'88 accreditation)

[OCO'88], Accreditation, 1986-1987.

OCO'88, Administration, 1987-1988. (Includes report on proposed assets disposal)

OCO'88, Internal Correspondence, 1986.

OCO'88, Communications, 1986-1988. (2 folders; includes "Calgary's Olympic Games:

Opening Ceremonies Background Material" and "XV Olympic Winter Games, Media Briefing Document," submitted to IOC Press Commission, Sept. 1987)

OCO'88, Internal Correspondence, Communications, 1986. (Includes capsule profiles of Olympic Winter sports)

OCO'88, Executive, 1987.

OCO'88, Internal Correspondence, Executive, 1986.

Box 7

OCO'88, Facilities/Venues, 1986-1988. (Includes minutes of CTV/OCO'88/AGT/ Telecom meeting)

OCO'88, Internal Correspondence, Facilities/Venues, 1986. (Includes minutes of Electrical Task Force meeting, and of Engineering/Telecommunications/ Broadcasting Coordination meeting)

OCO'88, Fiannce [Finance], 1987.

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Box 7 (cont'd)

OCO'88, Internal Correspondence, Finance, 1986.

OCO'88, Language Services, 1987.

OCO'88, Language Services, 1986. (Includes Language Services policy)

OCO'88, Legal, 1987-1988. (Regarding broadcast and distribution rights, and agreements; includes listing of music from the Opening, Closing and Plaza ceremonies)

[OCO'88], Legal, 1986-1987. (Regarding broadcast rights agreements)

OCO'88, Marketing (WHW), 1987-1988. (Correspondence between William H. Wardle and Dean Walker; includes reports of Executive Management Team meetings and decisions)

OCO'88, Internal Correspondence-Marketing (WHW), 1985-1986. (Correspondence between William H. Wardle and Dean Walker)

Box 8

OCO'88, Marketing (Others), 1987-1988. (Includes reports on the Marketing Group, ticket sales and the Contributors Program)

OCO'88, Internal Correspondence, Marketing Others, 1986.

OCO'88, Media Villages, 1986-1987.

OCO'88, Music, 1987-1988. (Includes correspondence on music rights)

OCO'88, Operations/Services, 1987. (Includes minutes of meetings on Broadcast Booths; and ABC/OCO'88/CTV/HB/AGT Broadcast Coordination)

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Box 8 (cont'd)

OCO'88, Internal Correspondence, Operations/Services, 1985-1986. (2 folders; includes minutes of Engineering/Telecommunications/Broadcasting Coordinator meeting, progress reports, and " Gifting Policy and Procedure Proposal")

OCO'88, Organization, 1987. (Organizational charts)

OCO'88, Organization, 1986-1987.

OCO'88, Pratt, 1987-1988. (Correspondence between Bill Pratt, President of OCO'88 and Dean Walker)

OCO'88, Pratt, 1986. (Correspondence between Bill Pratt, President of OCO'88 and Dean Walker)

[OCO'88], Protocol, 1987-1988.

OCO'88, Security, 1987.

OCO'88, Security, 1986.

OCO'88, Sports, 1986-1988.

OCO'88, Internal Correspondence, Sports, 1986.

OCO'88, Telecom/Systems, 1987. (Includes notes on Telecommunications Committee meeting)

OCO'88, Transportation, 1987. (1st of 2 folders; regarding transportation for media; includes minutes of meeting of Stampede Park Venue Transportation Planning; draft concept plans for CTVHB Transportation and for Media Shuttle System; and the CTVHB "Transportation Request")

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Box 9

OCO'88, Transportation, 1987. (2nd of 2 folders)

OCO'88, Internal Correspondence, Telecom/Systems, 1985-1986. (2 folders; includes
" Results Systems Information Interface," May 1, 1986)

OCO'88, Venue Planning, 1987-1988. (Includes oversize venues site plans for
Stampede Park, Stampede Park Corral, Stampede Park Olympic Saddledome
(19 pages), removed to Oversize Box 21)

OCO'88, Venues, 1986. (Regarding security, trailers, furniture, etc.)

OCO'88, Volunteers, 1987.

OCO'88, Internal Correspondence, Volunteers, 1986.

O'Hara Discussions TV, 1982. (Correspondence of Suzanne Curtis to David Leighton
and Don Siler)

OIRT [International Radio & Television Organization], 1986-1988. (3 folders; includes
draft agreements)

Box 10

Olympic Coverage, [1986-1987]. (UNESCO Research Report, "Global Ritual: Olympic
Media Coverage and International Understanding")

Olympic Games Plan, 1986.

Olympic Trust, 1986-1987.

Pageantry, 1985-1988.

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Box 10 (cont'd)

Pageantry Manual, 1987. (Refers specifically to Pageantry Manuals No. CTV-D1, D2, D5, D6, D9, D11, D13-D16, D18-D22, D25, D28-D30)

Pageantry Manuals, 1987. (Refers to the above manuals plus No. D33)

Pan Am Games, 1987.

Pay TV, 1982-1983.

Philips, 1987-1988.

Philips, 1986.

PMS, 1986. (Project Management Services or Systems; includes oversize CTV Host Broadcaster Master Schedule, removed to MC 1/13)

Press Releases, 1985-1986.

Preview'88, 1987. (Includes "Preview'88: Fall'87 Policy & Procedures")

Pro Serv Television, 1984-1985.

Progress Report, 1983. (Of the Marketing Group)

Puerto Rico, 1986-1988. (Regarding television rights; includes minutes of Contingency Plan meeting)

Radio Earth International Inc., 1984. (Regarding radio rights)

Radio Rights, Canadian, 1983-1987.

Radio Rights, USA, 1984-1986.

Radio and Television Commission, 1986. (Press clippings and reports)

Revenue Summary of Previous Games, [1984].

Rights Timetable, 1983. (Regarding television rights)

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Box 10 (cont')

Rogers Cable TV, 1984.

Seoul Rate Cards, 1986. (Report of SORTO [Seoul Olympic Radio & Television Operations], of KBS [Korean Broadcasting System])

Seoul TV Information, 1983-1987. (Includes reports of SORTO; transcript of OBAC Meeting, June 1987; and "Points of Discussion Between IOC and SLOOC: Electronic Media Accreditation," 1987 by SLOOC)

Box 11

SLOOC, 1983-1988. (Seoul TV Info; includes "Address to the IOC TV Commission," October 9, [1988] by SLOOC; and progress reports by KBS)

Speeches, 1985.

