



Descriptive Summary

Title: The Connie Siewert Collection

Repository: Beulah Williams Library Archives and Special Collections, Northern State University

Creator: Connie Siewert

Dates: 1992-1996

Extent: 36 linear feet

Administrative Information

Acquisitions Information: Connie Siewert donated all the items that make up this collection.

Processing Information: Processed by Michael Wurtz and Robert Russell, edited by Rachel Senese and Sarah Jones.

Access Restrictions: None

Copyright Notice: Literary rights and copyrights, when applicable, have been assigned to Beulah Williams Library

Preferred Citation: [Item Name], The Connie Siewert Collection, Beulah Williams Library Archives and Special Collections, Northern State University, Aberdeen, SD.

Biographical Note

Connie Siewert has over 25 years experience in the business world that spans finance, marketing and operations. Her work experience started as a CPA with Deloitte, followed by ten years as a telecom executive with Nortel, four years managing the \$1B brand program for the 1996 Olympic Games, five years as a marketing consultant and four years working in the software industry.

During her years at Nortel she served as Controller for a new research and development laboratory that was being developed in Atlanta, Georgia and later took on the role of Controller for the \$.5B Sales and Marketing Region in that same territory.

In 1992 she joined Atlanta Centennial Olympic Properties, a joint venture between the Atlanta Committee for the Olympic Games and the United States Olympic Committee, as Director of Marketing where she was initially in charge of Finance, Operations and the Human Resources function for this marketing arm of the 1996 Olympic Games. A short time later, she was also given the brand program to manage where she authored the brand manual and directed the review and approval of over 40,000 promotional brand uses. Submissions ranged from worldwide sponsor and licensee broadcast, print and product applications, to the international banking community coin programs, the individual government stamp programs and five albums produced by the recording industry.

Connie currently works for IBM in Field Marketing where she creates joint campaigns with software partners involving authoring business white papers, mailers and microsites as well as directing the development of online animated demos and customer experiential videos.

Connie makes her home in Atlanta, Georgia and is the author of the book "The Skeptic's Guide to The Adventures of Life", an experiential review of alternative therapies, which was selected for the 2006 Book Expo autographing program.

Collection Summary

The Connie Siewert collection contains items from the years of 1973 – 1996 with the bulk of the material being from the years 1992 -- 1996. Included in the collection are activities related to the 1996 Atlanta Olympics, correspondence, news releases, publications, advertisements, official collectible items, and graphics standards material.

A large portion of the collection focuses on the activities of various Olympic Committees (mostly the Atlanta Committee for the Olympic Games--ACOG) leading up to, and including the Olympic Games. Events include previous Olympic Games, licensing workshops, marketing, IZZY Mascot related promotional events, and events related to Official Sponsors.

Official Sponsors include AT&T, Budweiser/ Anheuser-Busch Inc., Coca-Cola, Delta Airlines, General Mills, General Motors, Home Depot, IBM, John Hancock, Kodak, McDonald's Corp, Motorola, Sports Illustrated, Swatch, UPS, Visa, Xerox, and York.

A variety of types of material are included in the collection. Material ranges from regular legal sized printed material for the majority of the collection, ephemera which consist of various sized examples of what was being marketed, and oversized materials includes various large posters, ads, and irregular sized objects. Large albums containing various sized advertisements are included with the oversized material. A small portion of audio/visual materials, such as video tapes and slides, are included as well. The wide range of materials combined portray to what extent the Olympics Games were marketed, with various age groups as the target audience. The IZZY character being one example of targeting a specific audience.

The items that make up this collection provide first-hand information about the inner workings of how the Atlanta Committee of the Olympic Games spear-headed the commercializing and marketing a world-wide sport related event. Most of the items reflect research into global marketing efforts and the marketing of the 1996 Olympic Games.

Series Descriptions

Series 1: Atlanta Olympic Activities Boxes 1-9 Dates: 1992-1996, n.d.

Publications, Correspondences, Memorandums, News Releases and Manuals regarding Olympic Activities for the 1996 Atlanta Olympics make up this portion of the collection. This includes materials from the Atlanta Committee for the Olympic Games (ACOG), Atlanta Centennial Olympic Properties (ACOP), Various International and United States Olympic Committees, and from Connie Siewert, the donor of this collection. The material ranges from official publications including ticket request forms to marketing strategies, licensing standards, graphic standards manuals, sales guides, news releases, and sponsor guideline handbooks.

Series 2: Official Sponsors Boxes 10-11 Dates: 1993-1996, n.d.

This series consists of the Official Sponsors of the 1996 Olympic Games which includes Coca-Cola, General Motors, McDonald's Corp, Swatch, UPS, Visa, among others. The materials in this series consist of publications such as advertisements, information packets, merchandise catalogues, correspondence, pamphlets, and sponsor graphic standards manuals.

Series 3: General Publications Boxes 12-13, 40 Dates: 1983-1996, n.d.

The first part of this series consists of various licensed products and general publications such as ads, flyers, merchandise catalogues, information packets, commercial scripts, product descriptions, and ticket packages. The licensed manufacturers and suppliers include Crystal Springs, Hanes, Aramark, Film Roman, NBC, among others, and numerous publications related to apparel, collectibles, and food & beverage. Also included in this series are more general publications dealing with the 1996 Olympics, such as *Olympic Atlanta*, *The Atlanta Journal/The Atlanta Constitution*, *Behold the Flame*, *1996 Gold Rush*, *The Licensing Book International*, *LIFE*, and *USA Today*.

Series 4: Ephemera Boxes 14-31, 37-40 Dates: 1995, n.d.

