



*Public Relations*  
*Events*  
*Advertising*

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A PROPOSAL FOR PUBLIC RELATIONS AND SPECIAL EVENTS  
TO PROMOTE  
THE VIRGINIA SLIMS OF HOUSTON TENNIS TOURNAMENT  
APRIL 13-19, 1992

Presented by: Dancie Perugini Ware Public Relations/Events  
Date: October 3, 1991

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## TABLE OF CONTENTS

- I. Executive Summary/Objectives
- II. Agency Qualifications
- III. The Virginia Slims Account Team
- IV. Strategies
- V. Events
- VI. Target Audience
- VII. References

## EXECUTIVE SUMMARY/OBJECTIVES

1992 will mark the twenty-second anniversary of the Virginia Slims of Houston and the emergence of women's professional tennis. The Virginia Slims and women's professional tennis have indeed "*come a long way*" since those early days, and Houston has played a significant role in its evolution.

This evolution will be an underlying theme for this agency's proposed public relations program for the 1992 Virginia Slims of Houston scheduled for April 13-19, 1992.

The following plan of action incorporates strategies that Dancie Perugini Ware Public Relations/Events will execute to transform The Virginia Slims of Houston into a major, metropolitan area event. The overall objectives of the plan are to:

- Generate extensive publicity for the Virginia Slims of Houston throughout the greater Houston metropolitan area.
- Increase attendance at the tournament.
- Broaden local interest in the tournament and in the women's professional tennis tour and the Virginia Slims Championships.
- Increase exposure for the tournament sponsor.

Dancie Perugini Ware Public Relations/Events will bring to this project the depth of scope on which we stake our reputation -- that is, the ability to see the project "across the board." We then are able to boost visibility and interest from a purely sports angle to points of view that range from "Business" to "Food" and "Fashion" to "Features" and from media that range from network television to daily newspapers to city and statewide magazines.

The end result of this enhanced exposure will be expanded demographics; increased attendance; broader exposure for the tournament and its sponsor, and a sense of anticipation for other Philip Morris-sponsored events.

## AGENCY QUALIFICATIONS

Dancie Perugini Ware Public Relations/Events is a 12-member agency with a reputation as Houston's strongest firm for launching, coordinating and promoting major events and attractions. Regardless of the size or scope of the project, the agency does what is needed to achieve the client's goals, and gets results. Period.

Below is a sampling of our projects; the results speak for themselves. We look forward to adding The Virginia Slims of Houston tournament to that list.

- When the \$340 million Hardy Toll Road opened in September 1987, Harris County Judge Jon Lindsay and the Harris County Court of Commissioners selected DPW PR to plan and publicize the opening. DPW PR inaugurated the toll road with a USCF-sanctioned bicycle race that was so successful that it has become an annual event, purchased by an outside sponsor.
- When French composer Jean-Michel Jarre presented a heroic sound-and-light performance utilizing the downtown Houston skyline, the City of Houston retained DPW PR to publicize the event. Assigned the publicity duties only three weeks before the date of the concert, the firm got the word out so well that 1.3 million people attended, a figure equivalent to over 80 percent of Houston's population and a world record in the famous *Guinness Book*.
- When Houston Mayor Kathryn J. Whitmire and the City of Houston launched the \$104.9 million dollar George R. Brown Convention Center in September of 1987, DPW PR was selected to create a twelve-month state, regional and national publicity blitz, along with a mammoth three-day schedule of public and private activities which included: a public open-house that attracted 45,000 Houstonians; a grand opening VIP, black-tie gala with an attendance of 1,000; and a spectacular European-style baroque firework display and marching "Landmarks on Parade" that attracted over 150,000 people.
- When Galveston Island tourism officials embarked upon an ambitious program to enhance tourism efforts, they retained DPW PR. The agency created a multi-faceted image campaign, that has boosted visitor inquiries on the Island by 300% in less than four years.
- When The Woodlands Corporation sought to expand the exposure of the annual PGA tournament held at the Tournament Players Course in The Woodlands, they looked toward their agency of record, DPW PR, to create supplementary events to enhance the tournament, serve as liaison for national and local media, coordinate on-site press room and to direct the placement of local media stories. DPW PR has been associated with this annual event since 1986.