Sports Events, 1986-1988.

Suppliers, Sponsors and Licensees, Actual, 1986-1987.

Suppliers, Sponsors and Licensees, Potential, 1985-1986.

Sweden Television, 1985.

Telemedia Broadcasting Systems (Radio), 1985.

Test Events, 1986-1988.

Test Events, 1986.

The Sports Network, 1985-1988. (Includes draft agreement)

Ticketing, 1986. (Includes ticketing schedule and correspondence of Jim McGregor)

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Box 11 (cont'd)

Torch Run, 1985-1986. (Includes "Technical Preliminary Requirement Definition:

Olympic Torch Run," June 1985)

TV Research, 1976-1983. (Includes clippings, correspondence, notes and reports regarding television rights negotiations)

TV Rights, Ohlmeyer Communications, 1982-1983. (Reports, including "OCO 1988 Winter Olympics: Sales Presentation for US Television Rights")

Box 12

TV Rights, First Choice, 1982.

TV Rights, Update, 1983.

TV Rights, U.S., 1984.

TV Rights, 1988 Information, n.d. (Probably ca. 1983-1984)

TV Rights, LAOOC, 1983.

TV Rights, Negotiations #1 Draft, 1983-1984.

TV Rights, Negotiations #2 Draft, [1983-1984].

[TV Rights, Negotiations #3 Draft], 1983.

TV Rights, Strategy, 1985.

TVA Quebec, Canada, 1983-1987.

TWI Correspondence, 1987-1988. (Trans World International)

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Box 12 (cont'd)

TWI Correspondence, 1983-1986. (2 folders; includes a television proposal from TWI/IMG [International Management Group]; and copies of the CTV Rights agreement)

Box 13

TWI Correspondence, 1982-1986.

TWI Draft Agreements, 1983-1985. (2 folders; includes television proposal from TWI/IMG; and "Sales Presentation for US Television Rights")

Tickets General, [1987]. (Forms)

Tickets, Historical, 1986-1988. (Ticket lists and correspondence)

University of Calgary, 1985.

USOC [United States Olympic Committee], 1986-1987. (Regarding radio rights, and includes copy of an agreement between the IOC and the USOC)

US TV Agreement, Draft, 1983-1984. (2 folders)

Box 14

US TV Market, 1983. (Includes "OCO'88 Winter Olympics Sales Presentation for US Television Rights," 9/20/83)

US TV Questions, 1983-1987.

US TV Rights Negotiation Assistant, 1983.

Box 14 (cont'd)

Venue Planning, 1985-1987. (Includes five plans of Broadcast Booth Complexes at Canada Olympic Park, Nakiska and Canmore Nordic Centre; the plan "Atco Structures Broadcast Booths, Nakiska [Base] Area, 13 x 52 and 13 x 64 units," Dec. 1985 was removed to MC 1/13)

Videospec #1 International N.Y., 1983.

Videospec #2 International N.Y., 1983. (Includes three reports: "XV Olympic Winter Games 1988 Calgary, Alberta, Canada - A World Media Proposal from Videospec International Ltd."; "Profile of US Television in 1988"; and "The US Television Market and the Implications for the 1988 Olympic Winter Games")

Visnews Ltd., 1984.

Volunteers, 1986-1987. (Includes "The Olympic Movement and the Mass Media: Past, Present and Future Issues," Second Circular Draft, Feb. 16-20, 1987, Calgary, Alberta, Canada)

WPRV-TV, 1986-1987. (Regarding Puerto Rico television rights; includes draft agreement)

Host Broadcaster XV Olympic Winter Games, 1987. (Submission to the IOC Television Commission, Oct. 1987)

OCO'88 Report of Services to the World Broadcasters, 1987. (Submitted to the IOC Television Commission, 26 Oct. 1987)

SUB SERIES: ABC-TV/RADIO FILES

Box 15

ABC Agreements, 1984-1988. (Includes copy of 1984 agreement between the IOC and ABC, plus correspondence on Radio rights)

ABC Surveys, 1986.

ABC Correspondence, 1988.

ABC Correspondence, 1986-1987. (3 folders; includes minutes of OCO/ABC meeting)

ABC Correspondence, 1986-1987.

ABC Correspondence, 1981-1985. (1st of 2 folders; includes minutes of television meetings, and a 5x7½ colour, damaged photo print of the ABC logo)

Box 16

ABC Correspondence, 1981-1985. (2nd of 2 folders)

ABC Radio, 1984-1987. (Includes draft " Guidelines for US Radio Broadcasters, XV Olympic Winter Games," and copy of an agreement)

ABC Marketing, 1986-1987.

ABC Tax Exemption, 1984.

ABC/Sarajevo Rating, 1984.

ABC Clippings, 1983-1985.

ABC Publications, 1982. (Includes one 35 mm colour slide of ABC-TV Sarajevo Games logo, 1984)

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Box 16 (cont'd)

International Broadcast Centre Manual of Information, Los Angeles, 1984. (Summer Olympic Games)

Minutes of the Joint Meeting of the IOC Radio and Television Commission, 1986.
(Lausanne, 1986 October 9)

Participating Athletes XV Olympic Winter Games, [1988].

Box 17

XV Olympic Winter Games, Calgary 1988. (Brochure)

ABC 1984 Olympic Merchandise Catalog, [1984]. (Brochure)

Minimum Requirements for the Electronic Coverage and Broadcasting by Radio and Television of the Games of the Olympiad and the Olympic Winter Games, May 1984. (Report)

Television Coverage of the XIV Olympic Winter Games in Sarajevo, Yugoslavia, February 7 to 19, 1984. (Report prepared by Ron Nordquist, 1984 March 1)

Information on RTV coverage of the XIV Winter Olympic Games in Sarajevo, 30 May to 1 June, 1983. (JRT Head Office for the Radio and Television Coverage of XIV Winter Olympic Games, meeting of the radio and television team leaders)

How to Enrich TV Coverage of Olympic Winter Games, Portoroz, 1983. (1983 May 27-28)

Minimum Requirements for the Electronic, Written and Photographic Coverage and Broadcasting by Radio and Television of the Games of the Olympiad and

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Box 17 (cont'd)

Olympic Winter Games, 1985. (Report to the International Olympic Committee, 1985 February)

Progress Report to the Ninety-First Session of the International Olympic Committee, Lausanne, Switzerland, October 1986.