This series is comprised of various collectibles, sponsor merchandise, and licensed products, such as product packaging, clothing, figurines, dolls, and games. The items from this series relate to the ACOG, ACOP, various International Olympic Committees, IZZY Mascot, Sponsors, and Suppliers. An example of an Olympic Staff Uniform (Box 31) is also included in this series.

Series 5: Oversized Boxes 32-34, MF4:B:01 Dates: 1993-1996, n.d.
10:08:02a.

This series includes all oversized material in the collection from the ACOG, ACOP, International Olympic Committees, IZZY, Sponsors, and licensed products. It includes items such as sponsor product packaging, display boards, framed and unframed posters including an autographed IBM poster by Al Oerter, a Cobi Troupe boxed set Barcelona '92, and a Kamball Mini Basketball Board. The series also contains large albums consisting of sponsor advertisements.

Series 6: Audio/Visual Boxes 35-36 Dates: 1993-1996, n.d.

This series contains audio/visual material. A large portion of the series consists of videos from the ACOG, IZZY, and the ACOP, such as: advertisements, Olympic merchandise, ACOP Design Review, broadcasts, and IZZY animations. Some videos are also from Entertainment Tonight, The Today Show, What's New in Sporting Goods, the Oprah Winfrey Show, among others. Projector slides about Events & Promotions, presentations, Official Logos and Products, and IZZY are also included in this series.

Detailed Description of the Collection

Series 1: Atlanta Olympic Activities

Box 1: Atlanta Olympic Committee (ACOG)

Additional ACOG material in Ephemera Boxes 14-18, Oversized, and Audio/Visual Boxes 36 & 37

| | | |
|---------|--------------------|--|
| FF1 | 1996 | Correspondence: Sponsor Event Invitations, Greeting cards, postcards |
| FF2 | 1994-1996 | Correspondence: Memorandum |
| FF3 | Aug. 1992-May 1995 | Correspondence: Administration Position Descriptions |
| FF4 | Feb., July 1996 | Correspondence: Ticket Request Forms, Tickets, Flyers |
| Item #1 | 1996 | Bound Publication: The Centennial Olympic Games Ticket Request Book, Commemorative Edition |
| FF5 | Nov. 1996 | Promotional Packet: Olympic Suite Program |
| FF6 | 1995-1996 | Promotional Pamphlets: Cultural Olympiad |
| FF7 | 1992 | Promotional Pamphlets: Invitations, Guides, Newsletters |
| FF8 | Jun.- Dec. 1993 | Publication: <i>The ACOG Torch</i> |
| FF9 | Feb.-Aug. 1994 | Publication: <i>The ACOG Torch</i> |
| FF10 | Sept. -Dec. 1994 | Publication: <i>The ACOG Torch</i> |
| FF11 | Jan.1995-Jan.1996 | Publication: <i>The ACOG Torch</i> |
| FF12 | 1992-1993 | Publication: Centennial Olympic Games |
| FF13 | n.d. | Publications: Marketing publications and reports |
| Item #2 | 1996 | Publication: HANES Calendar of the Olympic Games |

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|---------|----------------------------|--|
| Item #3 | 1995 | Publication: The Centennial Olympic Games Ticket Request Book, Commemorative Edition |
| Item #4 | July 19-Aug. 4, 1996 | Publication: Centennial Olympic Games: Official Souvenir Program (2 copies) |
| FF14 | Jan. 4, 1994 | Publications: Newsletters, News Release, Trivia |
| FF15 | Jan. 20, Feb. 22-23, 1995. | News Releases |
| FF16 | Mar. 1-3, 6-7, 1995 | News Releases |
| FF17 | Mar. 13-17, 1995 | News Releases |
| FF18 | Mar. 24, 31, 1995 | News Releases |
| FF19 | Apr. 3-4, 18-20, 1995 | News Releases |
| FF20 | Jun. 16, 19-23, 1995 | News Releases |
| FF21 | Jun. 26-29, 1995 | News Releases |
| FF22 | Jul. 11-14, 17-18, 1995 | News Releases |
| FF23 | Aug. 4, 7-9, 1995 | News Releases |
| FF24 | Aug. 14, 16, 1995 | News Releases |
| FF25 | Aug. 21-25, 28, 1995 | News Releases |
| FF26 | Sept. 1, 5-7, 1995 | News Releases |
| FF27 | Sept. 11-14, 1995 | News Releases |
| FF28 | Sept. 18-22, 1995 | News Releases |
| FF29 | Sept. 25-28, 1995 | News Releases |
| FF30 | Oct. 1, 1995 | Publication: Special Report on the USOC. News articles assembled by the ACOG. |
| FF31 | Oct. 4-6, 10-11, 1995 | News Releases |
| FF32 | Oct. 16-20, 1995 | News Releases |
| FF33 | Oct. 23-27, 1995 | News Releases |

Box 2: ACOG

| | | |
|---------|----------------------------|--|
| FF1 | Oct. 30-31, Nov. 1-3, 1995 | News Releases |
| FF2 | Nov. 7-10, 1995 | News Releases |
| FF3 | Nov.13-16, 1995 | News Releases |
| FF4 | Apr. 19, 1996 | News Releases |
| Item #1 | 1996 | Publication: Olympic Magazine |
| Item #2 | 1996 | Publication: Olympic Security Team Program |
| Item #3 | Nov. 1994 | Publication: Atlanta Sports '95 Sponsorship Opportunities, version 2 |
| FF5 | Dec. 1992 | Publications: Olympian pamphlets |
| FF6 | 1994 | Publications: Lillehammer Games, Lake Placid Games |
| FF7 | 1996 | Official Fan Club of the Olympic Games: Folder and Handout |

