

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Jenny Baker
FROM Mary Jo Gennaro/Marlboro Events Marketing
SUBJECT: **FIESTA DE LAS FLORES**

DATE: July 25, 1994

Community Event Marketing/Marlboro will be a participant at the Fiesta de las Flores in El Paso, Texas on **September 2 - 5, 1994**. Specific information is as follows:

EVENT: Fiesta de las Flores
DATES: September 2 - 5, 1994
TIME: Fri., Sat., Sun., 12 pm - 11 pm
Mon., 12 pm - 9 pm
LOCATION: Hugo Meyer Field (Washington Park)
El Paso, TX

PHILIP MORRIS
ACTIVITIES:

As the exclusive tobacco sponsor, Marlboro will have a major presence at this event and receive the following:

- The right to operate on 10' x 22' tent and two kiosks in order to conduct on-site store sales, in a high-traffic location;
- The right to hang banners and signage on and around the exhibit booth and at other locations at the site of the Event;
- The exclusive right to operate one booth for incentive distribution among smokers twenty-one years of age and older at Event locations;
- A VIP area at the stage site for special use by Marlboro for personnel and invited guests;
- VIP passes and complimentary tickets;
- Passes for participation of two teams to play in the Fiesta de las Flores Golf Tournament; and,
- The right to recognition in advertisement placed in connection with the Event and to approve in advance all materials and announcements prepared by Promoter that mention Philip Morris or Marlboro.

MANPOWER: Phoenix Marketing will handle on-site execution of Marlboro activities.

Should you have any questions or concerns, please contact me at (212) 878-2762.

cc: F. Alfieri
S. Anderson
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N. Camfield

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COMMUNICATED MS MAIL 7/25/94 TO SOM. SOM SHOULD FORWARD THIS INFORMATION TO APPROPRIATE PERSONNEL IN HER SECTION. NO HARD COPIES PROVIDED BY NYO. FOR INTERNAL USE ONLY.

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