COBUC Meeting International Broadcast Centre, Calgary, Nov. 19, 1987. (Dean Walker's annotated copy of Executive Committee Meeting)

Olympic Games, Winter Radio-Television Questionnaire, [1983]

[Host Coordinating Broadcaster for XXIII Olympiad Information and Orientation Meeting for All Prospective Broadcast Rights Holders, Nov. 1981]. (Los Angeles)

[NBC's revised XVth Winter Olympic Games Draft Contract], 1983.

Draft Agreement Delivered to ABC, CBS, NBC, 6 Dec. 1983.

SUB SERIES: VENUE BINDERS

Box 18

Archie Boyce Pavilion, Press Conference Centre, 1986-1988. (Oversize plan has been placed into Oversize Box 21)

Canada Olympic Park, Bobsleigh and Luge, 1986-1988. (Includes minutes of Canada Olympic Park Venue Management meetings; six oversize plans have been placed into Oversize Box 21; and four oversize site plans removed to MC 1/13)

Canada Olympic Park, Freestyle and Disabled, 1986-1988. (11 oversize plans have been placed into Oversize Box 21)

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Box 18 (cont'd)

Canada Olympic Park, Nordic Combined, 1986-1988. (Four oversize plans have been placed into Oversize Box 21)

Canada Olympic Park, Ski Jumping, 1986-1988. (Ten oversize plans have been placed into Oversize Box 21; three oversize site plans have been removed to MC 1/13)

Canmore Nordic Centre, Biathlon, 1986-1988. (Six oversize site plans have been removed to MC 1/13)

Canmore Nordic Centre, Cross Country, 1986-1988. (Five oversize plans have been placed in Oversize Box 21)

Father David Bauer, Comp[etitive] Figure Skating/ Hockey, 1987. (Four oversize plans have been placed in Oversize Box 21)

International Broadcast Centre, 1986-1987. (Seven oversize plans have been placed in Oversize Box 21)

Max Bell Arena, Curling, 1986-1988. (Ten oversize plans have been placed in Oversize Box 21)

Max Bell Arena, Short Track Speed Skating, 1986-1988. (Includes two colour plans and 11 oversize plans which have been placed in Oversize Box 21)

Box 19

McMahon Stadium, Opening and Closing Ceremonies, 1986-1988. (Includes minutes of McMahon Operating Committee; minutes of Oval/Bauer/McMahon Venue meetings; and three plans which have been placed in Oversize Box 21)

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Box 19 (cont'd)

Olympic Oval, Speedskating, 1986-1988. (Six oversize plans have been placed in Oversize Box 21)

Press Centre, Round-Up Centre, 1986-1987. (Three oversize plans have been placed in Oversize Box 21)

Nakiska at Mount Allan, Alpine Skiing, 1986-1987. (Includes report from Broadcast Relations Committee; reports from the Alpine World Cup, March 1987; 26 oversize plans have been placed in Oversize Box 21)

Nakiska at Mount Allan, Alpine Skiing, Book Two from Oct.1987, 1987-1988. (Includes minutes of Nakiska Venue Management committee; of Media Interaction meeting; of Media meeting; of CTV Broadcaster Presentation meeting; of CTV meeting; copy of CTV "Presentation to Fédération Internationale de Ski," October 19, 1987; and 17 oversize plans (25pp.) for camera locations have been placed into Oversize Box 21)

Olympic Plaza, 1986-1987. (Includes agenda and minutes from Olympic Plaza/the Centre/Arts Sites meeting; and minutes of Olympic Plaza meetings)

Olympic Saddledome, Figure Skating, 1986-1988. (Includes report of Technical Delegation "On-Site Visit;" and minutes of "Kiss and Cry" meeting; three oversize plans have been placed in Oversize Box 21)

[Olympic] Saddledome, Ice Hockey, 1986-1988. (Includes report of Technical Delegation "On-Site Visit;" minutes of Meeting re Olympic Saddledome Facilities Move; six oversize plans have been placed into Oversize Box 21)

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Box 19 (cont'd)

Stampede Corral, Figure Skating, 1986-1988. (Includes six oversize plans which have been placed into Oversize Box 21)

Box 20

Stampede Corral, Ice Hockey, 1986-1987. (Includes report of Technical Delegation "On-Site Visit;" five oversize plans have been placed in Oversize Box 21)

Stampede Corral, Olympic Rodeo, 1987. (Two oversize plans have been placed in Oversize Box 21)

Stampede Park, 1987.

OVERSIZE MATERIAL

Oversize Box 21

OCO'88, Venue Planning, 1987-1988. (Plans: Venue site plans for Stampede Park, Stampede Park Corral, Stampede Park Olympic Saddledome (19 pages))

Archie Boyce Pavilion, Press Conference Centre, 1986-1988. (Plan: Archie Boyce Pavilion, [1988] (showing camera locations))

Canada Olympic Park, Bobsleigh and Luge, 1986-1988. (Plans: Canada Olympic Park (COP), Bob & Luge: Commentator Positions Assignments (COB), June 10, 1987; Untitled: re lightpole survey, 1987 (with attached correspondence); COP, Olympic Facilities, July 20, 1987; Canada Olympic Park, Bobsleigh

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Oversize Box 21 (cont'd)

Site Plan, [1987] (with signatures); Canada Olympic Park, Bobsleigh and Luge

Site Plan, 1986 (with signatures, 1987); Canada Olympic Park, Bob/Luge

Broadcast Booth (COB), January 27, 1987)