Box 3: ACOG

| | | |
|---------|--------------|--|
| Item #1 | n.d. | Publication: "Olympic Games Staff Resource Kit" Manual With Video |
| Item #2 | n.d. | Publication: Empty Folder Manual |
| Item #3 | n.d. | Publication: Standards Manual |
| Item #4 | 1994-1996 | Publication: "Atlanta 1996 Publication. Book 1" Manual |
| Item #5 | Oct. 1993 | Publication: "The Premier Collection of Olympic Signature Events" Collection Kit |
| Item #6 | n.d. | Publication: "The Celebration of the Century." (2 copies) |
| Item #7 | Aug. 4, 1996 | Publication: The Centennial of the Modern Olympic Games. (2 copies) |

Box 4: Atlanta Centennial Olympic Properties (ACOP)

Additional ACOP material in Ephemera Box 18, Oversized Box 33, and Audio/Visual Boxes 36 & 37

| | | |
|---------|------------|---|
| Item #1 | n.d. | Publication: ACOP Retail Sales Guide (2 copies) |
| FF1 | Sept. 1993 | Publications: Licensing Workshop |

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|---------|----------------------|---|
| FF2 | 1994 | Publications: Licensing Workshop schedules |
| Item #2 | 1994 | Publication: Merchandise Catalogue |
| Item #3 | 1995 | Publication: Merchandise Catalogue |
| Item #4 | 1996 | Publication: Merchandise Catalogue (2 copies) |
| Item #5 | Jun. 1996 | Publication: Promotional Material for MoJAZZ/Motown Records |
| FF2 | 1995-1996 | Publications: Pamphlets |
| FF3 | Sept. 1993-Nov. 1994 | Publications: Olympic Showcase |
| FF4 | 1995 | Publications: Olympic Showcase |

Box 5: ACOP

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|---------|-------------------|--|
| Item #1 | 1993 | Publication: "ACOP Marketing Plan" |
| Item #2 | April 26-27, 1994 | Publication: "ACOP Licensing Workshop" |

Box 6: International Olympic Committees

Additional IOC material in Ephemera Boxes 19 & 20, Oversized, and Audio/Visual Boxes 36 & 37

| | | |
|---------|---------------------|--|
| Item #1 | 1993-1996 | Publication: "Canadian Olympic Association Graphic Standards Manual" |
| Item #2 | 1993 | Publication: "International Olympic Committee Graphics Standards Manual" |
| Item #3 | Jul. 9-Aug. 5, 1996 | Publication: "Olympic Marketing Fact File" by International Olympic Committee Marketing Department |
| Item #4 | Jan. 11, 1993 | Publication: "Addendum to the Lillehammer '94 Design Handbook" |
| Item #5 | n.d. | Publications: The Olympic Programme (TOP) Sponsor Handbook. "Reference" and "Action" |

Box 7: International Olympic Committee

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|---------|------|---|
| Item #1 | 1986 | Publications: "International Olympic Committee Graphic Standards, volume 1 & 2" |
|---------|------|---|

Box 8: ACOG Mascot: Izzy

Additional Izzy material in Ephemera Boxes 20 - 22, Oversized, and Audio/Visual Boxes 36 & 37

| | | |
|---------|-----------|---|
| FF1 | 1994-1996 | Publication: Merchandise Catalogues and Flyers |
| FF2 | 1994 | Publication: News Release Packets |
| FF3 | 1995 | Publication: Newsletter, News Releases |
| FF4 | n.d. | Publication Packet: Pamphlets, Flyers, Newsletters, Fact and Information Sheet (2 copies) |
| FF5 | 1996 | Publications: Correspondence, Izzy Character designs, Izzy Family Diagrams |
| FF6 | n.d. | Publications: "Olympic Day in the Schools" Pamphlets and Posters |
| Item #1 | n.d. | Publication: Izzy "Character Style Guide" Manual |

Box 9: Connie Siewert

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|---------|-------------------------|--|
| FF1 | Mar. 1995-July 11, 1996 | Correspondence: Invitations, From Sponsors, Sponsor Mail-in Offers |
| FF2 | 1995-1996 | Correspondence: Izzy Update Meeting, Memorandum, Newsletters received |
| FF3 | June 12,1996 | Correspondence: Indonesia (3 sheets of Postage stamps) |
| | July 5,1996 | Correspondence: Kenya (5 Sheets) |
| | July 22,1996 | Correspondence: Kenya to Siewert |
| | July 15,1996 | Correspondence: Siewert to Mr. Hussein (4 Sheets) |
| | July 16, 1996 | Correspondence: Confirmation report |
| | July 31,1996 | Correspondence: Correios de Caba Verda to Seiwert (6 sheets) |
| | August 20,1996 | Correspondence: Paraguayo to Seiwert (In Spanish) |
| | n.d. | Stamps-Latvija (50 separate stamps) |
| FF4 | 1996 | Correspondence: Ticket Request Forms, Schedule, Memorandum, Ticket Receipt |
| FF5 | 1973-1992 | Publications: News Clippings about Olga Korbut , Foundation Pamphlet |
| Item #1 | January 95 | Publication: "Press Guide" |

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|---------|-------------------|---|
| Item #2 | 1996 | Publication: "1996 Olympic Games Press Guide" |
| Item #3 | Sept. 16-17, 1996 | Publication: Strategic Research Institute. L.P-"Sports Marketing and Sponsorship" |

Series 2: Official Sponsors

Box 10: Official Sponsors

Additional Sponsor material in Ephemera Boxes 24 through 27, and Oversized Collection.

