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PRESERVATION



**Rey Post**

Managing Director
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Bidding Committee
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1999 Women's World Cup Bid Meeting

Office of Deputy Cabinet Secretary Phil Caplan

Friday, June 30, 1995

AGENDA

1. Misc. Business
 - White House Guards
 - Women's U.S. Cup (RFK - Sunday, August 6)
 - Paris Reception *- my home to dance!*
 2. FIFA Bid Timetable
 3. Fulfilling FIFA 1999 bid "List of Requirements"
 - * 1999 "list" issued in October
 - * Note sections 1.2, 3.1-3.7, 11.1 in '95 version
 - * Federal Gov't guarantee letters
 - Task Force? (DOJ, DOC, DOD, DOT, et al)
 - * President Clinton letter
 - * Congressional Joint Resolution
- Meeting in September '95*
4. Meeting for FIFA officials with President Clinton (DC)
5. President Clinton video taped message for bid presentation (DC) (Reagan Video)

PROPOSED ACTION DUE DATE: December 15, 1995

PROPOSED ACTION DUE DATE: March, 1996

PROPOSED ACTION DUE DATE: April, 1996

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*re:
Olympic/
world cup
letters of
guarantee*



FÉDÉRATION INTERNATIONALE DE FOOTBALL ASSOCIATION

Timetable 1999 Women's World Cup

- | | | |
|----|---|-------------------|
| 1. | Invitations issued to the national associations (apart from those affiliated to UEFA) to submit bid | 3 July 1995 |
| 2. | Basic replies from interested national associations | 30 September 1995 |
| 3. | Dispatch of the List of Requirements to the interested national associations | October 1995 |
| 4. | Confirmation or withdrawal of the bid on taking cognisance of the List of Requirements | 31 December 1995 |
| 5. | Submission of bid documents to FIFA General Secretariat | 29 February 1996 |
| 6. | Evaluation of candidatures, eventually inspection visits and preparation of the report for the FIFA Executive Committee | 31 May 1996 |
| 7. | Designation of the national association which will organise the Women's World Cup in 1999 by the FIFA Executive Committee | Juni 1996 |

Zurich, 21 December 1994
MGT

womensworldcup1999

2ND FIFA WOMEN'S WORLD CHAMPIONSHIP - 1995

LIST OF REQUIREMENTS

(for the organising National Association)

INDEX

FOREWORD

1. FUNDAMENTAL PROVISIONS
2. INITIAL SITUATION
3. GOVERNMENT GUARANTEES
4. TECHNICAL INFRASTRUCTURE
5. REQUIREMENTS OF THE MEDIA REPRESENTATIVES
6. RIGHTS CONTRACTS AND DUTIES
7. ACCOMMODATION
8. TRANSPORTATION
9. ACCREDITATIONS
10. REGULATIONS
11. DOCUMENTS

APPX. IMPORTANT NOTICE

1,2
3.1-3.7

11.1

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FOREWORD

The Women's World Championship was brought to life on the initiative of Dr. João Havelange, President of FIFA. The first event took place in the People's Republic of China in November 1991 with extraordinary success. With this championship, FIFA has introduced women to top class competition football worldwide.

The expectations placed by FIFA in women's football have been confirmed. What was previously considered to be an empty promise has now become reality with numerous good predictions.

The 1st Championship played in China has established women's football as a very attractive and offensive game with great fair play and blessed with superb technical and physical qualities. The 1st Women's World Champion, U.S.A., was considered by the experts as epitomizing the women's version of total football.

We are pleased to enclose herewith a terms of reference laying down the conditions und fundamental aspects to be taken into consideration in the organisation of a Women's World Championship, stipulating the necessary requirements to ensure a perfect realisation crowned with success.

1. FUNDAMENTAL PROVISIONS

page 1

1.1 Responsibilities

The FIFA Women's World Championship is a competition run by the Fédération Internationale de Football Association (FIFA).

In its capacity as executive body of FIFA, the Executive Committee delegates its responsibilities as organiser of the Women's World Championship to the FIFA Committee for Women's Football, which in turn, takes on the organisation and execution.

The FIFA Executive Committee also appoints one of the National Associations affiliated to FIFA as executive agent of the Women's World Championship. This National Association is responsible to the FIFA Committee for Women's Football, regardless of the internal regulations governing the local organisation.

It is important to note that the hosting of the Women's World Championship shall be assigned to one National Association only, and that the entire competition shall be held solely in the country of that National Association.

The appointed National Association and its organising committee (the LOC - Local Organising Committee) are under the jurisdiction of the FIFA Committee for Women's Football. The latter has the last say in fundamental decisions on all matters.

FIFA does not recognize any third parties or organisations outside the Football Association. Any pending problems and questions shall be settled directly with the National Association affiliated to FIFA or with the LOC.

Hence, the Local Organising Committee shall consist for the most part of representatives from the Football Association. This will guarantee that the authorized National Association will bear the responsibility and control in its own country for the realization of a Women's World Championship.

1.2 Approval in Organising Country

The organisation and execution of a Women's World Championship are no longer possible nowadays without the direct involvement and effective support of the government of the respective country. It is not sufficient for a National Association affiliated to FIFA to provide the financial guarantee for the realisation of a World Championship. Too many important duties fall directly within the governmental spheres of the organising country. It is therefore absolutely essential, that prior to the final assignment of a Women's World Championship, a governmental declaration be issued which:

- a) welcomes the Women's World Championship to the country, and
- b) gives the necessary guarantees (see § 3) for the success of the Women's World Championship.

2. INITIAL SITUATION

- 2.1 12 Teams will be participating in the 2nd Women's World Championship.
- 2.2 Any National Association (except Asia) which is interested in applying to host such a championship must present its candidature by 31st March 1992 at the latest. The candidature has to be re-confirmed or withdrawn after receipt and consideration of the present terms of reference by 31st May 1992. In the case of a re-confirmation of candidature, all requested documentation must be submitted by 31st October 1992 at the latest.

The FIFA Executive Committee will announce the appointed National Association in December 1992.

- 2.3 The 2nd Women's World Championship will take place in 1995.

3. GOVERNMENT GUARANTEES

The guarantees to be provided by the government concerned cover the areas given under § 3.1 to 3.7.

3.1 Entry and Exit Permits (Visa)

Unrestricted granting of visa to the entire FIFA officials, referees, teams and media representatives, regardless of nationality, race or creed. This shall also apply to foreign visitors.

3.2 Work Permits

Work permits, if required by law, must be guaranteed for the following groups of persons:

- FIFA officials
- players and salaried staff accompanying the teams taking part
- representatives of the media including technical personnel

3.3 Customs and VAT (value added tax)

The temporary import and subsequent export of the following goods shall be permitted, free of any customs duty, VAT or other taxes:

- a) personal belongings
- b) technical equipment for players and officials
- c) the entire technical equipment (filming and playback equipment, films, lighting etc.) for authorized foreign television companies

- d) technical equipment of other representatives of the media (telecommunications and photographic equipment, small computers etc.)
- e) the entire technical material required for the production of the official film
- f) medical equipment and pharmaceutical products
- g) all other necessary technical equipment for the organisation of the competition : photocopiers, typewriters, telefax, telecommunication installations, portable telephones, etc.
- h) suppliers' equipment required by the organisers (balls, nets and equipment for football teams, facilities for media support) etc.
- i) sponsors' equipment in support of the organisers and/or for advertising

3.4 Security

Security is the responsibility of the state.

Overall security and personal protection are the highest principles of a worldwide competition, particularly at airports, hotels, training grounds and in the stadia. This also includes the personal protection of all players, officials, media representatives and spectators before, during and after matches as well as a guarantee of security and protection during travel within the country.

3.5 Telecommunications

The government shall guarantee the existence of a reliable international network enabling the transmission of all forms of telecommunications including television.

3.6 Transportation

It has to be determined whether the structure of the national transport network is capable of providing the means of transport and the installations required for the technical execution of a Women's World Championship.

Details should be submitted on:

- a) airline network
- b) railway network
- c) road networks between the different venues of the competition

3.7 National Anthems and Flags

An unconditional guarantee is to be given that the national anthems of the participating teams will be played and the respective flag hoisted.

4. TECHNICAL INFRASTRUCTURE

4.1 Stadia

The 2nd FIFA Women's World Championship 1995 will witness the participation of 12 teams. It will last for 12 to 14 days and cover at least 26 matches.

A maximum of 4 to 6 stadia will be required. They should be located as near as possible to one another so that the teams do not lose too much time in travelling.

Each spectator shall be allotted an individual, numbered seat.

4.2 Special Requirements

a) All stadia shall have a playing field measuring 110/105 m by 75/68 m laid out with natural turf. Moreover, there shall be enough space available:

- to guarantee the players' security
- to set up benches for substitute players
- for photographers
- to provide the necessary distance for ground advertising
- for television and film cameras

b) The benches for coaches and substitutes shall be comfortable and covered, offering space to seat 20 people. A bench with 4 seats shall be placed in the middle.

- c) The stadia are to be equipped with lighting adequate for television transmission (1200 LUX) and with modern loudspeaker installation.
- d) Premises for media installations shall correspond to the importance of the task.
- e) There shall be two training grounds per seat (3 seats) near the teams' hotels, each with a pitch measuring 110/105 m by 75/68 m laid out with natural turf in good condition.

5. REQUIREMENTS OF THE MEDIA REPRESENTATIVES

Approximately 250 - 300 representatives are to be reckoned with:

150 from the written press, 50 each from television and radio, and 50 photographers.

At the seat of the organising National Association, a media centre must be installed which corresponds to the importance of the event. This also applies to secondary media centres in the venues. For the sake of convenience, these centres shall be installed directly in the stadia or in the hotels where the media representatives will be staying.

Special terms of requirement shall be given to the organising National Association at least one year before the start of the final round of the Championship.

6. RIGHTS, CONTRACTS & DUTIES

The rights, contracts and duties of FIFA and of the organising National Association are composed as follows:

6.1 FIFA

FIFA possesses various rights which can only be granted with their approval. FIFA may grant these rights to a company of its choice.

a) Stadium Advertising

The stadia shall be made available for the Final Competition without any advertising one week before the beginning of the tournament, i.e. the organising National Association shall present the written consent on behalf of the owners of the stadia, that the latter be made available free of advertising. Only FIFA or its authorized contracted partners are entitled to make use of the advertising space in question.

b) Television/Radio/Film

The television and radio rights for all matches belong to FIFA.

The organising National Association, together with a television station, will establish the required technical conditions in order to ensure the television transmission of all matches, nationally and internationally. The respective television station shall assume the following responsibilities: production and transmission of the international signal (sound and image for TV, and sound for radio), and ensuring that the necessary technical equipment is available. The international signal shall be delivered by the

broadcaster free of charge to the satellite earth station in the host country.

FIFA reserves the right to produce the official film of the Championship. Two video tapes of each match must be made available to FIFA one day after the respective match so that FIFA can produce a summary of the highlights and goals of the match and make the tapes accessible to the participating teams. They will also be used in FIFA courses.

c) Merchandising

The merchandising rights of the Women's World Championship belong to FIFA. This concerns the advertising within the stadium and in official publications. The creation of emblems and mascots as well as other objects in direct relation with the Championship which could otherwise be exploited.

The cession of the rights in favour of companies and firms which offer a direct assistance in the organisation of the Championship or have other engagements (official supplier), shall be possible after negotiation with the organising National Association and FIFA.

d) International Transport of Teams, Officials and Referees

FIFA shall be responsible for the international transport of the 11 teams (28 persons each), approximately 20 referees and 40 FIFA officials.