Canada Olympic Park, Freestyle and Disabled, 1986-1988. (Plans: Aerials, Survey, April 27, 1987 (with signatures, 1988); Untitled, n.d. (marked); Disabled GS, Survey, February 14, 1987 (with signatures and attached correspondence, 2 copies); Ballet, Survey, April 27, 1987 (with signatures and attached correspondence, 2 copies); Canada Olympic Park, Aerials, Commentator Position Assignments (COF), March 5, 1987; Canada Olympic Park, Skihill Site Plan (Aerials), September 3, 1986 (2 copies); Canada Olympic Park, Aerials, Ballet & Disabled, Commentator Position Assignments (COF), March 5, 1987; Canada Olympic Park, Test Event Site Plan, 1986 (marked for Freestyle Commentator Booths, April 27, 1987, with attached correspondence); Canada Olympic Park, Aerials, Ballet & Disabled, Broadcast Booth (COF), March 15, 1987; Canada Olympic Park, Skihill Site Plan, n.d. (marked for Freestyle Survey, 1986, with attached correspondence); Canada Olympic Park, Site Plan, [1986])

Canada Olympic Park, Nordic Combined, 1986-1988. (Plans: 70m Ski Jump, [1988] (with signatures); Canada Olympic Park, 70 Metre Ski Jump Camera Position, [1986-87] (with signatures); Canmore Nordic Centre (Sept. 1986), Camera Position on Stadium Area, 1986 (with signatures and notation "Team Nordic Combined & Nordic Combined"); Canmore Nordic Centre, Ski Trail System,

Oversize Box 21 (cont'd)

CTV HB Survey--Sept. 1986--Cross Country Camera Positions, October 7, 1986
(with signatures and notation "Team Nordic Combined & Nordic Combined"))

Canada Olympic Park, Ski Jumping, 1986-1988. (Plans: Canada Olympic Park, Ski Jump Area Site Plan, [1987] (with notations); Canada Olympic P[ark], Ski Hill Area Site Plan, [1987]; Canada Olympic P[ark], Bobsleigh/Luge Area Site P[lan], [1987]; Canada Olympic Park, [1987] (four plans attached to list re "Access Control Station Locations - Canada Olympic Park); 70m Ski Jump, 1988 (with signatures); 70m Ski Jump, [1987-1988] (with signatures); 90m Ski Jump, [1987-1988] (with signatures) (two plans with attached correspondence); Canada Olympic Park, Ski Jump, Commentator Position Assignments (COJ), June 10, 1987; Canada Olympic Park, Ski Jump Field of Play, April 2, 1986 (with attached correspondence November 16, 1987); Canada Olympic Park, Ski Jump Field of Play, April 2, 1986 (with attached correspondence June 24, 1987); Canada Olympic Park, Ski Jump Broadcast Booth (COJ), January 23, 1987)

Canmore Nordic Centre, Cross Country, 1986-1988. (Plans: Canmore Nordic Centre, Cross Country Stadium Area, n.d. (coloured); Canmore Nordic Centre, X-Country Skiing, Commentator Position Assignments (CNX), June 10, 1987; Canmore Nordic Centre, X-Country Broadcast Booth (CNX), March 5, 1987; Canmore Nordic Centre (September 1986), Camera Position on Stadium Area, January 8, 1987; Canmore Nordic Centre, Ski Trail System, CTV HB Survey--Sept. 1986--Cross Country Camera Positions, October 7, 1986 (with signatures))

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Oversize Box 21 (cont'd)

Father David Bauer, Comp[etitive] Figure Skating/Hockey, 1987. (Plans: Father David Bauer Arena, Commentator Position Assignments (FSB), March 4, 1987; Father David Bauer Arena, Main Floor Plan, June 24, 1987; Father David Bauer Arena, Commentator Layout, June 1987 (with attached correspondence); Father David Bauer Arena, Commentator Position Assignments (FBS), [March 1987])

International Broadcast Centre, 1986-1987. (Plans: International Broadcast & Press Centre, Big Four Lower Floor Plan and Entry, n.d. (Marked "Preliminary - Subject to Change. For Discussion Purposes Only"); International Broadcast Centre, Big Four Main Floor Plan, n.d. (Marked "Preliminary - Subject to Change. For Discussion Purposes Only"); Main Press Centre (Roundup Centre Floor Layout), n.d.; (Marked "Preliminary - Subject to Change. For Discussion Purposes Only"); Big Four Building, Lower Floor Plan, n.d.; Big Four Building, Banking Facilities, n.d.; Main Media Centre (Roundup Centre Floor Layout), n.d.; Main Media Centre, Banking Facilities, n.d.)

Max Bell Arena, Curling, 1986-1988. (Plans: Max Bell Arena (Curling), Commentator Position Assignments (MBC), March 6, 1987; Max Bell Arena, Main Floor Plan, Curling and Short Track, [1987] (with signatures and attached correspondence); Curling, Survey, April 23, 1987 (with signatures and attached correspondence); Max Bell Arena, Main Floor Plan, August 1986 (marked "Curling, Survey, May 25/87"); Max Bell Arena, Seating Plan, March 1987 (marked "Curling, Survey, May 25/87"); Max Bell Arena, Second Floor Plan, Aug. 1986 (marked

Oversize Box 21 (cont'd)

"Short Track, Option 'A,' Survey, May 25/87"); Max Bell Arena, Second Floor Plan, August 1986 (marked "Short Track, Option 'B,' Survey, May 25/87"); Max Bell Arena, Main Floor Plan, August 1986 (marked "Short Track, Survey, May 25/87") (five plans attached with correspondence); Max Bell Arena, Second Floor Plan, August 1986 (marked "Curling, (Survey, Apr. 23/87)"); Max Bell Arena, Main Floor Plan, August 1986 (marked "Curling (Survey, Apr. 23/87)" (two plans with attached correspondence))

Max Bell Arena, Short Track Speed Skating, 1986-1988. (Plans: Max Bell Arena (Short Track), Commentator Position Assignments (MBS), June 10, 1987; Max Bell Arena, Main Floor Plan, Curling and Short Track, [1987] (with signatures and attached correspondence); Short Track, Survey, April 22, 1987 (with signatures, commentary regarding camera positions and attached correspondence); Max Bell Arena, Second Floor Plan, Short Track, Survey, April 22, 1987 (with colour notations); Max Bell Arena, Main Floor Plan, Curling, Survey, May 25, 1987 (with attached correspondence); Max Bell Arena, Seating Plan, Curling, Survey, May 25, 1987 (with attached correspondence); Max Bell Arena, Second Floor Plan, Short Track, Option "A" Survey, May 25, 1987 (with attached correspondence); Max Bell Arena, Second Floor Plan, Short Track, Option "B" Survey, May 25, 1987 (with attached correspondence); Max Bell Arena, Main Floor Plan, Short Track, Survey, May 25, 1987 (with attached correspondence); Max Bell Arena, Main Floor Plan, Short Track, Survey, April 22, 1987 (with