| | | |
|------|---------------------|--|
| FF1 | n.d. | Publications: All Sponsor Ads |
| FF2 | 1995-1996 | AT&T Publications: Print, Licenced Product catalogues, Traveler's Guide <i>For more AT&T Materials, see also CSC Oversized Collection Album #12</i> |
| FF3 | 1996 | AVON Publications: Merchandise Catalogues, Ads <i>For more AVON Materials, see also CSC Box 23, and Oversized Collection Album #11</i> |
| FF4 | Aug. 1995-Oct. 1996 | BAUSCH & LOMB Publications: Merchandise Price List, Correspondence, Ads <i>For more BAUSCH & LOMB Materials, see also CSC Ephemera Box 23</i> |
| FF5 | 1994-1996 | BELLSOUTH Publications: Phonebook Covers, Correspondence |
| FF6 | 1995-1996 | BELLSOUTH Publications: Annual Report, Ads, Pamphlets, Licensed Product Catalogue, Coupon Book |
| FF7 | June 1995 | BELLSOUTH Publications Packet: News Release, IZZY Photos and Slides, Address List, Collector's Pins, Pamphlets <i>For more BELLSOUTH Materials, see also CSC Ephemera Box 23 and Oversized Collection Album #9, Album #11</i> |
| FF8. | 1996 | BLUE CROSS/BLUE SHIELD Publications: Ads, Licensed Merchandise Catalogue, Correspondence <i>For more BLUE/CROSS BLUS SHIELD Materials, see also CSC Oversized Album #1</i> |
| FF9 | 1996 | BMW Publications: Pamphlets, Ads, Licensed Merchandise Catalogue, Product Info |

For more BMW Materials, see also CSC Oversized Album #6, Album #9

| | | |
|---------|-----------|--|
| FF10 | n.d. | BORG WARNER SECURITY CORP Publications: Correspondence, Business Cards, Blank Stationary, Licensed Merchandise Catalogue |
| FF11 | n.d. | BUDWEISER/ ANHEUSER-BUSCH, INC. Publications: Olympic Games Schedule, Licensed Merchandise Catalogues |
| | | <i>For more BUDWEISER/ANHEUSER-BUSCH INC. Materials, see also CSC Ephemera Box 23, and Oversized</i> |
| FF12 | 1996 | COCA COLA Publications: Market List, Ads, Pamphlets |
| Item #1 | 1996 | COCA COLA Publications: "Minute Maid 1996 Olympic Options Guide" |
| | | <i>For more COCA-COLA Materials, see also CSC Ephemera Box 24, and Oversized #2, #12</i> |
| FF13 | n.d. | DELTA AIRLINES Publications: Pamphlets, Ticket, Ticket Holders, Licensed Merchandise Catalogue, Ads |
| | | <i>For more DELTA AIRLINES Materials, see also Oversized Albums #2, #12</i> |
| FF14 | 1996 | DIAL CORP Publications: Mail-in Offers, Product Flyer Examples, Olympic Games Concepts Packet, Sales Packet, Licensed Merchandise Packet |
| | | <i>For more DIAL CORP Materials, see also Ephemera Box 24, and Oversized</i> |
| FF15 | 1996 | GENERAL MOTORS Publications: Pamphlets, Ads, Product Guide, Blank Stationary |
| | | <i>For more GENERAL MOTORS Materials, see also Oversized Albums #6, #9</i> |
| FF16 | n.d. | HOLIDAY INN Publications: Ads and Flyers |
| | | <i>For more HOLIDAY INN Materials, see also Oversized Albums #9, #11</i> |
| FF17 | 1995-1996 | HOME DEPOT Publications: Sales Receipt, Ads and Ad Booklets, Photo, Brick Program Form |
| | | <i>For more HOME DEPOT Material, see also CSC Ephemera Box 24, and Oversized Album #12</i> |
| FF18 | 1996 | IBM Publications: Licensed Product Flyers and Catalogue |

For more IBM Materials, see also CSC Oversized Album #10

| | | |
|---------|--------------------|--|
| FF19 | 1996 | INTERNATIONAL PAPER Publications: Ads, Licensed Merchandise Catalogue |
| | | <i>For more INTERNATIONAL PAPER Materials, see also CSC Oversized Album # 11</i> |
| FF20 | 1995 | McDONALD'S CORP Publications: Packet: News Release, Fact Sheet, Correspondence, and Field Guidelines |
| FF21 | 1996 | McDONALD'S CORP Publications: Ads, Stickers, Licensing Merchandise Catalogue, Flyers, Essay Contest Packet |
| | | <i>Fore more MACDNALD'S CORP Materials, see also CSC Ephemera Box 25</i> |
| FF22 | 1994-1996 | NATIONSBANK Publications: Correspondence, Pamphlets, VISA Cash Card, Ads, 1994 Licensed Merchandise Catalogue. |
| | | <i>For more NATIONSBANK Materials, see also CSC Oversized Box 34, Albums #2, #12</i> |
| FF23 | 1996 | NISSAN Publications: Pamphlets, Ads, Licensed Pin Catalogue, Licensed Merchandise Catalogue. |
| | | <i>For more NISSAN Materials, see also CSC Oversized Box 35 Albums #1, #6, #9</i> |
| FF24 | n.d. | SPORTS ILLUSTRATED Publications: Collector's Cards, Ads. |
| | | <i>See also CSC Oversized Box 34</i> |
| Item #1 | Jan. 8, 1996 | Publication: SPORTS ILLUSTRATED autographed by Billy Payne |
| Item #2 | 22-Jul-96 | Publication: SPORTS ILLUSTRATED Magazine |
| Item #3 | July 26 & 31, 1996 | Publications: "SPORTS ILLUSTRATED Olympic Daily" |
| Item #4 | July & August 1996 | Publications: "SPORTS ILLUSTRATED for Kids" |
| Item #5 | 1996 | Publication: SPORTS ILLUSTRATED Special Commemorative Issue |
| FF25 | 1996 | UPS Publications: Guide, Ads, Licensed Merchandise Catalogue, Blank Shipping Record, Maps. |
| | | <i>For more UPS Materials, see also CSC Ephemera Box 26, Oversized Albums #3, #10</i> |

FF26 1996 General Mills, Georgia Power, John Hancock, Merrill Lynch, Kodak, Motorola, Panasonic, Randstad Staffing Services, Scientific Atlanta, Textron, Xerox, and York Publications: Ads, Order Forms, Licensing Merchandise Flyers and Catalogue, Pamphlets.