6.2 Local Organising Committee

a) Entry Tickets

The organising National Association shall be entitled to receive the total amount of the entry tickets.

b) Other Rights

The organising National Association shall also be entitled to receive other rights conceded by FIFA (e.g. merchandising).

c) Board and Lodging of the Teams, Officials and Referees

The expenses of board (three meals per day plus an additional snack prior to the match in which they are playing) and lodging of the teams and referees, and the lodging and breakfast for FIFA officials during the entire Final Competition will be borne by the organising National Association (see Item 7).

d) Local Transport, Press Centres and Administrative Organisation

The local transport for the teams, FIFA officials and the referees will also be borne by the organising National Association (see Item 8).

The expenses for the installment of the media centres and the local administrative organisation will be borne by the National Association.

e) Insurance

The LOC shall take out the necessary insurance for the Championship:

- liability insurance for the local organisation
- liability insurance for damages to premises
- liability insurance for the members, employees and volunteers of the LOC

Note

It is not the aim of the Women's World Championship to make a profit; however, FIFA will ensure that the organising National Association, in principle, does not suffer a loss.

For this reason, the Local Organising Committee of the organising National Association shall prepare an estimate which will be examined together with FIFA prior to the competition.

7. ACCOMMODATION

7.1 Teams (Delegations of up to 28 persons)

The teams have the right to arrive four (4) days prior to the start of the competition and to depart the day after their elimination, or after their last match. But, without exception, the LOC is responsible for the board and lodgings of the teams up to two (2) clear days after their last match in case of delays or complications with the flights of the departing teams. During this period, the LOC shall be responsible for the board (three meals per day plus a snack prior to match) and lodging (in 1st class hotel) of the teams. Delegations arriving earlier, and consisting of more than 28 persons, or staying longer than the stipulated period shall take over all expenses exceeding the instructions established in this respect.

7.2 FIFA Officials (40 persons)

A first class hotel in the vicinity of the headquarters of the Local Organising Committee shall be placed at the disposal of the FIFA officials for the duration of the Championship. Moreover, accommodation shall be made available in the venues for the decentralized FIFA organisation. The LOC shall meet the expense of accommodation and breakfast for the FIFA officials and also administration offices (10) and meeting rooms for FIFA with all necessary equipment in the headquarters and in the seats (2 per seat). The requirements will be more closely defined following the nomination of the venues.

7.3 Referees (approximately 20 persons)

The referees' accommodation should be situated in an appropriate area, in order to enable opportunities for leisure and fitness

activities. As in the case of the FIFA officials, the referees shall be allocated single rooms only. The LOC shall finance the board (three meals per day) and lodging of the referees.

8. TRANSPORTATION

FIFA shall be responsible for the international transport of the delegations of the teams (in accordance with the Competition Rules), the referees and the FIFA officials.

The LOC shall take over all domestic transport. Within this context, it should be pointed out that the teams, the FIFA officials and the referees are entitled to top priority when landing and departing. The organisation of the transport shall be carried out jointly by the LOC and FIFA.

The LOC shall provide the following basic services (all vehicles shall have chauffeurs who are well acquainted with the venues):

a) Teams

- 1 bus
- 1 car

b) FIFA Officials

- a list with all necessary requirements shall be compiled

c) Referees

- 1 bus (only at headquarters)
- 1 minibus at each venue
- 1 minibus at headquarters

d) Representatives of the Mass Media

- a shuttle-bus system between the stadia and the media centre

9. ACCREDITATIONS

Accreditations shall be made for the following persons:

- a) FIFA officials, guests of honour and invited persons
- b) Referees
- c) Assistants (office, transport, hostesses, etc.)
- d) Teams and team managers
- e) Stadium employees and officials
- f) Press (compulsory bibs for photographers and television)
- g) Sponsors and representatives of official suppliers

10. REGULATIONS FOR THE WOMEN'S WORLD CHAMPIONSHIP

The Regulations for the 2nd Women's World Championship 1995 are an integral part of these Terms of Reference.

11. DOCUMENTS

A catalogue of documents to be produced by the organising National Association and statements and guarantees to be made:

- 11.1 A binding declaration by the Government of the organising country that the guarantees required under item no. 3 can be granted. The declaration by the Government shall list the respective points separately.
- 11.2 A geographical map showing possible venues, distances and altitudes.
- 11.3 A map of the national transport system: road, rail and air.
- 11.4 Confirmation by the owners of the stadia that these will be made available to FIFA, free of all advertising, for the Women's World Championship.
- 11.5 Hotel facilities in the venues envisaged.
- 11.6 Women's World Championship organigramme of the organising Football Association.
- 11.7 Tentative budget.

IMPORTANT NOTICE

The contents of this List of Requirements cover the minimum requirements only. The list of obligations to be undertaken by the organising Football Association is not final and may be modified by FIFA during the preparations for the Women's World Championship. Additional arrangements between the parties concerned may be settled at any time.

Moreover, a special contract shall be concluded between FIFA, the organising Football Association and the possible sponsor(s).

Zurich, 31st January 1992

JSB/MGT/sk



Rey Post

Soccer Management Experience

1994 World Cup

- * 1987-1988 - Project Director of U.S. Soccer Federation's successful 15 month bid to bring the World Cup to the U.S.

- * 1989 - Advisor to newly created World Cup USA 1994 Organizing Committee

- * 1990 - Member of Organizing Committee's original 4-man venue inspection team supervising the selection process of the nine cities chosen to stage the event

- * 1991 - Executive Producer of the World Cup 1994 Qualifying Draw, which was broadcast live from New York's Madison Square Garden to over 300 million people around the world

- * 1993-1994 - Consultant Director of World Cup USA 1994 Commemorative Coin Program, overseeing domestic and international marketing of three legal tender coins created by the U.S. Mint, producing sales of over 1.5 million coins and more than \$9.2 million in revenue for Organizing Committee

1999 Women's World Cup

- * 1995 - Managing Director of U.S. Soccer Federation's Bidding Committee



BUSINESS AND POLITICS, DISTINCTLY CONVERGING: HOW, WHY, WHEN

JULY 1988

THE CAMPAIGN TO BRING THE WORLD CUP TO THE U.S.

by Rey Post

When most of us in the political arena think of a 15-month, \$1.4 million campaign, we usually expect the outcome to be determined by more than 19 people. (And, the decision makers are not usually sitting around a table in Zurich, Switzerland.)

However, we recently helped win that type of campaign by persuading 19 "voters" to elect the United States as host of the World Cup soccer tournament in 1994. "Election Day" was July 4th and the United States' margin of victory was three votes. It will be the first time that the world's most-watched sports tournament is played in America.

Obviously, there were quite a few differences from managing this effort as opposed to running a campaign for U.S. Senate. But there was also a great deal of similarity, and this firm's skills and experience in the campaign business enabled it to adapt many of the same ideas and tactics to win the U.S. bid.

The Need For A Campaign

In this business, we believe the definition of a campaign includes each of the following three components:

- 1) **Defined opposition.** In the World Cup bid, we faced tough competition from Morocco, whose King supported his country's bid, and international soccer powerhouse, Brazil.
- 2) **No second place.** This component has the same meaning for businesses as it does for political candidates: there's no prize unless you are the winner.
- 3) **Winning or losing defines the future.** By winning the World Cup designation, U.S. cities and soccer officials now move forward to prepare for the games and reap the many benefits that come with hosting the month-long, 52-game tournament. Losing would have meant trying again in another couple of years.

Creating 'World Cup USA'

Our firm was hired by the U.S. Soccer Federation

in March 1987 to mount a campaign to convince soccer's international governing body, the Federation Internationale de Football Association (FIFA), that the United States was capable of hosting the month-long tournament. The first order of campaign business was preparing to submit the official U.S. application in September 1987 and satisfying FIFA's Terms of Reference.

The Terms include requirements ranging from stadium measurements and seating capacity to security and telecommunications facilities.

As part of World Cup USA's application, stadiums all across the country had to be surveyed. In all, 24 stadiums were personally surveyed by the World Cup USA staff and the number of potential sites was narrowed down to 18. These surveys include complex negotiations which forced some stadium officials to agree to remove indoor advertising during the games and renovate their playing fields to meet FIFA's required measurements, which are larger than those of an American football field.

Organizing Grassroots Support

The other key component of the campaign was to demonstrate to FIFA that the World Cup games would be played before stadiums packed full of enthusiastic fans.

That was the hard part. After all, American soccer does not enjoy the popularity of baseball, football, or basketball, and certainly doesn't come close to the heights that soccer has reached as the Number One sport around the world.

Therefore, a major communications and organizational effort was required to spread the word about World Cup USA. Letters were sent to every governor and state legislature requesting a resolution or proclamation in support of the U.S. bid. The mayors and city councils of small, medium, and large communities across the country received similar requests.

Nearly 450 resolutions and proclamations came in and were a part of the World Cup USA bid, which included at least one endorsement from each of the 50 states. Also, President Reagan signed a letter supporting the bid and both Houses of Congress passed a resolution endorsing World Cup USA.

In addition, soccer enthusiasts all across the country were contacted and mobilized to show their support for the U.S. bid. With some 10 million Americans now participating in the sport, there was a large target audience with which to communicate and "turn out."

Why Host The World Cup?

The reason that stadium officials were ready to knock out walls to accommodate FIFA's requirements and key state officials were eagerly passing resolutions is very simple — the sheer magnitude of the World Cup tournament.

There are all kinds of amazing statistics attached to the games, but here are just two that give some idea of the benefits to the host country:

1) At the 1986 World Cup in Mexico, a cumulative audience of 12.8 billion people watched the month-long tournament on television.

2) The U.S. Department of Commerce has projected that this country will receive an estimated \$1.5 billion just in foreign tourist dollars when the World Cup matches are played here.

Obviously, there is much more money to be made from marketing, television rights and advertising, gate receipts and the many, many other benefits from hosting the tournament. Once these facts were communicated, the public and private support quickly followed and so did the "grassroots" enthusiasm for the bid.

The Turning Point

Two key events took place at the end of last year which positioned the U.S. as the front-runner. Both required a great deal of preparation and were essential to our success.

The reigning President of international soccer, Dr. Joao Havelange, visited the U.S. and was given the royal treatment. This included a personal visit with President Reagan who made a pitch for hosting the World Cup. Dr. Havelange, who is from Brazil, was obviously impressed during his U.S. visit.

Several weeks later, World Cup USA officials flew to Zurich to make their formal presentation to FIFA's Executive Committee, which would cast the deciding 19 votes. A video was produced in three languages illustrating the United States' ability to host the tournament, plus a large map displaying the origin of all the official proclamations and other signs of support was presented. The presentation again overwhelmed FIFA representatives.

World Cup USA's Final Test

The last test that was essential to our success was a week-long tour by a FIFA delegation charged with inspecting the U.S. sports stadiums, hotels, security, and communications facilities. Fourteen of the 15 cities selected as potential sites were toured by the delegation last April and our contacts in each city were vitally important in preparing for the whirlwind tour.

When FIFA's representatives were not measuring playing fields, they were being treated to elegant receptions, first-class tours, and even a visit to Disney World. Along the way, the FIFA officials received an enthusiastic welcome at each stop. The preparations that went into the April tour were enormous, but FIFA again realized that the World Cup USA team was well-organized and capable of hosting the 1994 tournament.

The Campaign's Conclusion

Following the tour, two more trips to Zurich were necessary including a business meeting in May to discuss plans for staging the event. The final, most enjoyable trip came on July 4th when FIFA's Executive Committee voted to designate the U.S. as the host for the 1994 tournament.