Oversize Box 21 (cont'd)

attached correspondence); Max Bell Arena, Second Floor Plan, Short Track, Survey, April 22, 1987 (with attached correspondence))

McMahon Stadium, Opening and Closing Ceremonies, 1986-1988. (Plans: McMahon Stadium, Commentator Position Assignments (MMC), June 10, 1987; McMahon Stadium, Rule 60 Seating Plan, Opening Ceremonies, [1987] (with coloured notations); [McMahon Stadium, Seating Plan, Closing Ceremonies], February 16, 1987)

Olympic Oval, Speedskating, 1986-1988. (Plans: Speed Skating, [1988] (with signatures and attached correspondence); Speed Skating, [1987-1988] (with signatures); Speed Skating, [1987-1988] (with signatures and attached correspondence); Olympic Speed Skating Oval, Commentator Position Assignments (OSS), March 7, 1987; Oval Footprint and Seating, [1987] (with attached correspondence); Oval Footprint and Seating, [1987] (with notations and attached correspondence))

Press Centre, Round-Up Centre, 1986-1987. (Plans: International Broadcast & Press Centre, Big Four, Lower Floor Plan and Entry, [1987]; International Broadcast Centre, Big Four, Main Floor Plan, [1987]; Main Press Centre, (Roundup Centre Floor Layout), [1987] (three plans marked "Preliminary - Subject to Change. For Discussion Purposes Only"))

Nakiska at Mount Allan, Alpine Skiing, 1986-1987. (Plans: Mt. Allan, Nakiska Site, Mid-Mountain Site Plan, n.d. (with notations); 18 Alpine Survey drawings including

Oversize Box 21 (cont'd)

camera placements, July/August 1987 (with attached memoranda and letter; [three untitled area layout plans of Nakiska site, 1987] (with attached correspondence); Nakiska Base Area, Commentator Position Assignments (NAB), June 10, 1987; Nakiska Mid-Mountain, Commentator Position Assignments (NAM), June 10, 1987; Mount Allan Nakiska Site, Base Area Broadcast Booth (NAB), January 29, 1987; Mount Allan Nakiska Site, Mid-Mountain Broadcast Booth (NAM), January 30, 1987)

Nakiska at Mount Allen, Alpine Skiing, Book Two from Oct.1987, 1987-1988. (Plans: Nakiska Base Area, Commentator Position Assignments (NAB), June 10, 1987; Nakiska Mid Mountain, Commentator Position Assignments (NAM), June 10, 1987; Moguls, Survey, 6/25/87, Updated Sept. 6, 1987; Untitled: 4 plans showing commentator areas, press sub centres, press corrals (media operations area), team service/preparation areas, competition/operations area, venue operations areas (key attached); Men's Downhill, Survey, 6/23/87, Updated Sept. 6, 1987 (3pp.); Men's Combined Downhill, Survey, 6/23/87, Updated Sept. 6, 1987 (3pp.); Women's Downhill, Survey, 6/24/87; Updated Sept. 6, 1987 (2pp.); Women's Combined Downhill, Survey, 6/24/87, Updated, Sept. 9, 1987 (2pp.); Men's Super G, Survey, 6/24/87, Updated Sept. 6, 1987 (2pp.); Women's Super G, Survey, 6/24/87, Updated Sept. 6, 1987 (2pp.); Women's GS, Survey, 6/24/87, Updated Sept. 6,1987; Women's Slalom, Survey, 6/24/87, Updated

Oversize Box 21 (cont'd)

Sept. 6, 1987; Men's Slalom, Survey, 6/25/87, Updated Sept. 6, 1987; Men's GS, Survey, 6/25/87, Updated Sept. 6, 1987)

Olympic Saddledome, Figure Skating, 1986-1988. (Plans: Olympic Saddledome, Commentator Position Assignments (SHF), March 6, 1987; Olympic Saddledome, Event Floor, Room Designations, June 1987; Figure Skating, Olympic Saddledome, Seating Plan, n.d. (with colour notations and attached correspondence))

[Olympic] Saddledome, Ice Hockey, 1986-1988. (Plans: Olympic Saddledome, Commentator Position Assignments (SHF), March 6, 1987; Olympic Saddledome, Event Floor, Room Designations, June 22, 1987; Olympic Saddledome, Event Floor, Oct. 1986 (showing locations of Broadcasters studios); Corral, Event Floor, n.d. (showing locations of CTV HB Bookable Studio and ABC Studio); Hockey, Olympic Saddledome, Draft 2, n.d. (with signatures, showing locations of television cameras); Hockey, Olympic Saddledome, Seating Plan, n.d. (coloured, with attached "Saddledome: Hockey Rule 60 Seating Assignments"))

Stampede Corral, Figure Skating, 1986-1988. (Plans: Stampede Corral: TV Compound Layout, November 25, [1987]; Stampede Corral (Hockey/Figure Skating): Commentator Position Assignments (CHF), June 10, 1987; Corral: Platform at North East Vomitory, ABC Figure Skating Commentator Position, September 1987 (with attached correspondence); Corral: Event Floor Plan, [1987]; Corral: Figure Skating, [September 1987] (showing CTV HB camera

Oversize Box 21 (cont'd)

locations and wheelchair areas; with attached correspondence); Corral, Seating

Plan: Figure Skating, [1987] (coloured with attached correspondence))

Stampede Corral, Ice Hockey, 1986-1987. (Plans: Stampede Corral: TV Compound

Layout, November 25, [1987]; Stampede Corral (Hockey & Figure Skating):

Commentator Position Assignments (CHF), June 10, 1987; Corral: Figure

Skating, [1987] (with attached correspondence); Corral: Hockey, [1987]