See also CSC Ephemera Box 24, Oversized Box 34, and Albums #1, #3, #10, and #11

Box 11: Official Sponsors

Additional Official Sponsors material in Ephemera Box 26, Oversized Albums #3, #5, #10, #12.

| | | |
|--|------------------------|---|
| Item #1 | Winter 1995, June 1996 | SWATCH Publication: "The SWATCH World Journal". |
| FF1 | 1995-1996 | SWATCH Publication: Ads, Timekeeper Notebook. |
| FF2 | 1995-1996 | SWATCH Publication: Envelopes, Merchandise Catalogues, Pamphlets. |
| FF3 | Feb. 1996 | SWATCH Packet: Fact Sheets, News Release. |
| Item #2 | n.d | SWATCH Publication: "Official Swatch/Atlanta 1996 composite logo" Manual. Includes Floppy Disk. |
| Item #3 | n.d | SWATCH Publication: SWATCH Information, Product Catalogue. |
| <i>For more SWATCH Materials, see also CSC Ephemera Box 26, Oversized Box 34, Albums #5, #12</i> | | |
| FF4 | 1993-1996 | VISA Publications: Correspondence, Postcard, Ads, Pamphlets, Info Packet: "A Winning Opportunity", Forms. |
| Item #4 | n.d. | VISA Publication: VISA 1994/1996 Olympic Graphic Standards Manual." |

For more VISA Materials, see also CSCS Ephemera Box 26, Oversized Box 34, Albums #3, #10

Series 3: Publications

Box 12: Licensed Product Publications/ General Publications

| | | |
|----------|----------------------|---|
| FF1 | | Publications: Licensed Apparel Products Promotional Material (Arranged A-M by Production Company Name). <i>See also CSC Ephemera Box 27</i> |
| FF2 | | Publications: Licensed Apparel Products Promotional Material (Arranged N-Z by Production Company Name). <i>See also CSC Ephemera Box 27</i> |
| FF3 | | Publications: Licensed Collectible Products Promotional Material |
| FF4 | | CRYSTAL SPRINGS Publications: Promotional Material |
| FF5 | | Publications: Licensed Food and Beverage Promotional Products. <i>See also CSC Ephemera Box 27, 28, 29, and Oversized</i> |
| FF6 | | GEORGIA LOTTERY Publications: Promotional Material, ads |
| FF7 | | HANES Publications: Merchandise Catalogs, Merchandise Tags, Flyers. <i>For more HANES Materials, see also CSC Ephemera Box 27, 31, and Oversized Album #12</i> |
| FF8 | Spring & Summer 1996 | SPEEDO Publications: Merchandise Catalogs. |
| Item # 1 | Jul. 29, 1996 | SPEEDO Publication: Media Guide <i>For more SPEEDO Materials, see also CSC Ephemera Box 27, Oversized Album #5</i> |
| FF9 | 1996 | Miscellaneous Publications: ARAMARK, BROTHER, BIG DOG SPORTSWEAR, PEPSI: Promotional Material, Ads, Product Catalogues. <i>See also CSC Oversized Album #1</i> |
| Item # 2 | n.d | FORWARD ATLANTA Publication: Promotional Material from Metro Atlanta Chamber of Commerce |
| Item #3 | n.d. | CAROLINA HANDLING Publication: Official Supplier Promotional Info |
| FF10 | n.d. | THE EASTON EVENTS COMPANY, INC. Publications: Official Supplier Information Packet |

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|----------|---------------------|--|
| FF11 | n.d. | FILM ROMAN Publications: Info Packet: Correspondence, Memorandum |
| FF12 | n.d. | LEISURE CLUBS INTERNATIONAL Publications: Ticket Packages |
| FF13 | | LEXMARK Publications: Product Descriptions |
| FF14 | March & June 1996 | MARTA Publications: "MATRA Magazine", Subway Line Maps |
| FF15 | | MONDO Publications: Ads, Info Packet |
| Item # 2 | n.d. | MOVING PRODUCTS, INC. Publication: Company Information |
| FF16 | Nov. 1, 1996 | NBC Publications: Production Catalogues, Correspondence, Ad, NBC's "Viewers Guide"-Special Advertizing Section. <i>For more NBC Materials, see also CSC Ephemera Box 30, Oversized Album #7</i> |
| FF17 | Jan. & Feb. 1996 | RTV Publications: Info Packet: Diff. Commercial Scripts (All State Insurance, Chee-tos), Company Info, |
| Item #3 | Nov. 28, 1994 | THE SECKINGER-LEE COMPANY Publications: Info Packet: Product Descriptions, Letter to Sponsor, Order Forms. <i>For more of THE SECKINGER-LEE COMPANY Materials, see also CSC Ephemera Box 30</i> |
| FF18 | Fall 1995, May 1996 | VARIOUS Publications: Pamphlets, BUSCH GARDENS: Pamphlets, Newsletter, Stationary, RAYMOND Product Information. <i>See also CSC Ephemera Box 30</i> |
| Item #4 | Oct. 1995 | <i>Art and Antiques</i> |
| Item #5. | March- August 1996 | "Olympic Atlanta" <i>The Atlanta Journal/The Atlanta Constitution</i> |
| FF19 | March-May 1996 | <i>The Atlanta Journal/The Atlanta Constitution</i> |
| FF20 | Jun. 1996 | <i>The Atlanta Journal/The Atlanta Constitution</i> |
| FF21 | Jul.1-19, 1996 | <i>The Atlanta Journal/The Atlanta Constitution</i> |
| FF22 | Jul. 20-31, 1996 | <i>The Atlanta Journal/The Atlanta Constitution</i> |
| FF23 | Aug. 1996 | <i>The Atlanta Journal/The Atlanta Constitution</i> |