The campaign called for a great deal of planning and preparation, executing tactics essential to victory, and of course, raising the money needed to implement those plans. As a result of those efforts, we were able to play a lead role in bringing a spectacular and potentially-lucrative event to the United States.

But, a great deal of credit for this historic feat goes to the officers and staff of World Cup USA and the U.S. Soccer Federation headquartered in Colorado Springs. As consultants in this campaign, we were privileged to work with such dedicated and reputable individuals who really made this effort a success. FIFA members and staff were also very helpful and provided us with needed guidance along the way.

Now, the attention of all these individuals will turn to 1994 and staging the tournament. Hosting the World Cup will give American soccer the chance it needs to gain new respect and popularity in this country and throughout the world. One goal has been reached and there is an opportunity to accomplish much, much more.

About the author: Rey Post is a Senior Associate with Eddie Mahe, Jr. & Associates and served as Project Director for the World Cup USA campaign from its inception. Post is the former Executive Director of the Vermont Republican State Committee. He was campaign manager for U.S. Senator Robert T. Stafford's re-election in 1982 and served as Stafford's Vermont Staff Director until 1985. He also managed the U.S. Senate campaign of Gov. Richard Snelling of Vermont in 1986.

Memorandum

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To: All Staff
From: Karen Bybee *KWB*
Date: July 9, 1993
Subject: Rey Post

Copies:

Boston
Chicago
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Detroit
Los Angeles
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Orlando
San Francisco
Washington, D.C.

I am pleased to announce that Rey Post has joined the Organizing Committee as the Consultant Director of the Commemorative Coin Program.

In this capacity, he will oversee the domestic and international marketing of the three official legal tender coins struck by the U.S. Mint commemorating the 1994 World Cup. Rey will collaborate with me, the Government Relations Department and Lester Wintz and his staff in administering the Commemorative Coin Program. The sale of these commemorative coins is a significant source of revenue for our committee.

Rey is no stranger to the 1994 World Cup. He served in 1987-1988 as project director of the United States Soccer Federation's successful 15 month bid to bring the World Cup to the U.S. He was a member of our original 4-man venue inspection team participating in the selection process of the nine cities chosen to stage the event, and he also served as executive producer of the World Cup 1994 Qualifying Draw, which was broadcast in 1991 from New York's Madison Square Garden. Rey brings valuable insight and long-term knowledge of our committee and the World Cup to his new role.

Rey is a former strategic campaign marketing, government and public relations consultant to nationally known corporate, political and non-profit organizations based in the U.S. and overseas.

Please join me in welcoming Rey Post, who resides and works in Virginia, as a member of the World Cup team.

COIN World

INSIDE this week

Trends 36

Half cents
to dimes

Soccer coins! ... 10

"Enriching coin collecting through knowledge."

Vol. 35 Issue 1784

June 20, 1994

\$1.95

World Cup offers unique chance

Guest
commentary

Rey Post

is Consultant Director of the
Commemorative Coin Program
for the World Cup USA 1994
Organizing Committee.

This summer, the excitement of World Cup soccer will come to the United States for the first time ever. Hundreds of millions of fans around the globe are gearing up in anticipation of the most watched sports spectacle in the world.

Sport fans, however, shouldn't be the only ones excited about the 1994 World Cup coming to our nation. The World Cup also represents an opportunity for the numismatic community to reach out and introduce a new generation to the timeless hobby of coin collecting.

For kids brought up on fast-food, MTV and Nintendo, coins commemorating historic subjects are often less interesting. Yet, because soccer is extremely popular with today's youth, a World Cup USA 1994 Commemorative coin could be the first match to spark a life-long enthusiasm in the numismatic hobby. According to American Sports Data, Inc., soccer is second only to basketball as the most popular organized sport among American youth today. In fact, with 76 percent of its players under 18-years-of-age, it is the fastest growing team sport in the country.

Without doubt, other hobbyists

WorldCup USA94™



©1991 WC 94 TM

such as trading card and autograph collectors have seized the opportunity to use the first appearance of World Cup soccer in the U.S. as a means of expanding their membership circles. With so many other items competing for our children's attention, the numismatic community can hardly afford not to act.

World Cup soccer could also open doors for the coin hobby to other untapped markets. Besides being one of the most popular

and fastest growing sports among youth, soccer is being taken up by an unprecedented number of adults. In the past five years alone, the number of adults playing soccer in the U.S. has risen 34 percent. This, combined with the fact that soccer is the singly most popular sport in the world, has the potential for creating a special appeal for these coins among novice collectors of all ages.

The staging of the 1994 World Cup tournament, which is being played in nine U.S. cities over a 31-day period beginning June 17, provides some interesting opportunities for the dissemination of information concerning this coin program.

FIFA, the international governing body of soccer, has agreed to use the World Cup commemorative silver dollar as the coin that official referees will employ during the coin-toss ceremony that begins each of the 52 games of the tournament. All of these games will be televised live on either ABC network or ESPN to an estimated cumulative worldwide audience of nearly 30 billion people.

Approximately 3.5 million soccer fans will attend one or more of the 1994 World Cup games and all of them will have the opportunity to learn about the

hobby of coin collecting through stadium sales of the U.S. Mint's special edition "venue" coin package. Also, nearly two million U.S. Soccer Federation members, many of them youth players, are being introduced to the hobby with a letter inviting them to collect these commemorative coins as long-lasting mementos of our nation's hosting of this great event.

In addition, the World Cup USA 1994 Commemorative Coin Program marks one of the U.S. Mint's greatest international efforts to date. Most of the 23 countries competing with the U.S. in this summer's tournament have joined the family of nations that are working with the U.S. Mint in the distribution of World Cup coins. World Cup soccer fans of all ages are being attracted to coin collecting in Europe, Asia and South America, including nations like Mexico and Argentina where the U.S. Mint is directly marketing commemorative coins for the first time.

In short, the World Cup USA 1994 Commemorative Coin Program should be seen not as another burden placed upon coin collectors by Congress, but as an opportunity to proliferate the numismatic hobby among a new generation of collectors. **CV**



WORLD CUP USA 1994 COMMEMORATIVE COINS

Obverse



Reverse



**GOLD
FIVE-DOLLAR
COIN DESIGN**

Obverse



Reverse



**SILVER
ONE-DOLLAR
COIN DESIGN**

Obverse



Reverse



**CLAD
HALF-DOLLAR
COIN DESIGN**

Designs shown are
renderings and not
actual size.

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UNITED STATES MINT

Introducing Bulk Discount Purchasing For World Cup USA 1994 Commemorative Coin Program

Gold Five Dollar



Silver Dollar

Clad Half Dollar



CHOOSE YOUR DESIRED OPTION:

- LEVEL I-----\$ 500.00 MINIMUM BULK ORDER**
*LEVEL II-----\$ 5,000.00 MINIMUM BULK ORDER**
*LEVEL III-----\$ 50,000.00 MINIMUM BULK ORDER**
*LEVEL IV-----\$ 250,000.00 MINIMUM BULK ORDER**
(Reorder minimums are \$500 for Level I and \$1,000 for Levels II, III, and IV)

* Coins are available with complete packaging and some are encapsulated in trays only.

**Orders may be applied cumulatively to reach the next higher discount level. However, a higher discount level will not be applied retroactively to orders.

HERE'S HOW TO ORDER:

1. Indicate the desired options on the order form on the reverse.
2. Complete shipping information requested below.
3. Attach a certified check, cashier's check or U.S. Postal Service money order for the exact amount, payable to the United States Mint.
4. Wire transfer of funds will be accepted.
5. For instructions for Wire Transfer of Funds call (202) 874-6410.
6. Send your completed order form and payment to:



UNITED STATES MINT
633 3rd STREET, N.W.
WASHINGTON, D.C. 20220
ATTENTION: BULK SALES BRANCH



ORDER YOUR FREE COUNTERCARDS:

Please send me (qty.) _____ Counter cards (two per selling location)

If you have any questions, call the Mint's Bulk Sales Branch directly at: (202) 874-6410, or FAX: (202) 874-6343

SHIPPING ADDRESS:

FOR MINT USE ONLY

Customer Name _____

Company Name _____

Street Address Only _____

City _____ State _____ Zip Code _____

Telephone _____ Date _____

Nine Digit Routing Number (FINANCIAL INSTITUTIONS ONLY)

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PLEASE NOTE: All orders are subject to coin availability and order acceptance by the Mint. Once accepted, orders may not be canceled and are not subject to refund or exchange. The Mint reserves the right to discontinue accepting orders for any reason. The Mint accepts orders only under preprinted terms contained on this order form. Shipment of coins will begin in late February and be delivered in approximately two weeks. **The buyer agrees not to market or sell the World Cup Commemorative Coins directly or indirectly outside the United States or Canada.** Attachment A is incorporated in full into this Bulk Purchase Agreement and applies to all its items and conditions.

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Soccer Watch '94
[publication]

Soccer Watch '94

A N O F F I C I A L P U B L I C A T I O N O F W O R L D C U P U S A ' 9 4

WorldCup USA94™



© 1991 WC'94 TM

CALENDAR



- May 18** European Cup Final (Athens, Greece)
- May 21** USA vs Bayern Munich (Cleveland, OH)
- May 25** USA vs Saudi Arabia (Piscataway, NJ)
- May 28** USA vs Greece (New Haven, CT)
- May 30** Memorial Day World Cup offices closed
- June 3** Colombia vs Northern Ireland (Boston, MA)
- June 4** USA vs Mexico (Pasadena, CA)
- June 5** Greece vs Colombia (East Rutherford, NJ)
- June 11** Italy vs Costa Rica (New Haven, CT)
- June 11** Mexico vs Northern Ireland (Miami, FL)



Ireland's Jason McAteer (left) battles Frank De Boer of the Netherlands during Ireland's 1-0 victory on April 20. Both countries have qualified for the 1994 FIFA World Cup.

Commemorative Coin Sales Reach \$6 million

The WCOC is half way to its goal of selling enough commemorative coins to generate \$12 million in surcharges. The funds will be used for two things. First, the money will help stage the World Cup games this summer. Second, 10 percent will go toward scholastic scholarships.

Congressman Esteban Torres (southern California), who sponsored the legislation, and his staff, have recommended three organizations to receive the scholarships. They are the National Council of La Raza, the Hispanic Business College Fund and the National Hispanic Scholarship Fund. The three organizations have been very helpful in assisting the WCOC in identifying marketing contacts in South America and throughout the U.S.

According to Rey Post, consultant director of the WCOC's Commemorative Coin program, if the goal of \$12 million in surcharges is met, the three organizations will divide \$1.2 million for scholarships.

"We've sold about one million coins to date, and that is as a result of how the numismatic community has reacted to our January mailing," said

Post. "Internationally, sales are going great. It will be among the best commemorative coin programs the U.S. Mint has had internationally."

One of the many firsts established by this commemorative coin program is the number of international countries participating—almost 40. "In fact, the U.S. Mint is selling coins in markets that they've never been in before. Places like South America and Mexico," said Post, who expects to generate \$2 million in international surcharges. The "Young Collectors" edition of the coins sold out 50,000 sets within three weeks of being offered.

There are three commemorative coins being offered: a five-dollar gold coin, a one-dollar silver coin, and half-dollar clad coin. The coins are marketed as both "proof" coins and as "uncirculated" coins. The difference being that proof coins are stamped twice, and are more highly polished, and are the ones generally purchased by the serious collector. The uncirculated coin is stamped just once and is not as polished. Uncirculated coins are, of course, less expensive than the proof coins.