(showing broadcasters' camera locations); Corral, Seating Plan: Hockey, [1987]

(coloured, with attached correspondence))

Stampede Corral, Olympic Rodeo, 1987. (Plans: Corral, Rodeo: Survey, May 25,

1987(showing camera locations, with signatures and attached correspondence);

Rodeo, Survey, May 25, 1987 (with attached correspondence))

Oversize material placed in Map Cabinet 1/13

OCONET, 1985. (Chart: OCONET organizational chart of terminals and monitors)

PMS, 1986. (Chart: CTV Host Broadcaster Master Schedule)

Venue Planning, 1985-1987. (Plan: "Atco Structures Broadcast Booths, Nakiska [Base]

Area, 13 x 52 and 13 x 64 units," Dec. 1985)

Canada Olympic Park, Bobsleigh and Luge, 1986-1988. (Plans: Canada Olympic Park,

Site Plan North, General Arrangement, prepared by Reid Crowther, 87/8/26;

Canada Olympic Park, Site Plan South, Temporary Facility Grading, prepared by

Reid Crowther, 87/8/26; Canada Olympic Park, Site Plan North, General

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Oversize Material in Map Cabinet 1/13 (cont'd)

Arrangement, Siteworks - Earthworks, Underground Utilities, Electrical, Landscaping and Miscellaneous Minor Structures, August 26, 1987; Canada Olympic Park, Site Plan South, Temporary Facility Grading, Siteworks - Earthworks, Underground Utilities, Electrical, Landscaping and Miscellaneous Minor Structures, August 26, 1987)

Canada Olympic Park, Ski Jumping, 1986-1988. (Plans: Canada Olympic Park, Fences and Gates, [prepared by OCO'88], 16 December 1987; Canada Olympic Park, Site Plan North, General Arrangement, Siteworks - Earthworks, Underground Utilities, Electrical, Landscaping and Miscellaneous Minor Structures, prepared by Reid Crowther, 22/7/87; Canada Olympic Park, Site Plan South, General Arrangement, Siteworks - Earthworks, Underground Utilities, Electrical, Landscaping and Miscellaneous Minor Structures, prepared by Reid Crowther, 22/7/87)

Canmore Nordic Centre, Biathlon, 1986-1988. (Plans: CTV Host Broadcaster, Canmore Nordic Centre, Preliminary Site Survey, Camera Positions on Stadium Area, 18 February 1986; CTV Host Broadcaster, Canmore Nordic Centre, Preliminary Site Survey, Camera Positions on Trails, 18 February 1986; Canmore Nordic Centre, Biathlon Stadium Area, n.d. (coloured); Canmore Nordic Centre (September 1986), Camera Position on Stadium Area, n.d. (marked "Biathlon," with signatures); Canmore Nordic Centre, Biathlon Ski Trail System,

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Oversize Material in Map Cabinet 1/13 (cont'd)

CTV HB Survey--September 1986, Biathlon Camera Positions, October 7, 1986
(with signatures); Canmore Nordic Centre, Biathlon Broadcast Booth (CNB),
January 27, 1987)

IX. OCO'88, Marketing Group, Broadcast Relations, Day Files. -- 1985-1988. -- .19 m of text.

Archival Description: Day files exist for the following employees of the Broadcast Relation Division:

Dean Walker - General Manager, Broadcast Relations
Carole Yunker - Supervisor, Broadcast Relations
Deirdre Hamstead - Associate, Broadcast Relations
Lynn Bangs - Secretary, Broadcast Relations (formerly of the Ticketing Department. It appears that Lynn Bangs became part of Broadcast Relations ca. 1987 June)

Scope and Content Note: The series consists of incoming and outgoing correspondence.

The title is based on the contents of the series and box labels.

A list of file titles and dates follows.

File Listing:

Box 1

Lynn [Bangs], Day File, June 1986-January 1988.

Deirdre Hamstead, Day File, 1986-1988. (2 folders)

Dean Walker, Day File, Jan. 1987-May 1988. (2 folders)

Dean Walker, Day File, November 1985-June 1986. (1st of 2 folders; includes minutes
of CTVHB/OCO'88 meetings)

Box 2

Dean Walker, Day File, November 1985-June 1986. (2nd of 2 folders)

Dean Walker, Day File, July-December 1986. (2 folders)

Carole Yunker Day File, 1986-1988.

X. OCO'88, Marketing Group, Broadcast Relations Division, Supervisor, Broadcast Relations. -- 1986-1988. -- .70 m of text and other material.

Archival Description: Carole Yunker was Supervisor in the Broadcast Relations Division from approximately 1986 October to the end of the Games. She reported to the General Manager, Dean Walker.

Scope and Content Note: Ms. Yunker's files have been divided into two sub series:

General Files - the records in this sub series appear to be the working files of Carole Yunker and consist of files on various aspects of Broadcast Relations: rights holders, venues, accreditation, events, administration, etc, and includes correspondence, memos, media relations requests, copies of committee minutes, etc.

Media Tickets - this sub series consists largely of invoices with some correspondence throughout.

The other material consists of 53 photo prints; two plans; one sound cassette; and one musical score.

The title is based on the contents of the series and box labels.

A list of file titles and date follows.

File Listing:

SUB SERIES: GENERAL FILES

Box 1

ABC, 1987-1988.

ABU [Asia-Pacific Broadcasting Union], 1987-1988.

Access Control, 1987-1988.

Accommodations/Food, 1986.

Accreditation, Games, 1987-1988. (Includes notes of Security/Access Control/
Accreditation meeting, and minutes of CTV-HB/OCO'88 Venue meeting)

Accreditation, Preview Events, Staff and Vehicles, 1986-1987

AGT, 1987.

Arts Festival, 1988.

ASBU [Arab State Broadcasting Union], 1987-1988.

Australia TCN Channel 9, 1986-1988.

Biomechanics, 1987.

Budgets, Dept., 1986-1987.

CBC Radio, 1987.

Canmore, Biathlon, 1987.

Canmore, Cross Country, 1987.

Ceremonies, 1986-1988.