- When Texas' tall ship, the restored square rigger *Elissa*, toured the Eastern Seaboard in July 1986, including participation in the Statue of Liberty's centennial festivities, DPW PR was hired to handle the national tour's publicity. The ensuing coverage resulted in unprecedented national media recognition for Texas, and the *Elissa's*, home port of Galveston.
- When Hearst magazines needed to promote their September 1991 issue of Town & Country highlighting the City of Houston, they contracted DPW PR. The agency was retained to coordinate the gala benefit to unveil the issue and supporting local publicity. Within three months, the agency orchestrated and publicized the August 28 Town & Country gala at The Wortham Theater Center, which successfully raised over \$125,000 to benefit the Houston READ Commission.
- When Oshman's Sporting Goods opened their first 80,000 square foot mega SuperSports USA store in March of 1990, they contacted DPW PR to coordinate a grand opening event and publicity blitz. The opening drew the greatest crowds and sales in the company's 60-year retail history (in the first four days the store sold 14,000 pairs of tennis shoes). The agency also handled the publicity for the grand opening of the second Oshman's SuperSports USA store in Austin in November of 1990 and continues to handle all media relations for Oshman's corporate and retail divisions, as well as major retailer special events, such as the recent "Women And Sports" promotion in Houston and Austin.
- When The Kennedy Center in Washington, D. C. hired a Texas public relations firm to handle statewide and national publicity surrounding the June 1991 "Texas Festival," they selected DPW PR to create a 16-month media campaign.
- When the City of Galveston wished to create an economic boost for mid-winter tourism, DPW PR revived the Texas Mardi Gras, which originated in 1870 but declined in the 1940's. The 14-day celebration, coordinated, produced and publicized by DPW PR now attracts over one-half million people to Galveston Island and generates over \$2½ million of publicity, including spots on "Good Morning America," "The Today Show," CNN, The New York Times and TIME magazine.

Part and parcel with event planning and publicity coordination, DPW PR's extensive experience includes all facets of on-site press relations: set-up and staffing of press room facilities, as well as distribution of press credentials and scheduling of print and broadcast interviews.

In addition, the firm's role as agency of record for long range, year-round public relations planning and implementation for a broad range of clients has brought both breadth and depth of experience in organization, copywriting, publicity monitoring and the development of close working relationships among media contacts running a wide gamut from business press, to television news assignment editors, to feature, social and sport writers, travel and trade journals.

## THE VIRGINIA SLIMS ACCOUNT TEAM

DANCIE WARE, Agency Principal & Account Supervisor

A fifth-generation Texan, Dancie Ware graduated with honors from the University of Texas. For eight years she was associated as a Public Relations Account Supervisor in one of the state's largest agencies before forming her own company in 1984. She has won numerous awards for PR excellence including the Governor's Award, "Best of Texas" recognition and Public Relations Campaigns awarded by the Texas Public Relations Association and has earned a national reputation among her peers in the public relations profession. Ware has long established contacts with media and public and state officials which open doors for clients.

MARTA FREDRICKS, Account Executive

Marta Fredricks graduated from the University of Texas with a B. S. in Advertising and went to work for Condé Nast Publications as the Assistant to the Promotion Director for Gentleman's Quarterly. When the New Yorker was obtained by Condé Nast Publications, she became the magazine's Special Projects Manager. Upon her return to her native hometown, Houston, in 1986, Fredricks became a reporter for The Houston Post. In 1987 she began her career at Dancie Perugini Ware Public Relations as an Account Executive. She has experience in working with national publications such as Time, Newsweek, The New York Times and others, many of whom have local bureaus.

ELLEN WEINGARTEN, Account Executive

A native Houstonian, Ellen Weingarten graduated from the University of Colorado with a B. S. in Journalism with an emphasis on Public Relations. Prior experience includes serving as Public Relations Manager with the Houston Ballet Foundation, where she managed all local and national press relations in regard to Houston Ballet, Houston Ballet Academy and ~~Houston Ballet Foundation~~. Also, Weingarten was Director of Public Relations for the Cystic Fibrosis Foundation, where she also specialized in special events fundraising, including The New Ball In Town tennis tournament and black-tie gala and the Hi-C Open, the largest open youth soccer tournament in the Southwest.

LERA LASATER, Assistant Account Executive

A native Houstonian and sixth-generation Texan, Lera Lasater graduated from the University of Texas with a B. A. in History and a minor in English. Prior to joining the agency, she worked in Los Angeles for the highest grossing restaurant chain in Southern California as an assistant event coordinator. Work experience includes media relations and event coordination.

## STRATEGIES

To achieve the objectives outlined in the Executive Summary, Dancie Perugini Ware Public Relations/Events will employ the following strategies:

- DPW PR proposes a series of ancillary events to be developed and promoted, both before and during the tournament, to generate widespread visibility and interest in the tournament, in women's professional sports, and in the sponsor.
- DPW PR will work one-on-one with key broadcast and print media at all levels and from various points of view, to ensure broad coverage of the tournament and increase both the size and demographics of the viewing audience.
- A comprehensive, localized press kit will be developed and distributed, covering the tournament, key participants, and all related events. Localized press kits will include: Ticket prices; attendance figures over past several years; winners since 1970; information on where to purchase tickets.
- DPW PR will work closely with the producers of "Good Morning Houston," a widely watched program and ABC's local affiliate station, to develop an entire program devoted to the Virginia Slims tournament and its participants, both past and present.
- DPW PR will work closely with an official Virginia Slims spokesperson (preferably Billie Jean King), whom we suggest come to Houston prior to and during the tournament, for newspaper and magazine interviews and appearances on television talk shows and at supplementary events.
- DPW PR will attract a broader audience by expanding citywide calendar listings of the tournament and supporting events to include Houston's foremost social calendar listing, The Black Book and the Houston Convention & Visitors Bureau's monthly event listing.
- Ticketron sales are to be enhanced by fliers and banner displays at area Randall's supermarkets, Foley's department stores, Oshman's SuperSports USA and selected tennis and fitness clubs.

## EVENTS

### Demonstration Matches

To provide a novel pre-event publicity opportunity for the tournament, agency suggests a creation of several high profile demonstration matches in general high-traffic venues.

- "CEO vs. The Pro"

Houston businessmen and women are invited to test their tennis skills against a current Virginia Slims tournament player, in a pay-to-play demonstration match in which proceeds would benefit a local charity.

In addition to the Westside Tennis Center, other sites include:

- ▲ The Galleria ice-skating rink
- ▲ Pedestrian mall between the Transco Tower and the Transco Water Wall
- ▲ Town & Country Mall

- "Downtown Demos"

An exhibition match at high noon amid the soaring architecture of downtown Houston would be a draw for the public and media alike. Players could include Virginia Slims stars, both past and present, as well as local politicians, media celebrities, corporate and civic leaders and sports celebrities. Companies will be encouraged to participate through distribution of fliers, ticket drawings, picnic lunch outings, etc.

Suggested sites include:

- ▲ In front of the Wortham Theater Center, the heart of the theater district.
- ▲ Adjacent to the George R. Brown Convention Center.
- ▲ The plaza in front of City Hall with the mayor determining first service.

- "Battle of the Sexes"

Reminiscent of the Billie Jean King and Bobby Riggs match, we propose a 90's style battle of the sexes between two columnists from a local paper, who often delight in sparring with one another over male/female issues on the front page of the Features section.



### Publicity Opportunities

- Television, radio and newspaper, main news, features and sports coverage/photo opportunities
- Radio promotional tie-ins
- Corporate in-house news coverage and promotion
- Social column mentions

## Oshman's SuperSports USA In-store Promotion

Through our relationship with Oshman's SuperSports stores, the agency will coordinate a major in-store promotional event with the largest independent sporting goods retailer in the world. This event will be supported by print advertising tie-ins and will include personal appearances and in-store autograph sessions with Virginia Slims stars, as well as ticket giveaways and sales, banner displays, drawings for and discounts on tennis clothing and equipment, demo matches and/or instructional workshops on the store's  $\frac{3}{4}$  size tennis court, a drawing for a tennis racquet autographed by a Virginia Slims star, and a drawing for a pair of tickets to the 1992 Virginia Slims Championships in Madison Square Garden (along with airline tickets and hotel accommodations).

### Publicity Opportunities

- Television and newspaper coverage/photo opportunities
- Print advertising support
- Social column mentions
- Radio tie-in

### Breakfast of Champions at Tiffany's

We envision this as an upscale, ticketed event benefitting a local woman's charity, such as the Women's Foundation, the Women's Fund or the Women's Crisis Center. Ticket price will include breakfast with Virginia Slims stars, past and present, at Tiffany's new landmark store (opening Fall 1991), as well as a pair of tickets to the final Virginia Slims of Houston match and a chance to win a trip for two to the 1992 Virginia Slims Championships in Madison Square Garden.

For the event, Tiffany's famous windows could be designed with a tennis theme. One possibility is a collection of action shot photographs (perhaps a selection from the former Virginia Slims photographer Carol Newsom, currently on display at the Women's Tennis Council office in New York), draped with opulent jewels.

Related print advertising tie-ins might feature durable watches, as well as Tiffany's tennis-themed items (i.e., crystal tennis ball, etc.).

A very special touch would be to have a Virginia Slims spokesperson (preferably Billie Jean King) on hand to talk about women's tennis and women's sports.

### Publicity Opportunities

- Television and newspaper coverage/photo opportunities
- Television and radio talk show appearances by Virginia Slims spokesperson
- Print advertising tie-ins
- Social column mentions
- Texas Monthly calendar mentions
- "H" section of The Houston Post
- Houston Chronicle "Seen"

### Kraft Recipe Contest

A recipe contest using Kraft Foods products, to be carried out in conjunction with Rice Epicurean Markets.