FIFA has agreed to allow the com- (please see *Commemorative*, page 2)

Soccer Future Looks Bright



By Alan I. Rothenberg
WCOC Chairman

The final countdown to the 1994 FIFA World Cup is underway. Come June 17, a cumulative audience of two billion, as well as thousands of media, both domestic and international, will focus their attention on the United States.

The final month leading up to the start of the World Cup is full of activity and will expose many new fans to our sport whether they watch a game in person or on television, or participate in one of our grassroots programs.

More fans than ever will be able to attend World Cup games in 1994, and the demand for tickets has continued to far outweigh the supply. A supply of tickets became available at the end of April when the final tally was determined following the return of tickets by international tour operators, other national associations and some sponsors. They're selling at a record pace.

We said all along that we did not expect the full supply of international and sponsor tickets to be exhausted. We anticipated great domestic demand for those tickets, but the demand turned out to be even higher. The way the ticket office phone lines were burning up was another indication of the scope of World Cup fever.

Legacy Tour '94, the major grassroots activity of the World Cup, is achieving phenomenal success. Legacy Tour '94 kicked off in April and will travel to all nine World Cup host communities. It will reach its climax June 14-15 in Chicago, just prior to the World Cup opening ceremonies. Legacy Tour '94 celebrates the worldwide fever of soccer, rather than focusing solely on the competition, and features events and festivities for fans of all ages and sizes. Fans who participate in skills events during Legacy Tour '94 will have a chance to win World Cup tickets, as well as other prizes.

The Legacy Tour '94 idea was born out of the Olympic Torch Relay concept. World Cup USA 1994 wanted to conduct an event similar to the torch run to help generate World Cup awareness prior to the games, but we wanted to do more than stage a publicity event.

Part of the legacy of staging the (please see *Soccer Future*, page 6)

DAVID ROGERS/ALLSPORT

WORLD CUP USA 1994 COMMEMORATIVE COIN PROGRAM INTERNATIONAL DISTRIBUTORS

Mexico

Microformas S.A. de C.V.
Melchor Ocampo 158
Santa Catarina
Coyoacan 04010
MEXICO, D.F.
Tel: (5) 659 2421
Fax: (5) 554 3654

Middle East

Al-Tabia Center
Trading and Importing
P.O. Box 9886
Jeddah 21423
SAUDI ARABIA
Tel: (2) 665 5698
Fax: (2) 660 1898

Scandinavia

Event Marketing AS
Blaklokkeveien 16
2600 Lillehammer
NORWAY
Tel: (095) 47 61 25 42 09

Southeast Asia

International Coins (HK) Ltd.
26/F Wing On House
71 Des Voeux Road
Central
HONG KONG
Tel: 845 8330
Fax: 845 9110

Spain/Portugal

Lamas Bolano S.A.
Gran Via, 610
08007 Barcelona
SPAIN
Tel: (3) 317 7908
Fax: (3) 302 1847

Switzerland/Austria

Coin Invest Trust
Coin Wholesale
P.O. Box 125
FL-9490 Vaduz
LIECHTENSTEIN
Tel: (75) 26454
Fax: (75) 20317

United Kingdom

Westminster Collection
P.O. Box 100
Broadsword House
Brixton Road
Watford WD2 5JY
UNITED KINGDOM
Tel: (923) 255410
Fax: (923) 249950

U.S.A.

United States Mint
10001 Aerospace Road
Lanham, MD 20706
Tel: (301) 436 7400

8. Special Edition
World Cup '94 Collector's Set
(Proof Silver Dollar,
Proof Clad Half Dollar)



7. Prestige Set
(Proof Silver Dollar, Proof Clad
Half Dollar, Proof Five-Coin Set)



6. Six-Coin Set
(Proof Three-Coin Set,
Uncirculated Three-Coin Set)



5. Three-Coin Proof Set
(Gold Five Dollar, Silver Dollar,
Clad Half Dollar)



4. Proof Gold Five Dollar



3. Two-Coin Proof Set
(Silver Dollar, Clad Half Dollar)



2. Proof Silver Dollar



1. Proof Clad Half Dollar



TAKE HOME THE WORLD'S MOST COVETED TROPHY



UNITED STATES MINT

INTRODUCING THE 1994 WORLD CUP COMMEMORATIVE COINS

The 1994 World Cup Tournament began with 141 nations from six continents. Now, after two years of qualifying matches, 22 teams have emerged to challenge the defending champion Germany, and the United States, the host nation for the XV FIFA World Cup.

The United States will host the World Cup Soccer Tournament for the first time in history. To commemorate this extraordinary sporting event, Congress has authorized the United States Mint to produce a series of stunning coins—a five dollar gold, a one dollar silver, and a half dollar clad—each of which captures the passion and drama of this important competition. These are the only official commemorative coins of the 1994 World Cup.



COIN SPECIFICATIONS: The legal tender five dollar gold coin weighs 8.359 grams. Composition: 90% gold (0.24 troy ounce), 6% silver, 4% copper. Diameter: 0.850 inch. Mint and mint mark for Proof and Uncirculated coins: West Point ("W"). Maximum authorized mintage: 750,000 coins. Coins shown are not actual size.



COIN SPECIFICATIONS: The legal tender half dollar clad coin weighs 11.34 grams. Composition: 92% copper (0.33 troy ounce), 8% nickel (0.03 troy ounce). Diameter: 1.205 inches. Mint and mint mark: Proof, Philadelphia ("P"); Uncirculated, Denver ("D"). Maximum authorized mintage: 5,000,000. Coins shown are not actual size.

MAKE THE WORLD'S GREATEST SOCCER EVENT A LASTING MEMORY

The World Cup USA 1994 Commemorative Coins from the United States Mint provide a special opportunity to be a part of this remarkable moment in sports history.

Additionally, this coin program marks the first time in history that the United States Mint has

issued a series of commemorative coins of different denominations with a common reverse. Each coin reflects the meticulous craftsmanship for which the United States Mint is known.

TO ORDER WORLD CUP USA 1994 COMMEMORATIVE COINS, CONTACT YOUR LOCAL DISTRIBUTOR

Proof coins, prized by collectors worldwide, are true presentation pieces. Struck two or more times with highly polished dies, the mirror-like background shines brilliantly. Careful striking and die preparation create bold details and a frosted appearance. Uncirculated coins feature a satin-like finish.



COIN SPECIFICATIONS: The legal tender one dollar silver coin weighs 26.73 grams. Composition: 90% silver (0.76 troy ounce), 10% copper. Diameter: 1.500 inches. Mint and mint mark: Proof, San Francisco ("S"); Uncirculated, Denver ("D"). Maximum authorized mintage: 5,000,000 coins. Coins shown are not actual size.

WORLD CUP USA 1994 COMMEMORATIVE COIN PROGRAM INTERNATIONAL DISTRIBUTORS

Argentina

Provincial Bank of Buenos Aires
Secretaria de Relaciones
Publicas y Difusion
San Martin 137, Second Floor
Cuerpo "E"
Buenos Aires
ARGENTINA
Tel: (1) 331 8375
Fax: (1) 342 7831

Bolivia

Creative Associates Int'l, Inc.
5301 Wisconsin Avenue, N.W.
Suite 700
Washington, D.C. 20015
U.S.A.
Tel: (202) 966 5804
Fax: (202) 363 4771

Brazil/Colombia

MTB Bank
90 Broad Street
New York, N.Y. 10004-2290
U.S.A.
Tel: (212) 858 3300
Fax: (212) 858 3430

Germany

Emporium Hamburg
Lange Reihe 81
2000 Hamburg 1
GERMANY
Tel: (40) 280 1580
Fax: (40) 243 788

Germany

MDM Munzhandelsgesellschaft mbH
Deutsche Munze
Theodor-Heuss-Str. 7
38090 Braunschweig
GERMANY
Tel: (531) 2051 321
Fax: (531) 2051 500

Italy

Intercoins S.P.A.
Via Carducci, 9
20123 Milano
ITALY
Tel: (2) 890 04 04
Fax: (2) 805 60 65

Japan

Itochu Corporation
Precious Metals & Jewelry Dept.
5-1, Kita-Aoyama 2-chome
Minato-ku, Tokyo 107-77
JAPAN
Tel: (3) 3497 3916
Fax: (3) 3497 7953

Korea

Hwadong Coin & Banknote
186-210, 2-ka Jangchung-dong
C.P.O. Box 4183
Chung-ku, Seoul
KOREA
Tel: (2) 269 2670
Fax: (2) 268 7434

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1994 World Cup Commemorative Coins
Pamphlet and order form



**GRAB HOLD OF THE LARGEST
SPORTING EVENT IN AMERICA'S HISTORY**



Catch the Excitement... **Official World Cup Coin Victory Ribbons**



Two exciting presentations for kids and coaches. The uncirculated Silver and Clad Half Dollars suspended on red, white, and blue victory ribbons make perfect end-of-the-season trophies. Celebrate soccer and the year World Cup is being played in the United States with a lasting tribute to this world class event.



Code	Qty	Item	Price	Total Cost
W57		Uncirculated Clad Half Dollar Victory Ribbon	\$15.00	
W58		Uncirculated Silver Dollar Victory Ribbon	\$36.00	
Total Order Price			\$	

WorldCup
USA94™



© 1991 WC 94 TM

Mail to: United States Mint, P.O. Box 41996, Philadelphia, Pa 19101-1996
Orders are not valid until accepted by the United States Mint. You may cancel your order at any time prior to shipment and return a defective product for replacement up to 30 days after receipt. The Mint reserves the right to limit quantities and may discontinue accepting orders at any time. Coins may be delivered in multiple shipments at different times. Please allow approximately 7 weeks for delivery.

DO NOT SEND CASH. Make checks or money orders payable to: **United States Mint.** I understand that the Mint accepts orders only under the preprinted terms described on this order form.

Name

Address

City States Zip

METHOD OF PAYMENT: ☐ Check ☐ Money Order ☐ VISA ☐ MasterCard

Credit Card Account No.

Expiration Date: Month Year

SIGNATURE

DATE



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1994 World Cup Commemorative Coins
Pamphlet

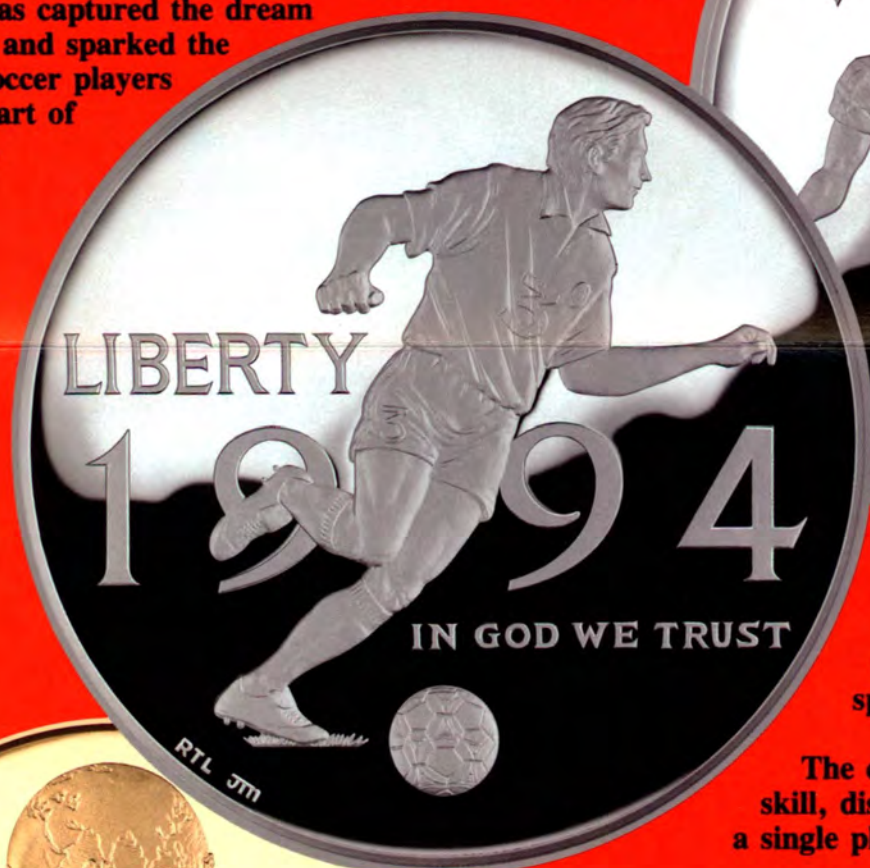


UNITED STATES Hosts 1994 World Cup

Magnificent Craftsmanship Makes These Coins Cherished Collectibles

Available individually or in sets, the intricately detailed World Cup USA 1994 Commemorative Coins capture the excitement of World Cup Soccer and represent the superior craftsmanship that has been part of the U.S. Mint's tradition of excellence for over 200 years.