Commentator Positions, 1986-1987. (Includes minutes of CTV/OCO'88/AGT/Telecom
meeting)

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Box 1 (cont'd)

COP, Bob and Luge, 1987. (Includes two oversize site plans which have been placed
in MC 1/13)

COP, Disabled Skiing, 1987-1988.

COP, Freestyle, 1987.

COP, Nordic Combined, 1987.

COP, Ski Jumping, 1986-1988.

Corral, Figure Skating, 1987-1988.

Corral, Hockey, 1987-1988.

Corral, Rodeo, 1987.

CTV-HB, Camera Positions, 1987-1988. (Includes " OCO'88 Camera Policy")

CTV-HB General, 1987.

CTV-HB Invoices, 1986-1987. (Includes correspondence)

Box 2

CTV-HB Publications, 1987.

EBU [Oslo, Norway], 1987.

Father David Bauer, 1986-1987.

Food Services, 1986-1988.

French TV, TF1, 1987.

General (Completed Contacts/Questions/Notes) etc., 1987-1988.

Germany (West), ARD-TV, 1987.

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Box 2 (cont'd)

Gifts, 1986-1988.

Graphics, 1986-1987.

IOC, 1987.

Italy, 1987.

Manuals/Publications/ Cassettes (OCO'88) and (CTV-HB)), 1987.

Mascots, 1987-1988.

Max Bell, Curling, 1987.

Max Bell, Short Track, 1987.

McMahon Stadium, 1986-1988.

NBC, 1987-1988.

Music, 1987-1988. (2 folders; includes musical score for "Come Together in Calgary" (English and French) and a sound cassette, " This City" by Bronwyn Allen and "The Age of Canadian" by Jara Lane, c p Les Howard, 1988, which has been placed in the second folder)

Nakiska, 1987-1988.

NHK [Sports, Japan], 1987-1988.

Non-Rights Holders, TV, 1987-1988.

Official Film/Book, 1987-1988.

OIRT [International Radio and Television Organization], 1986-1988.

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Box 3

Oval, Speedskating, 1986-1988.

Pageantry, 1986-1987.

Pan Am Games, Indianapolis, August 1987. (Includes 53 colour, 8x10 cm (3½x5 in)
photo prints)

Parking, 1987.

Pins, 1987-1988.

[Olympic] Plaza, 1987-1988. (Includes notes from Festival of Light Committee meeting;
notices of Olympic Plaza/the Centre/Arts Sites meetings; and minutes of a
meeting regarding Access Control)

Press/Media/Photographers, 1987.

Preview'88, 1986-1987.

Protocol, 1987-1988.

Radio (non-CBC), 1987-1988.

Radios/Pagers, 1987.

Saddledome, Figure Skating, 1987-1988.

Saddledome, General, 1987.

Saddledome, Hockey, 1986-1987.

Scenic Coverage, 1986-1987.

Schedules of Events, 1987-1988.

Sponsors/Licensees, 1987-1988.

Sports Groups, 1987.

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Box 3 (cont'd)

Swiss TV, 1987.

Ticketing, 1987-1988.

Timing, 1987.

Torch, 1987-1988.

Tours, 1986-1988.

Box 4

Transportation, Games, 1987-1988. (Includes complete set of transportation
schedules)

TSN, 1987.

TVA [1987].

Volunteers, Broadcast Relations, 1987.

World Broadcasters Meetings, Games, [1987]. (COBUC)

World Broadcasters Meetings, November 1987.

World Broadcasters Meetings, July 1987.

World Broadcasters Meetings, March 1987. (Includes report for COBUC'88 meeting,
Calgary March 11-13, 1987)

World Broadcasters Mtgs, October, November 1986.

WPRV-TV (Puerto Rico), 1986-1988.

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SUB SERIES: MEDIA TICKETS

Box 4 (cont'd)

Protocol Ticket Request Form, 1988.

ABC, 1987-1988.

ABU, ARD, 1987-1988.

AUST, 1987-1988. (2 folders)

Box 5

BRD, CBC, 1987-1988.

CTV, CFCN, 1987-1988.

CTHS, CTVH, 1986-1988. (2 folders)

EBU, IMG 2, IMG 1, 1987-1988.

Box 6

Mexico, NBC, NHK, NOS, RTL, SOKB, 1987-1988.

TSN, TVE, TW2, TW3, 1987-1988.

WPRV, 1987-1988.

Oversize Material in Map Cabinet 1/13

COP, Bob and Luge, 1987. (Plans: Canada Olympic Park, Site Plan South, Temporary Facility Grading, prepared by Reid Crowther, 87/8/26; Canada Olympic Park, Site Plan North, General Arrangement, prepared by Reid Crowther, 87/8/26)

APPENDIX I

SPONSOR CATEGORIES¹

Food Products

Non-Alcoholic Beverages
Vegetable and Fruit Juices
Packaged Food Products

Non-Food Consumables

Pharmaceuticals
Petroleum Products
Publications - Guide, Program, Magazine

Services

Insurance
Airline
Bank
Credit Card/Travellers Cheques
Convenience Store
Fast Food Restaurant
Cultural Program

Equipment

Office Equipment, Computer Service/Office Systems
Timing Equipment
Telecommunications
Photographic Products and Services
Camera (35mm)
Automobile and Truck
Tires
Clothing
Footwear
Copier
Radio Communications
Skis

¹The list of Sponsor Categories is taken Series III, Sponsors/Suppliers Program, Box 20, file Sponsor/Supplier Plan, 1986, Sponsor/Supplier Plan, p. 12.

Appendix I (cont'd)

Ski Boots
Ski Bindings

Official Sponsors

Anheuser-Busch Company
ATCO Development Ltd.
Canada Safeway Limited
Coca-Cola Company Ltd.
Federal Express Corporation
General Motors of Canada Ltd.
IBM Canada Ltd.
Kodak Canada Ltd.
Labatt Brewing Company Ltd.
Matsushita Electric Trading Co. Ltd.
Motorola Limited
NOVA, An Alberta Corporation
Petro-Canada Inc.
Philips Electronics Ltd.
The Royal Bank of Canada
Shell Canada Limited
Team Petroleum'88
 Alberta Energy Company Ltd.
 ATCO Development Ltd.
 Bow Valley Industries Ltd.
 Canadian Occidental Petroleum Limited
 Carthy Foundation
 Chevron Canada Resources Limited
 Esso Resources Canada Limited/Esso Ressources Canada Limitée
 Gulf Canada Resources Limited/Ressources Gulf Canada Limitée
 Norcen Energy Resources Limited/Ressources Énergétiques Norce Ltée.
 NOVA, An Alberta Corporation
 Petro-Canada Inc.
 Shell Canada Limited/ Shell Canada Limitée
 Texaco Resources Ltd.
 TransCanada PipeLines Limited
 Inter-City Gas Corp.
 Mobil Oil Canada, Ltd.
 Unocal Canada Limited
 Alberta National Gas Company Ltd.
 Asamera Inc.