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| FF24 | Oct. 1996, n.d. | <i>The Atlanta Journal/The Atlanta Constitution</i> |
| FF25 | June 1994-March 1995 | <i>Behold the Flame</i> Olympic Memorabilia |
| Item #6 | February-August 1995 | <i>Discount Merchandiser</i> |
| Item #7 | July 22 & Aug. 5, 1996 | <i>Fortune</i> |
| Item #8 | n.d. | Reprint from the 1996 FORTUNE 500 Issue: Empowering the Olympic Movement |
| Item #9 | Jan-Feb 1994 & Mar-Apr 1995 | <i>Harvard Business Review</i> |
| FF26 | 1996 | <i>1996 Gold Rush</i> Official Catalogue of the 1996 Catalogue of the 1996 Centennial Olympic Games |
| FF27 | Sept. 1993-March 1994 | <i>The Hula Report</i> Bill Shipp Enterprises |
| FF28 | Oct. 1992-Dec.1993 | <i>Inside Sporting Goods</i> Bob Carr, ed. |
| FF29 | 1994 | <i>Inside Sporting Goods</i> Bob Carr, ed. |
| FF30 | 1995-Apr. 1996 | <i>Inside Sporting Goods</i> Bob Carr, ed. |
| Item #10 | n.d. | <i>Journalists' Choice: A Journalist-to Journalist Guide to the Best of Atlanta's Good Times</i> An Atlanta Press Club Publication |
| FF31 | Jun. 1993 to Sept/Oct 1994 | <i>The Licensing Book International</i> |
| FF32 | June, November 1988 - February 1990 | <i>The Licensing Journal</i> ed. Law Firm Grimes and Battersby |
| FF33 | March, April, August 1991 | <i>The Licensing Journal</i> ed. Law Firm Grimes and Battersby |
| FF34 | 1992 | <i>The Licensing Journal</i> ed. Law Firm Grimes and Battersby |
| FF35 | 1993 | <i>The Licensing Journal</i> ed. Law Firm Grimes and Battersby |
| FF36 | 1994 | <i>The Licensing Journal</i> ed. Law Firm Grimes and Battersby |
| FF37 | Nov/Dec 1994-April 1995 | <i>The Licensing Journal</i> ed. Law Firm Grimes and Battersby |
| FF38 | May 1995-April 1996 | <i>The Licensing Journal</i> ed. Law Firm Grimes and Battersby |

FF39 June 1994-June 1996 *Licensing Trends International Licensing Industry
Merchandiser's Association*

FF40 n.d. *Atlanta International Restaurant Tour*

Box 13: Publications

Item #1 Jul. 1996 *Life: Naked Power, Amazing Grace: A Photographic
Celebration of the Olympic Body*

FF1 1983-1987 *The Merchandising Reporter*

Item #2 Aug. & Nov. 1995 *Nickelodeon Magazine*

FF2 May. 1996 *New York Times* News articles

Item #3 1996 Guidebooks to the Olympic Games

FF3 Aug/Sept. 1993, Feb. 1995 *Olympic Beat* U.S. Olympic Committee

Item #4 n.d. *Olympic Partnership: How Corporate Sponsors Support
the Atlanta Games*

Item #5 Aug. 1996 *Outside*

FF4 1994 *Pin Pointers: Newsletter of the 1996 Olympic Games Pin
Society*

FF5 June to April 1995 *Pin Pointers: Newsletter of the 1996 Olympic Games Pin
Society*

FF6 May to August 1995 *Pin Pointers: Newsletter of the 1996 Olympic Games Pin
Society*

FF7 September to December 1995 *Pin Pointers: Newsletter of the 1996 Olympic Games Pin
Society*

FF8 June to March 1996 *Pin Pointers: Newsletter of the 1996 Olympic Games Pin
Society*

FF9 April to August 1996 *Pin Pointers: Newsletter of the 1996 Olympic Games Pin
Society*

FF10 June 1994 to June 1995 *Sports International*

FF11 April 1993 to April 1996 *Sports Letter: Amateur Athletic Foundation of Los Angeles*