Featured on the five-dollar gold obverse is a depiction of the gold FIFA World Cup Trophy -- soccer's most treasured prize. It has captured the dream of nations and sparked the quest of soccer players in every part of the world.



Half-Dollar
Clad Coin



One-Dollar
Silver Coin

The silver one-dollar obverse design reflects the courage, dedication and competition of the sport, as two athletes converge on a soccer ball.

The clad half-dollar obverse portrays the individual skill, discipline and determination required to win, as a single player contemplates his next move.

The three coins share a common reverse featuring the official World Cup 1994 logo flanked by laurel branches of victory.

Coin Sales Will Support the Games

Included in the price of each coin is a surcharge to be used by the World Cup USA 1994 Organizing Committee for organizing and staging the 1994 World Cup Games, with a portion of the funds to be distributed through the United States Soccer Federation Foundation to institutions for scholastic scholarships to qualified students.



Five-Dollar
Gold Coin

Coins are enlarged to show detail. Designs depicted are artists' renderings of the World Cup USA 1994 Coins and are subject to slight modifications prior to engraving.

Common Reverse
for One-Dollar, Half-
Dollar and Five-Dollar Coins





Rey Post

Managing Director

1999 Women's World Cup

Bidding Committee

United States Soccer
Federation

1804 N. Quinn Street
Suite 504

Arlington, Virginia 22209

Phone: (703) 524-7434

Fax: (703) 276-0618



May 12, 1995

Mr. Phil Caplan
Office of the Cabinet Secretary
The White House
Old Executive Office Building, Room #111
Washington, DC 20503

Dear Phil:

The United States Soccer Federation ("USSF") has resolved to submit a formal bid, to the Federation Internationale de Football Association ("FIFA"), soccer's world governing body, to host the 1999 Women's World Cup in the United States.

As you know, the 2nd Women's World Cup will be held in Sweden beginning June 5, 1995. The U.S. Women's National Team, which won the inaugural world title in 1991 in China, has qualified to defend its crown this summer.

For the 1995 championship tournament, FIFA issued an official "List of Requirements", which outlines technical, infrastructure, financial and other staging elements fulfilled by the Swedish Football Association when they originally bid to bring the event to their nation. A copy of this 1995 tournament document is enclosed for your review.

Though the 1999 championship tournament "List of Requirements" is not available until this October, FIFA has advised that the document will mirror the requirements listed in the 1995 document (please note Federal Government guarantees in sections 1.2, 3.1-3.7, and 11.1). On February 29, 1996, the USSF will submit to FIFA a formal bid document which addresses all of the 1999 requirements.

Also enclosed for your review are copies of the government guarantee letters from the 1994 World Cup bid document which the USSF submitted to FIFA on September 30, 1987. The USSF will need to obtain similar letters from Federal Government agencies for inclusion in the 1999 bid document.

As you know, our national government plays an extremely important role in this international sports bidding endeavor. I welcome the opportunity to work with the White House in this matter and offer you the following summary of key elements of the government's part in the bid process (presented in order of

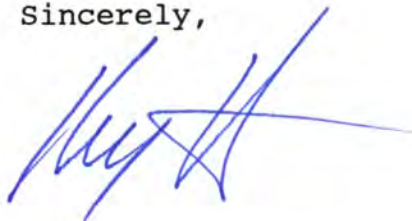
Mr. Phil Caplan
May 12, 1995
Page 2

chronological importance):

1. 1995 Women's World Cup Invitation (Sweden) - Mrs. Clinton
PROPOSED ACTION DUE DATE: June 5 - June 17 are dates of tournament; U.S. National Team begins play on June 6.
2. 1998 World Cup Final Draw Reception (Paris, France)
Rey Post requests White House to assist in arranging meeting with staff of U.S. Embassy in Paris to discuss hosting December, 1995 reception for FIFA officials who will vote on 1999 Women's World Cup bid.
PROPOSED ACTION DUE DATE: ASAP - Post would like to meet with Embassy staff on June 7, 8, or 9 (Paris).
3. Fulfilling FIFA 1999 bid "List of Requirements"
 - * Federal Gov't guarantee letters
 - * Letter from President Clinton
 - * Congressional Letters of SupportPROPOSED ACTION DUE DATE: Present - December 15, 1995
4. Meeting for FIFA officials with President Clinton (DC)
PROPOSED ACTION DUE DATE: March, 1996
5. President Clinton video taped message for bid presentation (DC)
PROPOSED ACTION DUE DATE: March - May, 1996

Thank you Phil for your assistance in this matter. I look forward to working with you in executing a successful bid campaign with the ultimate goal of bringing the 1999 Women's World Cup to the United States.

Sincerely,



Rey Post
Managing Director
1999 Women's World Cup
Bidding Committee

Enclosures

THE WHITE HOUSE

WASHINGTON

April 18, 1995

Mr. Hank Steinbrecher
Secretary General/Executive Director
United States Soccer Federation
1801-1911 S. Prairie Avenue
Chicago, Illinois 60616

Dear Mr. Steinbrecher:

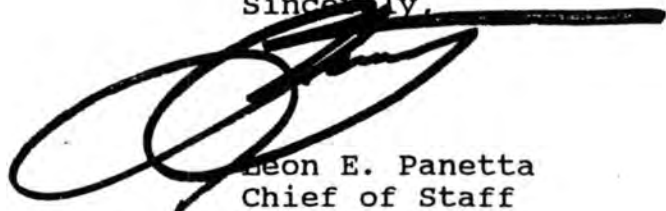
I appreciate you and your colleagues briefing me on February 9 concerning the U.S. Soccer Federation's intention to bid for rights to host the 1999 Women's World Cup.

The growth and popularity of soccer in the United States is impressive, as vividly demonstrated by the success of our nation's hosting the 1994 World Cup last summer. The fact that the U.S. Women's National Team is defending its world championship crown this summer in Sweden, further demonstrates that our nation is capable of competing in the sport at the highest possible level.

The White House pledges to assist U.S. Soccer in its effort to present a comprehensive 1999 bid document to FIFA, soccer's world governing body. To this end, I am appointing a senior White House staff representative, Phil Caplan of the Cabinet Secretary's office ((202) 456-2572), to begin working with Rey Post, the Managing Director of U.S. Soccer's 1999 bidding committee, in coordinating the role of the Federal government in this matter.

The White House is pleased to lend its support to our country's 1999 Women's World Cup bid efforts and extends to U.S. Soccer its sincerest wishes for success in this international sports endeavor.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read 'Leon E. Panetta', is written over the typed name and title.

Leon E. Panetta
Chief of Staff

cc: Rey Post
Kathryn Higgins
Philip Caplan
John Koskinen

Changes in the FIFA Executive Committee

Two new vice presidents, four new members

At the 49th FIFA Congress, the Executive Committee – the equivalent of FIFA's board of directors – underwent a number of changes. Tan Sri Datuk Hamzah (vice president, Malaysia), Jacques Georges (vice president, France), Abilio d'Almeida (Brazil), León Londoño Tamayo (Colombia) und György Szepesi (Hungary) were replaced by Chung Mong-Joon (vice president, Korea Republic), Antonio Matarrese

(vice president, Italy), Ricardo Terra Teixeira (Brazil), Carlos Coello Martinez (Ecuador) und Per Ravn Omdal (Norway) in FIFA's highest committee. Charles J. Dempsey (New Zealand) succeeded Sir Arthur George (Australia) as the coopted member for Oceania. The question of what will happen with the vice presidential seat previously occupied by the USSR has yet to be resolved.

FIFA EXECUTIVE COMMITTEE 1994 - 1996

PRESIDENT:

- (CONMEBOL)
- **Dr João Havelange** (Brazil)
Date of birth: 8.5.1916
in Rio de Janeiro.
Civil status: married; one daughter, three grandchildren.
Profession: lawyer, businessman.
Languages: Portuguese, French, Spanish, English.
FIFA President and a member of the Executive Committee since 1974.
Previous FIFA committees: Emergency Committee (chairman), Committee for Security Matters and Fair Play (chairman).
Further information: a member of the International Olympic Committee since 1963. Holder of over 100 awards and honorary doctorates.

VICE PRESIDENTS:

- (CONCACAF)
- **Guillermo J. Cañedo**
(Senior vice president, Mexico)
Date of birth: 4.6.1920
in Guadalajara.
Civil status: married, three sons, one daughter.
Profession: lawyer; Vice president of Legal/Internal Affairs TELE-VISA; President of OTI TV Consortium.
Languages: Spanish.
Previous FIFA committees: Emergency Committee, Finance Committee, chairman of the Organising Committee for the 1994 FIFA World Cup, Committee for Security Matters and Fair Play

(deputy chairman), Media Committee (chairman), Consultative Committee FIFA/CONCACAF.
Further information: chairman of the local organising committees for the 1970 and 1986 FIFA World Cups in Mexico.

- **Dr. Viacheslav Koloskov*** (Russia) (UEFA)
Date of birth: 15.6.1941.
Civil status: married, one son.
Profession: Sports manager.
Languages: Russian, English.
Member of the FIFA Executive Committee since 1980.
Previous FIFA committees: Organising Committee for the 1994 FIFA World Cup, Organising Committee for the Olympic Football Tournament, Committee for Security Matters and Fair Play and Committee for FIFA Youth Competitions.
Further information: President of the Russian Football Association.
*Status pending.

- **Julio H. Grondona** (Argentina) (CONMEBOL)
Date of birth: 18.9.1931.
Civil status: married, three children.
Profession: businessman.
Languages: Spanish.
Member of the FIFA Executive Committee since 1988.
Previous FIFA committees: Emergency Committee, Finance Committee, Organising Committee for the 1994 FIFA World Cup, Committee for FIFA Youth Competitions, (Chairman) Committee

for Security Matters and Fair Play, Consultative Committee FIFA/CONMEBOL.

Further information:
President of the Argentine Football Association 1979-95.

- **David H. Will** (Scotland) (UEFA)
Date of birth: 20.11.1936.
Civil status: married, two daughters.
Profession: lawyer.
Languages: English.
Member of the FIFA Executive Committee since 1990.
Previous FIFA committees: Organising Committee for the 1994 FIFA World Cup, chairman of the Referees' Committee, chairman of the Players' Status Committee, Committee for Legal Matters, Committee for Security Matters and Fair Play.