Appendix I (cont'd)

Team Petroleum'88

Bantrel Group Engineers Ltd.
BP Canada Inc.
Canadian Hunter Exploration Ltd.
Conwest Exploration Company Limited
Encor Energy Corporation Inc.
Gibson Petroleum Company Ltd.
Halliburton Services Limited
Home Oil Company Limited
M.R.I. (Mineral Resources International Limited)Nowasco Well Service Ltd.
Pan-Alberta Gas Ltd.
Poco Petroleums Ltd.
Schlumberger of Canada
Sonnet Resources Ltd.
Suncor Inc.
TransAlta Utilities Corporation
Trimac Limited
Trizec Corporation/La Corporation Trizec Ltée.
Voyageur Energy Company
Westcoast Transmission Company Limited
Westmin Resources Limited

3M Company

Time Inc./Sports Illustrated

Visa International

Xerox Canada Inc.

APPENDIX II

SUPPLIER CATEGORIES²

Food Products

Breakfast Cereal
Coffee
Tea
Soup
Cheese Products
Pasta Products
Salads and Cooking Oils
Peanut Butter
Snack Food
Wine
Dessert Products
Meat Products
Dairy Products
Tissue and Paper Products
Mineral Water

Services

Hotel Organization
Courier
Freight Forwarder
Car Rental
Investment Services
Food Services
Temporary Housing

Equipment

Snow Removal and Transport
Battery
Luggage
Exercise Equipment
Security Equipment
Video Products

²The list of Supplier Categories is taken from Series III, Sponsors/Suppliers Program, Box 20, file Sponsor/Supplier Plan, 1986, Sponsor/Supplier Plan, page 18.

Appendix II (cont'd)

Non-Food Consumables

Cosmetics
Project Management Software
Vitamins

Official Suppliers:

adidas (Canada) Limited
Air Canada
Alberta Government Telephones
AMF Canada Limited, Division of Head Tyrolia
ARA Services Inc./Versa Services
Best Foods Canada Linc.
Blue Cross and Blue Shield Association
Bombardier Inc.
Bose Limited
Brother Industries, Ltd.
Cambridge Clothes (Copley, Noyes & Randall Limited)
Canadian Airlines International/Lignes aériennes Canadien International
Canadian Tire Corporation, Limited
Canadian Western National Gas Company Limited
Canon Canada Inc.
Chateau-Gai (Ridout Wines Ltd./Ltée.)
CrownLife Insurance Company/CrownLife, Compagnie d'assurance-vie
Digitech Canada Inc.
Dupont Canada Inc.
EEV Canada Ltd.
General Goods--Maxwell House Division/General Foods--Division Maxwell House
W.L. Gore & Associates, Inc.
Intergraph Systems Ltd.
Josten's Canada Ltd.
LEP International Inc.
Northern Telecom Canada Limited/Northern Telecom Canada Limitée
Nutrexp
Project Software & Development, Inc.
Royal LePage Ltd.

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Appendix II (cont'd)

Simmons Limited/Simmons Limitée
Sport Chek (Alberta) Ltd.

Official Suppliers:

Suzuki Canada Inc.
Sun Ice Ltd.
Swiss Timing Ltd.
Waste Management, Inc.
Weston Food Ltd.
White Ram Knitting Co. Ltd.

APPENDIX III

LIST OF OFFICIAL CONTRIBUTORS AND THEIR CONTRIBUTIONS³

Alberta Wheat Pool	data centre services
Apparelmaster/Drapemaster	Media Village (Broadcast Hill) drycleaning
Boatel Remote Site Feeding Ltd.	set up/tear down, janitorial services
Calgary, Rental Equipment Repair (U-Hall)	ten trailers
Cana Ltd.	Children's Ticket Fund
Canadian Freightways Ltd.	freight services and suffrage warehousing
Cascom, Inc.	graphic animation for medal awards at Olympic Plaza
CBORD Group Inc.	software and consulting for Food Services Program
Daktronics Inc.	message display boards, Main Press Centre, University of Calgary Village
Deloitte Haskins and Sells	staff service - accounting
Electromed Services	medical equipment and accessories
Group Delta International/ Group Delta Engineering	technical staff snowmaking
Half Nelson Systems	reduction in billing for sound system, opening gala at Saddledome
Hewlett-Packard (Canada) Ltd.	defibrillator/monitor units

³The list of contributors is found in the Official Report p. 657. The list of contributions is compiled from the records of Series IV, Contributors Program files.

Appendix III (cont'd)

Hussey Seating Company (Canada) Ltd.	Children's Ticket Fund
Hyster Development Corporation	Arts Festival Services floating dirigible for special effects and mini-cam placement
International Brotherhood of Electrical Workers (IBEW) Local 254	manpower/equipment to banner/flag the City
Key West Publishers	key to Calgary
Murray Axmith Western Ltd.	career transition consulting
QS/1 Data Systems, Ltd.	software programs and training services for pharmacies at Village polyclinics
Richard Dixon	serigraph prints
Scamper Canada Ltd.	motor home coach for Olympic mascots
Spring Valley Water Corporation	bottled water for Athletes Village
Swix Sport Ltd.	ski wax/accessories
Sytek, Inc.	data communication hardware and technical support personnel
Waymarc Industries (Alberta Ltd.)	refuse portable containers

APPENDIX IV
OFFICIAL DONOR⁴

CP [Canadian Pacific] Limited

⁴Information on the official donor is taken from Series III, Sponsors/Suppliers Program, Box 57, file [Sponsor Conference], October 1986.

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