| | | |
|----------|--------------------------|--|
| FF12 | March to December 1993 | <i>Sports Licensing International Magazine</i> |
| FF13 | Jan. 1994 to June 1995 | <i>Sports Licensing International Magazine</i> |
| Item #6 | July 1993 to June 1995 | <i>Playthings Magazine</i> |
| Item #7 | Sept. 1995 | <i>Preview Magazine</i> |
| Item #8 | Jan. 1995 to May 1996 | <i>Sporting Goods Dealer Magazine</i> |
| Item #9 | May 1995 to July 1995 | <i>Southern Living Magazine</i> |
| Item #10 | Summer 1996 | <i>Southern Living Magazine: Commemorative Guide</i> |
| Item #11 | Dec. 1990 and March 1991 | <i>Team Licensing Business Magazine</i> |
| FF14 | April 1996 to Aug. 1996 | <i>Time Magazine Articles</i> |
| Item #12 | Jan. 31, 1993 | <i>The Times</i> a newspaper for NationsBank Associates. |
| Item #13 | June. 22, 1996 | <i>TV Guide</i> |
| FF15 | July 1994 to June 1996 | <i>USA Today</i> |
| FF16 | July. 20, 1996 | <i>USA Today</i> |
| FF17 | July. 1996 | <i>USA Today</i> |
| FF18 | Aug. 5, 1996 | <i>USA Today</i> |
| FF19 | Aug. 1996 | <i>USA Today</i> |
| FF20 | n.d. | <i>USA Today</i> |
| Item #14 | May. 1996 | <i>Vanity Fair</i> |
| FF21 | Aug. 2, 1996 | <i>Wall Street Journal</i> |
| FF22 | Apr. to Aug. 1996, n.d. | Miscellaneous Advertisements |

Box 40: Publications and Coca-Cola

| | | |
|-----|-------------------------|------------------------------|
| FF1 | n.d. | Miscellaneous Advertisements |
| FF2 | June to Aug. 1996, n.d. | Miscellaneous Advertisements |

| | | |
|-----|--------------------------|----------------------------------|
| FF3 | n.d. | Miscellaneous Magazine Articles |
| FF4 | April to June 1996, n.d. | Miscellaneous Newspaper Articles |
| FF5 | July 1996 | Miscellaneous Newspaper Articles |
| FF6 | August 1996 | Miscellaneous Newspaper Articles |

CSC Series 4: Ephemera

Box 14: ACOG

Additional Collector's Pin Cardboard display case
ACOG
Olympic
Activities
material in
Boxes 1-3,
Oversized.
and
Audio/Visual
Boxes 36 &
37

Gymnastic Figurine

Parade of Nations-Porcelain Collector's Plate

1st Colony Coffee and Mugs Gift Set

Pewter Key holder

American Flag foldout fan

Pouch

Book of 1st Colony Gourmet Coffees

Mouse Pads (2 items)

CD-ROMS (3 items)

Box 15: ACOG

*Additional
CSC Olympic
Activities
material in
Boxes 1-3,
Oversized,
and
Audio/Visual
Boxes 36 &
37*

Collection Cards

| | |
|-----|--|
| FF1 | Flags (3 items) |
| FF2 | Key holders (3 items), Magnet |
| FF3 | Pens and Pencils |
| FF4 | Merchandise Tags |
| FF5 | License Plates (2 items), Bumper Stickers (2 items), National Flag Stickers (1 pack of 4 sheets) |
| FF6 | Case of Collector's Cards (w/medallions) |
| | Stein |
| | Book of Gourmet Coffee |
| | Photo Album (with photos) Album cover |
| | Golf ball Gift set with pins |
| | Appreciation Medal |
| | Tennis Balls (Set of 3 balls) |
| | Key holders (3 items) are made of marble. |
| | Mug |
| | 1st COLONY Coffee Tin |
| | Deck of Cards |
| | Boxed Gift Pen |
| | Credit Card holder |

Towel

Medallion Necklace

Coffee Cup

Shot Glass

Piece of Brick from Olympic Stadium

July. 19, 1995

Box 16: ACOG

*Additional
CSC Olympic
Activities
material in
Boxes 1-3,
Oversized,
and
Audio/Visual
Boxes 36 &
37*

Insulated Coffee Mug

Regular coffee Mugs

Bottle Insulators (2 items)

Box 17: ACOG.

Additional CSC Olympic Activities material in Boxes 1-3, Oversized Collection

White Button-Up Shirts (2)

Box 18: ACOG/Atlanta Committee Olympic Properties (ACOP).

*Additional
CSC Olympic
Activities
Boxes*

Double Throw (Blanket)

*material in 1-
5, Oversized,
and
Audio/Visual
Boxes 36 &
37*

Framed Pin Collection

Sweatshirt

Golf club socks

Truffle Gift case

Centennial Olympic T-shirt

Christmas Ornament

ACOP Pewter box

Centennial Olympic Commemorative Box

ACOP Check Box Covers

T-Shirt

Cultural Olympiad Cassette

Box 19: Various International Committees

*Additional
CSC Olympic
Activities
material in
Boxes 6 & 7*

Lillehammer '94 Sweatshirt

Barcelona '92 T-shirt

Lillehammer '94 Nintendo Game-boy Game

Tokyo 1964 Pen

Lillehammer '94 Poker Cards

Sydney 2000 Clothe Map

Sydney 2000 Boomerang

International Olympic Committee Folder

Box 20: Various International Committees/ IZZY

Additional Baseball Caps (4 caps)

IZZY material

in Boxes 6-8,

Oversized

Box 36, and

Audio/Visual

Boxes 36 &

37

US Team jacket

US Olympic Committee Pin Collection

Los Angeles Olympic Games Flags

Los Angeles Olympic Games Merch tags

IZZY Bumper stickers, Window cling, Postcards, Merchandise tags

FF1 IZZY Candy, Key holder, Pin, Pen

FF2 IZZY Promotion Signs (2 items)

IZZY Swim cap

IZZY T-shirt

Box 21: IZZY

Additional Coin bank

IZZY material

in Box 8,

Oversized

Collection,

and

Audio/Visual
Boxes 36 &
37

Figurines (8 items)

Bandage cases (2 cases) with bandages inside

Sweepstakes and Giveaway Posters (2 posters)

Football

Suspenders and Bowtie set

Suspenders Box Set

Neck Tie

Golf ball Set (2 sets of three balls)

Medallion Necklace

Pewter Key holders (2 items)

Figurine Key holders

Pewter Figurine

Playing Cards

Action Figurines (2 items)

Box 22:
IZZY

IZZY Plush

IZZY Plush Backpack

Mini IZZY Plush

Box 23:
Sponsors

CHAMPION plastic bags (4 bags).