- **Lennart Johansson** (Sweden) (UEFA)
Date of birth: 5.11.1929.
Civil status: married, two daughters.
Profession: businessman.
Languages: Swedish, English, German.
Member of the FIFA Executive Committee since 1990.
Previous FIFA committees: Emergency Committee, deputy chairman of the Organising Committee for the 1994 FIFA World Cup, Committee for Security Matters and Fair Play, Consultative Committee FIFA/UEFA.
Further information: UEFA President since 1990.



– **Issa Hayatou** (Cameroon) (CAF)
Date of birth: 9.8.1946 in Garoua.
Civil status: married.
Profession: Sports manager.
Languages: French, English.
 Member of the FIFA Executive Committee since 1990, Vice President since 1992.
Previous FIFA committees: Emergency Committee, Organising Committee for the 1994 FIFA World Cup, chairman of the Organising Committee for the Olympic Football Tournaments, Committee for Security Matters and Fair Play, Consultative Committee FIFA/CAF.
Further information: President of CAF since 1988.

– **Antonio Matarrese** (Italy) (UEFA)
Date of birth: 4.7.1940.
Civil status: married, two daughters.
Profession: commercial and tax adviser.
Languages: Italian, English, French.
 Member of the FIFA Executive Committee since 1994.
Previous FIFA committees: Organising Committee for the 1994 FIFA World Cup
Further information: President of the Italian Football Association since 1987, Vice president of UEFA since 1992, Vice chairman COL ITALIA'90.

– **Chung Mong-Joon** (Korea Republic) (AFC)
Date of birth: 17.10.1951.
Civil status: married.
Profession: businessman.
Languages: Korean, English.
 Member of the FIFA Executive Committee since 1994.
Previous FIFA committees: –
Further information: President of the Football Association of Korea Republic.

MEMBERS:

– **Dr. Henry Y.T. Fok** (Hong Kong) (AFC)
Date of birth: 21.11.1922.
Civil status: married, three sons, two daughters.
Profession: businessman.
Languages: Chinese, English.
 Member of the FIFA Executive Committee since 1978.
Previous FIFA committees:

Finance Committee, deputy chairman of the Committee for Women's Football, Consultative Committee FIFA/AFC.
Further information: President of the Hong Kong Football Association.

– **Jack A. Warner** (Trinidad und Tobago) (CONCACAF)
Date of birth: 26.1.1943.
Civil status: married, two sons.
Profession: Teacher for history and international affairs.
Languages: English, Spanish.
 Member of the FIFA Executive Committee since 1983.
Previous FIFA committees: Organising Committee for the 1994 FIFA World Cup, Youth, Fair Play.
Further information: President of CONCACAF since 1990.

– **Poul Hyldgaard** (Denmark) (UEFA)
Date of birth: 19.3.1929.
Civil status: married, two sons.
Profession: Director.
Languages: Danish, English, German, French.
 Member of the FIFA Executive Committee since 1984.
Previous FIFA committees: Organising Committee for the 1994 FIFA World Cup, Organising Committee for the Olympic Football Tournament, chairman of the Women's Football Committee, Players' Status Committee, Committee for Security Matters and Fair Play.
Further information: President of the Danish Football Association.

– **Abdullah K. Al-Dabal** (Saudi Arabia) (AFC)
Date of birth: 31.3.1952.
Civil status: married, four children.
Profession: businessman.
Languages: Arabic, English.
 Member of the FIFA Executive Committee since 1986.
Previous FIFA committees: Organising Committee for the 1994 FIFA World Cup, Committee for FIFA Youth Competitions, Players' Status Committee, Consultative Committee FIFA/AFC.
Further information: Member of the Saudi Arabian Football Council since 1978.

– **Slim Aloulou** (Tunisia) (CAF)
Date of birth: 26.2.1942.
Civil status: married.
Profession: manager.
Languages: French, Arabic, English.
 Member of the FIFA Executive Committee since 1988.
Previous FIFA committees: Committee for FIFA Youth Competitions, Players' Status Committee, deputy chairman of the Protocol Committee, Consultative Committee FIFA/CAF.

– **Dr. Michel D'Hooghe** (Belgium) (UEFA)
Date of birth: 8.12.1945.
Civil status: married, one son, one daughter.
Profession: medical doctor and lecturer.
Languages: French, English.
 Member of the FIFA Executive Committee since 1988.
Previous FIFA committees: Organising Committee for the 1994 FIFA World Cup, chairman of the Sports Medical Committee.
Further information: President of the Belgian Football Association since 1987.

– **Isaac D. Sasso Sasso** (Costa Rica) (CONCACAF)
Date of birth: 8.2.1926.
Civil status: married.
Profession: businessman.
Languages: Spanish, English.
 Member of the FIFA Executive Committee since 1990.
Previous FIFA committees: Organising Committee for the Olympic Football Tournament, deputy chairman of the Futsal Committee, Consultative Committee FIFA/CONCACAF.

– **Ram Ruhee, O.B.E.** (Mauritius) (CAF)
Date of birth: 12.10.1927.
Civil status: married, two children.
Profession: Secretary of the Mauritius Sports Association.
Languages: English, French.
 Member of the FIFA Executive Committee since 1992.
Previous FIFA committees: Finance Committee, Organising Committee for the 1994 FIFA World Cup.
Further information: member of the International Olympic Committee.



FIFA NEWS

– **Gerhard Mayer-Vorfelder** (Germany) (UEFA)
Date of birth: 3.3.1933.
Civil status: married, four children.
Profession: lawyer, minister of finance for Baden-Württemberg.
Languages: German, English.
Member of the FIFA Executive Committee since 1993.
Previous FIFA committees: –
Further information: Vice president of the German Football Association since 1992.

– **Carlos Coello Martinez** (Ecuador) (CONME)
Date of birth: 21.11.1937.
Civil status: married, one son, one daughter.
Profession: lawyer.
Languages: Spanish.
Member the FIFA Executive Committee since 1994.
Previous FIFA committees: –
Further information: President of the Ecuadorian Football Association, chairman of the Organising

Committee for the FIFA U-17 World Championship.
– **Ricardo Terra Teixeira** (Brazil) (CONME)
Date of birth: 20.6.1947.
Civil status: married, three children.
Profession: economist, stockbroker.
Languages: Portuguese, Spanish, English, French.
Member the FIFA Executive Committee since 1994.
Previous FIFA committees: –
Further information: President of the Brazilian Football Association.
– **Per Ravn Omdal** (Norway) (UEFA)
Date of birth: 20.8.1947.
Civil status: married, two children.
Profession: industrialist.
Languages: Norwegian, English, German.
Member the FIFA Executive Committee since 1994.
Previous FIFA committees: Committee for Women's Football
Further information: –

– **Charles J. Dempsey, C.B.E.** (co-opted, New Zealand) (Oceania)
Date of birth: 4.3.1932
Civil status: married, two daughters
Profession: businessman
Languages: English
Member of the FIFA Executive Committee since 1994
Previous FIFA committees: Committee for Youth Competitions, Committee for Security Matters and Fair Play

GENERAL SECRETARY:

– **Joseph S. Blatter** (Switzerland) (UEFA)
Date of birth: 10.3.1936,
Children: one daughter.
Profession: FIFA General Secretary.
Languages: German, French, English, Spanish, Italian.
Member of the FIFA Executive Committee since becoming FIFA General Secretary in 1981. (No vote)

**RESPONSES OF THE
UNITED STATES SOCCER FEDERATION
TO THE
1994 FIFA WORLD CUP®
TERMS OF REFERENCE**

Submitted to the Federation Internationale
de Football Association
September 30, 1987



United States Soccer Federation

Office of the President

ONE VILLAGE ROAD • P.O. BOX 129

HORSHAM, PA 19044

September 30, 1987

Federation Internationale de Football Association
FIFA-House
Hitzigweg 11
Zurich 8032
Switzerland

Gentlemen:

It is with great pleasure and great pride that the United States Soccer Federation submits this application to have the United States designated as the host country for the 1994 World Cup.

This application is the culmination of six months of intense effort by the United States Soccer Federation, effort which has elicited enthusiastic support from tens of thousands of our fellow citizens ranging from President Reagan to thousands of grade school soccer players who proudly wear their World Cup 1994 T-shirts. This means that it can now reasonably be stated that this bid is presented on behalf of the United States of America, not just the United States Soccer Federation.

Both houses of our Congress have spoken unanimously in support of our application and over 350 elected officials including Governors, Mayors, State Legislators and other local officials have responded with letters of support, proclamations and resolutions which are now in the Federation's possession.

This enthusiastic response permitted us to obtain all the requisite government guarantees required by the 1994 FIFA World Cup Terms of Reference.

The Federation has also analyzed the financial aspects of the 1994 World Cup. Provided that the financial distributions set forth in the 1990 World Cup Regulations for Italy do not change in any material respect, and based on the Federation's determination to use only existing stadia which meet or exceed FIFA's requirements or new stadia paid for fully by the stadium owners, the Federation has concluded that the 1994 World Cup, if held in the United States, may be conducted on a financially profitable basis. Accordingly, the Federation is prepared to

Federation Internationale de Football Association
September 30, 1987
Page 2

fulfill the financial obligations imposed on the host country by the Terms of Reference.

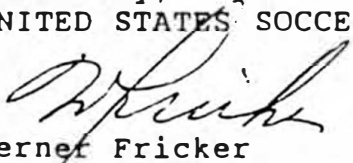
We surveyed every stadium facility in the country which met the minimum seating capacity and identified no less than 25 stadia which, with no more than minor field modifications, could host World Cup soccer. From this group we then isolated those as to which the stadium owners or operators were willing to contractually commit themselves now to all relevant sections of the Terms of Reference if selected as a site for any of the games.

This application is presented in two volumes. The first volume contains a precise response to the Terms of Reference and follows the order of that document. This volume also contains the letters and documents comprising the government guarantees requested and the commitment letters from the owners or operators of each of the proposed stadia.

The second volume contains all the specific information on each of the recommended stadia including photographs.

We are confident that you will find everything in order. We would like to express our very deep appreciation to all the officers and the general staff of FIFA for their invaluable assistance during this process.

Sincerely,
UNITED STATES SOCCER FEDERATION


Werner Fricker
President

THE WHITE HOUSE

WASHINGTON

Dear Dr. Havelange:

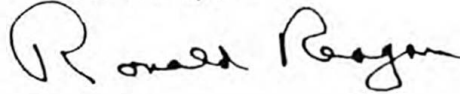
The United States of America would welcome the opportunity to serve as the host country for the 1994 World Cup soccer tournament. First-class stadium, hotel, transportation, communications, and other necessary physical facilities already exist within the United States to stage the tournament in a manner befitting its rich history and tradition.

Our country has had considerable experience in hosting successful major international sporting events, with the 1984 Olympic Games and the Pan American Games being only the most recent examples. We were particularly delighted to witness the tremendous spectator response to the soccer competition during the 1984 Olympic Games. With the remarkable increase in both the number of soccer participants in the United States and Americans' interest in this worldwide sport, we expect that the 1994 World Cup would be exceptionally well received here.

I am aware that the Federation Internationale de Football Association has requested certain governmental guarantees with respect to the 1994 World Cup. Certain of the guarantees sought, such as those relating to State and local taxes, fall within the domain of State and local governments under our political system, and certain others (such as those relating to transportation and hotels) are in the province of our private sector. At the Federal level, we will be pleased to give you written assurances in the areas of visas, work permits, and customs, which will be provided by the applicable Federal government agencies. Letters setting forth the specifics of these guarantees will accompany the bid being made by the United States Soccer Federation.

The United States not only provided similar guarantees to the International Olympic Committee for the 1984 Olympic Games, but also offered a spirit of volunteerism, enthusiasm, and private sector support we believe to be unsurpassed. That same spirit is extended to FIFA for the 1994 World Cup, along with a pledge of my full support.