Recipes will be judged by a panel of newspaper food editors and local chefs, with winners published in either the Post or Chronicle and offered for sampling at Rice Epicurean Markets. Additional aspects of the event will include banner displays, ticket sales and drawings, in-store personal appearances and autographing sessions by Virginia Slims stars, and print advertising tie-ins, both in area newspapers and in Rice Markets' own newsletters.

### Publicity Opportunities

- Television and newspaper coverage/photo opportunities
- Food Section color cover
- Print advertising tie-ins
- Rice Epicurean Markets newsletter tie-in  
Distribution: 3 locations

## Traveling Photography Exhibition

A traveling exhibition of photographs of women's tennis, possibly from Carol Newsom's collection, currently on display at the Women's Tennis Council office in New York. Another Philip Morris sponsorship opportunity would be a traveling exhibition from the "National Art Museum of Sport." The museum, formed in January of 1991 and located in Indianapolis, currently has a display in Washington, D. C., highlighting sports from the 6th century to the present day.

The exhibition to be presented in a prominent location, such as the lobby of the main branch of NCNB or Texas Commerce Bank main lobby, would also be the focus of newspaper and magazine feature stories.

### Publicity Opportunities

- Television and newspaper coverage/photo opportunities
- Calendar listings
- Social column mentions
- Opening reception
- Fine-art coverage

### Randall's Outlet Promotion

Distribution of tournament schedule of events in all Houston-area Randall's Food Markets. Coordinate with Randall's for inclusion in all 50 Houston-area Randall's Food Markets.

Coordinate with Randall's for inclusion in Virginia Slims tournament ad in all "Sunday Shoppers" sections running in The Houston Post and Houston Chronicle. Commercial corporate tie-in with Kraft in-store display.

Utilize Randall's as additional ticket distribution outlet.

## PUBLICITY/MEDIA RELATIONS - ADDITIONAL OPPORTUNITIES

While continuing the ongoing, extensive sports coverage which the Virginia Slims of Houston has garnered over the years, the events outlined above and the additional opportunities listed below will extend that coverage beyond the realm of sports to a much wider potential audience.

DPW PR will work one-on-one with appropriate editors, reporters and producers to develop and place newspaper, magazine and broadcast media stories such as those listed below:

- **Business stories**

- ▲ "Slimstat" computerization of professional sports, with emphasis on the Virginia Slims Rankings
- ▲ Women's sporting event sponsorships/rationales
- ▲ Unwinding on the courts - business/feature on top area business men and women who pursue tennis in their spare time

- **Feature stories**

- ▲ Stars lineup
- ▲ Series on women who got their start/fame through the Virginia Slims tour
- ▲ Women's professional sports as part of the women's movement/women's professional tennis influences
- ▲ Billie Jean King feature/talk show interviews
- ▲ Photo essay, tie-in with potential traveling exhibition of Carol Newsom's photos

- **Food/Fashion stories**

- ▲ Winners of recipe contest
- ▲ Breakfasts of champions/what the stars choose to start their days
- ▲ What to pack for the matches
- ▲ Women's tennis fashions/past and present

- **"Good Morning Houston"**

- ▲ Dedicated broadcast (see Strategies, page 7)

- Other

- ▲ The Houston Post Calendar section "Pick of the Week"
- ▲ Houston Chronicle "Zest"
- ▲ Houston Chronicle "This Week" - 26 zones
- ▲ Post and Chronicle Weekend sections
- ▲ Texas Monthly "Sports" page

- Regional weekly newspapers (i.e., Woodlands, Kingwood, Clear Lake, Galveston)

- ▲ Flier/poster inserts
- ▲ Calendar mentions
- ▲ Features
- ▲ Sports



## TARGET AUDIENCE

- Houston area media including:
  - ▲ The Houston Post and Houston Chronicle
  - ▲ ABC, CBS and NBC network news affiliates
  - News, sports and talk/feature programs
  - ▲ 120 newspapers in the greater Houston area
  - ▲ 24 area college newspapers
  - ▲ 6 independent television stations
  - ▲ 42 area radio stations
  - ▲ Houston Metropolitan Magazine
  - ▲ Texas Monthly Magazine
  - ▲ Houston Sports and Fitness Magazine
  - ▲ Houston Press
  - ▲ Associated Press
  - ▲ UPI
  - ▲ Reuters
  - ▲ Houston Business Journal
  - ▲ USA Today
  - ▲ Wall Street Journal
- Local and national sports and entertainment media
- Residents of Greater Houston Metropolitan area
- Patrons and players of tennis
- Houston Tennis Association
- Westside Tennis Club & other Houston-area club members
- Area business, civic and political leaders
- Metropolitan print and broadcast media celebrities
- Local sports celebrities
- Women between the ages of 22 and 55
- Local sporting goods retailers
- Tournament ticket outlets

REFERENCES

Client References

Mr. George P. Mitchell  
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Mr. Ben Love  
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Media References

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