Sincerely,

A handwritten signature in black ink, appearing to read "Ronald Reagan". The signature is fluid and cursive, with a large initial "R" and a long, sweeping tail.

Dr. Joao Havelange
President
Federation Internationale de Football
Association
Hitzigweg 11
8032 Zurich
Switzerland

100TH CONGRESS
1ST SESSION

S. J. RES. 175

To recognize the efforts of the United States Soccer Federation in bringing the World Cup to the United States in 1994.

IN THE SENATE OF THE UNITED STATES

JULY 21 (legislative day, JUNE 23), 1987

Mr. TRIBLE (for himself, Mr. ADAMS, and Mr. MCCAIN) introduced the following joint resolution; which was read twice and referred to the Committee on Commerce, Science, and Transportation

JOINT RESOLUTION

To recognize the efforts of the United States Soccer Federation in bringing the World Cup to the United States in 1994.

Whereas soccer is one of the world's most popular sports and the World Cup is the single most important event in that sport;

Whereas the 1986 World Cup games had a television audience of 12.8 billion with a live attendance of over 2.4 million;

Whereas the United States Soccer Federation is seeking to bring the World Cup games to the United States in 1994;

Whereas the United States is capable of meeting all of the requirements of a host country including financing, transportation, security, communications, and physical accommodations; and

Whereas the World Cup would serve as a tremendous impetus to national and international tourism, because the games would bring people from all nations together in friendly competition and permit these people to experience, first hand, the American way of life: Now, therefore, be it

1 *Resolved by the Senate and House of Representatives*
2 *of the United States of America in Congress assembled,*
3 That Congress recognizes the efforts of the United States
4 Soccer Federation to bring the World Cup to the United
5 States in 1994, and the President of the United States is
6 authorized and requested to designate the Secretary of Com-
7 merce as the official representative of the United States Gov-
8 ernment in any discussions with the Federation Internatio-
9 nale de Football Association.

○



United States Department of State

*Under Secretary of State for
Security Assistance, Science and Technology*

Washington, D. C. 20520

September 3, 1987

Federation Internationale de Football
Association
Hitzigweg 11
8032 Zurich
SWITZERLAND

Attention: The General Secretary

Dear Sir:

I am writing you in my capacity as the coordinator of State Department activities in connection with international sports events. I understand that World Cup USA 1994, Inc. ("World Cup USA"), a subsidiary of the United States Soccer Federation, is preparing a bid to the Federation Internationale de Football Association ("FIFA") to serve as the host country for the 1994 World Cup soccer tournament. In that connection, the Association requires World Cup USA to provide certain assurances from the United States. Certain of these fall, in whole or in part, within the competence of the Department of State.

Accordingly, I can confirm to you that:

- (1) No accredited member of the FIFA or participating country delegations, their immediate families or accredited media representatives, will be denied visas because of nationality, race or creed.
- (2) The laws of the United States do not prohibit any national anthem of any country participating in the 1994 World Cup from being played or the flag of any such country from being raised.
- (3) We will cooperate and work closely with FIFA, World Cup USA and other federal, state and local governmental agencies to develop special guidelines for the overall security and personal protection of all players, officials, media representatives and spectators at all times during the 1994 World Cup if held in the United States.

-2-

As in the case of other major international sporting events, such as the 1984 Olympic Games, the Department looks forward to cooperating fully in ensuring the success of the 1994 World Cup Games held in the United States.

Sincerely,

A handwritten signature in cursive script, appearing to read "Ed Derwinski".

Edward J Derwinski



DEPARTMENT OF THE TREASURY
UNITED STATES SECRET SERVICE

SEP 4 1987

Federation Internationale de Football
Association
Hitzigweg 11
8032 Zurich
SWITZERLAND

Attention: The General Secretary

Gentlemen:

The Secret Service is the agency of the Executive Branch of the Government of the United States of America charged with the responsibility for the protection of the President and Vice President of the United States and their families, visiting heads of a foreign state or government and, at the direction of the President of the United States, other distinguished foreign visitors to the United States. We understand that World Cup USA 1994, Inc. ("World Cup USA"), a subsidiary of the United States Soccer Federation, is preparing a bid to the Federation Internationale de Football Association ("FIFA") to serve as the host country for the 1994 World Cup soccer tournament. In that connection, it is our understanding that World Cup USA must obtain certain assurances of cooperation from the United States necessary to permit the competition to take place in an expeditious manner. Accordingly, we confirm to you the following:

The Secret Service will cooperate and work closely with FIFA, World Cup USA and other appropriate federal, state and local governmental agencies in order to provide for the overall security and personal protection of all those individuals whom the Secret Service is authorized to protect (pursuant to title 18, United States Code, section 3056) during the 1994 World Cup.

As we have with other major international sporting events such as the 1984 Olympic Games, we pledge our full cooperation to the success of the 1994 World Cup.

Sincerely,

John R. Simpson
Director



THE DEPUTY SECRETARY OF THE TREASURY
WASHINGTON

Gentlemen:

The Department of the Treasury is the department of the Executive Branch of the Government of the United States of America charged with the responsibility for formulating and recommending economic, financial, tax, and fiscal policies, serving as the financial agent for the United States Government, enforcing the law and manufacturing coins and currency. We understand that World Cup USA 1994, Inc. ("World Cup USA"), a subsidiary of the United States Soccer Federation, is preparing a bid to the Federation Internationale de Football Association ("FIFA") to serve as the host country for the 1994 World Cup soccer tournament. In that connection, World Cup USA must obtain certain guarantees from the United States necessary to permit the competition to take place in an expeditious manner. Certain of these guarantees fall within our competence. Accordingly, as requested by the President of the United States, we confirm to you the following:

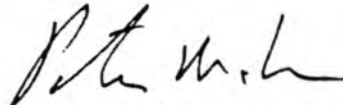
The laws and regulations of the United States of America, as administered by the Department of Treasury, would permit, or do not prohibit, (i) all foreign exchange to be freely imported and exported to and from the United States, (ii) the exchange and reconversion of such foreign exchange into hard currency of United States dollars or Swiss francs, (iii) such reconversions to be made at internationally prevailing conditions on the foreign exchange market and (iv) enable all payments to be transferred abroad at the official rate.

However, the Department of the Treasury administers certain licensing requirements applicable to transactions between persons subject to the jurisdiction of the United States and nationals of certain designated countries. Such transactions for which a Treasury license is required may include transactions incident to travel to, from, or within the United States. It generally has been the practice of the Department of the Treasury, under the advice of the Department of State, to issue the necessary licenses for nationals of designated countries for purposes of participation in international athletic events hosted by the United States.

- 2 -

As we have with other major international sporting events such as the 1984 Olympic Games, we pledge our full cooperation to the success of the 1994 World Cup.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Peter McPherson', written in a cursive style.

Peter McPherson

Federation Internationale de
Football Association
Hitzigweg 11
8032 Zurich
Switzerland



THE SECRETARY OF COMMERCE
Washington, D.C. 20230

September 1, 1987

Federation Internationale de Football
Association
Hitzigweg 11
8032 Zurich
Switzerland

Attention: The General Secretary

Gentlemen:

In the first session of the 100th Congress, the United States Senate and the United States House of Representatives jointly adopted Senate Joint Resolution 175 which recognized the efforts of the United States Soccer Federation to bring the 1994 World Cup to the United States, acknowledged the popularity of the game, referenced the ability of the United States to meet all of the requirements as a host country and, finally, authorized and requested the President of the United States to designate the Secretary of Commerce as the official representative of the United States Government in any discussions with the Federation Internationale de Football Association (FIFA). On August 20, 1987, the President designated me to work with the United States Soccer Federation and Federal agencies to meet FIFA requirements. As Acting Secretary of Commerce, I am delighted to accept such a designation and assure FIFA that the full support of the United States government and the energies and enthusiasm of its people will work to make the 1994 World Cup a successful and memorable event.

I am cognizant of the various governmental guarantees which FIFA has required from the United States as a condition to be designated as the host country. As the designated official representative of the United States Government and its various agencies, I pledge the full support of this office to ensure that the requirements of FIFA in connection with this event are satisfied. We believe that the 1994 World Cup will serve as a tremendous impetus to national and international tourism and will further establish the sport of soccer as a major spectator attraction within the United States. The United States would be delighted to be designated as the host country and will direct its resources to make the 1994 World Cup a success worthy of its many predecessors in other countries.

Sincerely,

A handwritten signature in cursive script, reading "Donna Tuttle", is written over a horizontal line.

Donna F. Tuttle
Acting Secretary



U.S. Department of Justice

Federal Bureau of Investigation

Office of the Director

Washington, D.C. 20535

September 4, 1987

General Secretary
Federation Internationale de Football
Association
Hitzigweg 11
8032 Zurich, Switzerland

Dear Sir:

The Federal Bureau of Investigation (FBI) is a bureau within the Department of Justice of the Executive Branch of the Government of the United States of America and is charged with the responsibility for the investigation of certain violations of Federal law, with particular emphasis on organized crime, counterterrorism and white-collar crime. We understand that World Cup USA 1994, Incorporated (World Cup USA), a subsidiary of the United States Soccer Federation, is preparing a bid to the Federation Internationale de Football Association (FIFA) to serve as the host country for the 1994 World Cup soccer tournament. In that connection, it is understood that World Cup USA must obtain certain guarantees from the United States in order for their bid to receive serious consideration from FIFA. Assurances of cooperation with respect to the provision of appropriate security fall within our purview. Accordingly, as requested by the President of the United States, we offer our assurances to you of the following:

The FBI will coordinate with FIFA and World Cup USA and will work closely with appropriate Federal, state, and local governmental agencies to develop guidelines and implement procedures for the overall security of all players, officials, media representatives, and spectators at all times during the 1994 World Cup.

As we have done with other major international sporting events such as the 1984 Olympic Games and the 1987 Pan American Games, we pledge our full cooperation to the success of the 1994 World Cup.

Sincerely yours,

John E. Otto
Acting Director





U.S. Department of Justice
Immigration and Naturalization Service

Office of the Commissioner

425 Eye Street N.W.
Washington, D.C. 20536

03 SEP 1987

CO 235-C

Federation Internationale de
Football Association
Hitzigweg II
8032 Zurich
Switzerland

Attention: The General Secretary

Gentlemen:

This is in furtherance of the United States Soccer Federation's bid to host the World Cup Games in 1994.

The Immigration and Naturalization Service would be primarily involved in conducting the inspection of all athletes, support and administrative personnel and spectators entering the United States to participate in or otherwise be in attendance at the Games. As for past international sports events such as the Twenty-Third Summer Olympics in Los Angeles, California, and the more recent Pan American Games in Indianapolis, Indiana, we look forward to doing our part in ensuring the success of the World Cup.

My staff will work closely with the United States Soccer Federation, FIFA, and other government agencies involved in World Cup planning. You may be assured that inspection procedures will be carried out expeditiously and professionally and that you will receive our full cooperation in facilitating preparations for a United States World Cup Tournament and in making the tournament itself a complete success.

Sincerely,

Alan C. Nelson
Commissioner



THE COMMISSIONER OF CUSTOMS

WASHINGTON, D.C.

September 30, 1987

ENF-1-IC:I JO'M

Dear Dr. Havelange:

The Customs Service is the agency of the Executive Branch of the Government of the United States of America charged with the responsibility for the collection of import duties on goods, wares and merchandise and the administration and enforcement of the Tariff Act of 1930 and other Customs laws. We understand that World Cup USA 1994, Inc. ("World Cup USA"), a subsidiary of the United States Soccer Federation, is preparing a bid to the Federation Internationale de Football Association ("FIFA") to serve as the host country for the 1994 World Cup soccer tournament. In that connection, World Cup USA must obtain certain guarantees from the United States necessary to permit the competition to take place in an expeditious manner. Certain of these guarantees fall within our competence. Accordingly, as requested by the President of the United States, we confirm to you the following:

- (1) The U.S. Customs Service Regulations currently provide for importation and exportation, free of Customs duty, for a limited period to coincide with the necessary preparations for and the staging of the 1994 World Cup, for the following:
 - (a) personal belongings of the accredited FIFA and participating country delegations, their immediate families and accredited media representatives;
 - (b) equipment used in connection with the 1994 World Cup, including technical equipment (i) for players and accredited officials, (ii) of the accredited foreign television and film companies and other accredited media representatives, (iii) for the organization of the competition, provided they are not for sale and will not be left in the United States once the games have been completed;
 - (c) and special personal foodstuffs to be prepared by and consumed by the teams while participating in the 1994 World Cup.

- (2) We pledge to cooperate and work closely with FIFA, World Cup USA and other Federal, state and local governmental agencies to develop special guidelines for the overall security and personal protection of all players, officials, media representatives and spectators at all times during the 1994 World Cup.

As we have done with other major international sporting events, such as the 1984 Olympic Games, we pledge our full cooperation to the success of the 1994 World Cup.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Willy Ovi", with a stylized flourish at the end.

The Honorable Dr. Joao Havelange
Federation Internationale de Football
Association
Hitzigweg 11
8032 Zurich
SWITZERLAND



1991 U.S. WOMEN'S WORLD CHAMPIONSHIP SOCCER TEAM

Winning the inaugural FIFA Women's World Championship in 1991 rates as the high point of the women's national team's short history, and is the only U.S. world championship in soccer.

The U.S. women outscored opponents 49-0 in their five CONCACAF qualifying games in Haiti in April 1991. Michelle Akers-Stahl led the Americans with 11 goals.

Entering the finals in China as one of the favorites to capture the title, the Americans finished first in their first-round group, defeating Sweden, Brazil and Japan. The U.S. team then trounced Taiwan 7-0 behind Akers-Stahl's five goals, a record not equaled in 64 years of men's World Cup action until Russian Oleg Salenko's five goals vs. Cameroon in USA '94.

The semifinals pitted the U.S. women against Germany. Carin Jennings' three goals in the first 32 minutes of the match secured passage to the final as the Americans rolled to a 5-2 win. Against Norway in the final, Akers-Stahl found the net twice and the U.S. captured the title, 2-1.

The U.S. rolled through the tournament with entertaining play and class, outscoring opponents 25-5. Akers-Stahl scored 10 goals, receiving the Golden Boot award as the tournament's leading goal scorer. Jennings was named the recipient of the Golden Ball, awarded to the tournament's most outstanding player. The lethal trio of Akers-Stahl, Jennings and team captain April Heinrichs, dubbed the "triple-edge sword" in China, scored 20 of the U.S. team's 25 goals.



**U.S. SOCCER FEDERATION
1801 SOUTH PRAIRIE AVENUE
CHICAGO, ILLINOIS 60616 USA
PHONE: 312-808-1300
FAX: 312-808-9566**

- Alan I. Rothenberg, President
Lawrence A. Monaco, Jr., Executive Vice President
Bill Goaziou, Treasurer
Hank Steinbrecher, Secretary General/Executive Director
Tom King, General Manager
Dan Flynn, Chief Administrative Officer
Pam Perkins, Women's National Team Director
- Non-profit organization founded in 1913.
- National governing body for soccer in the United States.
- Largest member-in-good standing in U.S. Olympic family .
- Approximately 2.5 million members
- 50 full-time staff at national headquarters in Chicago, thousands of volunteers nationwide to manage and implement programs at the youth and adult levels.
- Oversees 106 state offices (55 youth, 51 adult).
- Instrumental in making women's soccer an Olympic medal sport beginning in Atlanta 1996.
- Host federation for World Cup USA 1994
- U.S. Women's National Team, 1991 FIFA World Champions.
- Operates nine different national team programs:

<u>Men</u>	<u>Women</u>
National	National/Olympic
Olympic (U-23)	Under-20
Under-20	Under-16
Under-18	
Under-17	
Under-16	



1999 Women's World Cup Bid Meeting

Office of the Cabinet Secretary
Phil Caplan

Friday, May 12, 1995

Agenda

1. Summary of 1994 and 1999 bid efforts and role of Federal Government
2. 1995 Women's World Cup Invitation (Sweden) - Mrs. Clinton
PROPOSED ACTION DUE DATE: June 5 - June 17 are dates of tournament; U.S. National Team begins play on June 6.
3. 1998 World Cup Final Draw Reception (Paris, France)
Rey Post requests White House to assist in arranging meeting with staff of U.S. Embassy in Paris to discuss hosting December, 1995 reception for FIFA officials who will vote on 1999 Women's World Cup bid.
PROPOSED ACTION DUE DATE: ASAP - Post would like to meet with Embassy staff on June 7, 8, or 9 (Paris).
4. Fulfilling FIFA 1999 bid "List of Requirements"
 - * Federal Gov't guarantee letters
 - * Letter from President Clinton
 - * Congressional Letters of SupportPROPOSED ACTION DUE DATE: Present - December 15, 1995
5. Meeting for FIFA officials with President Clinton (DC)
PROPOSED ACTION DUE DATE: March, 1996
6. President Clinton video taped message for bid presentation (DC)
PROPOSED ACTION DUE DATE: March - May, 1996

packet of Sept 87 bid duplicate

should come after presentation of bid

Y-march + May



202-34756

FÉDÉRATION INTERNATIONALE DE FOOTBALL ASSOCIATION**Timetable
1999 Women's World Cup**

- | | | |
|----|---|-------------------|
| 1. | Invitations issued to the national associations (apart from those affiliated to UEFA) to submit bid | 3 July 1995 |
| 2. | Basic replies from interested national associations | 30 September 1995 |
| 3. | Dispatch of the List of Requirements to the interested national associations | October 1995 |
| 4. | Confirmation or withdrawal of the bid on taking cognisance of the List of Requirements | 31 December 1995 |
| 5. | Submission of bid documents to FIFA General Secretariat | 29 February 1996 |
| 6. | Evaluation of candidatures, eventually inspection visits and preparation of the report for the FIFA Executive Committee | 31 May 1996 |
| 7. | Designation of the national association which will organise the Women's World Cup in 1999 by the FIFA Executive Committee | June 1996 |



DRAFT

May 12, 1995

The Honorable Pamela Harriman
American Ambassador to France
U.S. Embassy
2 Avenue Gabriel
75382 Paris Cedex, France

Dear Madam Ambassador:

The United States Soccer Federation ("USSF") has resolved to submit a formal bid, to the Federation Internationale de Football Association ("FIFA"), soccer's world governing body, to host the 1999 Women's World Cup in the United States. On June 5-18, the 2nd Women's World Cup, soccer's world championship for women, will be held in Sweden. The U.S. Women's National Team, which won the inaugural world title in 1991 in China, has qualified to defend its crown this summer.

As you may remember, last summer the United States hosted soccer's world championship for men, the 1994 World Cup. World Cup USA 1994 was the most successful event in FIFA history and demonstrated that the United States is without peer in staging major international events, and that Americans can embrace the world's most popular sport. In 1998, France plays hosts to the men's World Cup which will be played over 30 days in 10 stadia throughout the nation.

The USSF is currently preparing its formal bid for hosting the 1999 Women's World Cup to submit to FIFA in Zurich, Switzerland on February 29, 1996. In June, 1996, the FIFA Executive Committee and Committee for Women's Football will vote on which country will host the 1999 championship. Chile and Australia have also indicated their interest in hosting the 1999 event.

Similar to the bidding process employed for securing the 1994 World Cup, the USSF is currently working closely with the White House in fulfilling specific government guarantees that FIFA requires of any nation wishing to host the 1999 event.

In addition, there are several soccer events occurring over the next year which afford the USSF the opportunity to illustrate for FIFA the merits of our 1999 bid. Once such occasion is the 1998 World Cup Preliminary Draw scheduled in Paris in December of this year.

The Honorable Pamela Harriman
May 12, 1995
Page 2

The "Draw" is an official FIFA event designed to randomly pair all of the men's national teams around the world (approximately 130), within their continental confederations, for elimination games over the next two years. The result of the games produces the 32 national teams which ultimately compete against one another at the 1998 World Cup.

The Draw, which is scheduled for December 12, brings together hundreds of the world leaders of the sport for several days of meetings, social events and the Draw ceremony itself. In 1991, I produced the Preliminary Draw for the 1994 World Cup, an event which was televised live to over 300 million people in more than 40 nations. Typically, the Draw television program contains entertainment elements intertwined with the FIFA conducted random pairing exercise.

The USSF is interested in hosting during the December Draw proceedings, a reception for the officers of FIFA, its Executive Committee and Committee for Women's Football, and select French and American soccer, business and political dignitaries (approximately 75-100 individuals).

We respectfully request that you consider joining the officers of the USSF as host of the reception, which we would ideally wish to stage at the U.S. Embassy or your official residence in Paris.

I welcome the opportunity to discuss this matter more fully with your staff, and request to meet with your representatives on either June 7, 8, or 9 in Paris. I am also meeting with representatives of the 1998 France World Cup Organizing Committee during this time frame to further review this matter.

Thank you Ambassador Harriman for considering this request. I will contact your office in the near future to discuss meeting in Paris next month.

Sincerely,

Rey Post
Managing Director
1999 Women's World Cup
Bidding Committee



WORLD CUP USA 1994

World Cup USA 1994 was the most successful event in FIFA history and demonstrated that the United States is without peer in staging major international events, and that Americans can embrace the world's most popular sport.

The cumulative attendance of 3,567,415 broke the previous record by more than 1 million, and the average attendance for the 52-game tournament of 68,604 also established a new mark. U.S. stadia were filled to approximately 96 percent capacity during the World Cup.

The success of the U.S. team, which advanced to the round of 16 for the first time since 1930, helped boost already high U.S. television ratings. Approximately 11 million Americans were tuned in to the USA vs. Brazil round of 16 match on July 4, an all-time high for soccer in the United States.

In the final, after a scoreless regulation and overtime, Brazil defeated Italy on penalty kicks 3-2 to become the first country to win four World Cup titles.

World Cup matches were played at nine venues -- the Rose Bowl in Pasadena, Calif. (including the final); Foxboro (Mass.) Stadium; Soldier Field in Chicago; the Cotton Bowl in Dallas; the Pontiac (Mich.) Silverdome; Giants Stadium in East Rutherford, N.J.; the Citrus Bowl in Orlando, Fla.; Stanford Stadium in Palo Alto, Calif.; and RFK Stadium in Washington, D.C.

As a result of their performances leading up to and through the World Cup, many U.S. players have joined club teams abroad, including Alexi Lalas with Padova in the Italian Serie A, Cobi Jones with Coventry City in the English Premiership, and Claudio Reyna with Bayer Leverkusen in the German Bundesliga.

World Cup USA 1994 left behind a legacy for soccer in the U.S. A surplus of approximately \$60 million -- more than double original projections -- will be contributed to the U.S. Soccer Foundation, the U.S. Soccer organization created to administer the World Cup surplus. Improved training facilities and renovated stadiums in World Cup communities, upgraded to meet FIFA standards will serve as a reminder of the success of World Cup USA 1994 for years to come.