Additional Champion material in Oversized Album #7

CHAMPION T-Shirt

CHAMPION Sports Bra

AVON Baseball Cap.

Additional material in Official Sponsors Box 10, Oversized Album #9, #11

AVON Izzy Olympic Ring-toss Game

AVON Skin-so-soft Bottle

AVON Lip Balm (2 items)

BAUSCH & LOMB Product Packaging.

See also CSC Official Sponsors Box 10

FF1 BELL SOUTH Collectors Pin. Included a letter to Connie Siewert dated 3/20/1996.

For letter see Olympic Activities Box 9: Siewert, FF1. See also CSC Official Sponsors Box 10, Oversized Album #9, #11

BUDWEISER Product Packaging.

Additional Budweiser material in Box 10, Oversized Album #2, #12

BUDWEISER Promotion Signs

BUD LIGHT Aluminum Cans (7 cans)

Box 24: COCA-COLA Glass Bottles (9 bottles).

Sponsors

Additional Coca-Cola material in Box 10, Box 40, Oversized Album #3, #10

COCA-COLA Fold-out Fan

COCA-COLA 1992 Olympics Can

COCA-COLA 2L plastic Coke bottle

COCA-COLA 20oz Diet Coke

COCA-COLA Product Labels

FF1 COCA-COLA Bottle Carton (7 cartons)

COCA-COLA Golf Balls (2 sets of 3 balls)

COCA-COLA Drinking Cups (3 cups. 2 plastic, 1 wax paper)

COCA-COLA Pewter Spoon

COCA-COLA T-Shirt

DIAL CORP Leather Wallet.

Additional Dial material in Box 10, Oversized Album #1

DIAL CORP Golf Balls (1 set of 3 balls)

DIAL CORP Soap Carton

HOME DEPOT Apron.

Additional Home Depot material in Box 10, Oversized Album #12

HOME DEPOT Store Merch Bag

JOHN HANCOCK T-Shirt.

Additional John Hancock material in Box 10

KODAK Throw-away Camera.

Additional Kodak material in Box 10, Oversized Albums #3, #10

KODAK Film Carton

GENERAL MILLS Cereal Boxes (2 boxes).

Additional General Mills material in Box 10

FF2 GENERAL MILLS Medallions

MINUTE MAID Orange Juice Container

FF3

Box 25: Sponsors: McDonald's

Additional McDonalds material in Box 10 McDonalds Cups (11 cups, various sizes)

McDONALDS Flyers (2 flyers)

FF1 McDONALDS Tray Cover

FF1 McDONALDS Product Packaging: 7 Fries Cartons, 1 Sandwich Wrap, 1 Sandwich Carton, 2 Bags

FF2 McDONALDS Cap

McDONALDS Vest Sweatshirt

McDONALDS T-Shirt

**Box 26:
Sponsors**

UPS Shipment Box.

UPS Envelopes (2)

FF1 UPS Baseball Cap

Additional UPS material in Box 10, Oversized Album #3, #10

VISA T-Shirt.

VISA Baseball Cap

VISA Map

VISA Credit Card Holder

Additional VISA material in Box 11, Oversized Album #3, #10

SWATCH Genuine Watches (2), with two knock-offs.

Additional Swatch material in Box 11, Oversized Box 34, Album #5, #12

TEXACO Toy Truck

**Box 27:
Sponsors/
Licensed
Products**

CRISTAL SPRINGS Bottles (2 bottles).

Additional Cristal Springs material in Box 12 FF4

CRYSTAL SPRING Paper Cup

HANES T-Shirts (5 shirts).

Additional Hanes material in Box 12, Oversized Album #12 FF7

FETZER Wine Bottle.

Additional Fetzer material in Box 12 FF5

FETZER Sweepstakes Entry Forms

MIGHTY KIDS Outfits (3 items).

Additional Mighty Kids material in Box 12 FF1

PROFESSIONAL SPORTS CLUB Kids Outfit.

Additional Professional Sports Club material in Box 12 FF2

SPEEDO Swimsuit.

Additional Speedo material in Box 12 FF8, Oversized Album #5

STARTER Jacket.

Additional Starter material in Box 12 FF2

THE SECKINGER LEE COMPANY Tins (2).

Additional Seckinger Lee material in Box 12 Item #3

LOONEY TUNES Window Cling

GOLD MEDAL Flour Product Package.

Additional Gold Medal material in Box 12 FF5

BALL PARK FRANKS.

Additional Ballpark material in Box 12 FF5

FF1 JIMMY DEAN-Pork Sausage package.

Additional Jimmy Dean material in Box 12 FF5

FF1

**Box 28 &
29:
Licensed
Products**

Popcorn Tins (2).

Additional material in Box 12 FF5

Box 30: NBC Sweatshirt (Needs Cleaning).
Suppliers *Additional NBC material in Box 12 Oversized Album #5*

NBC Polo Shirt

NBC T-shirt

NBC Golf balls (1 set of 3 balls)

NBC Cup

RAYMOND T-shirt.

Additional material in Box 12

Box 31: REEBOK Worn shoes, purchase receipt, voucher
Olympic
Staff
Uniform

HANES Shorts (2 pairs).

Additional Hanes material in Ephemera Box 27, Oversized Album #12

Polo Shirt

Belt

HANES Hat

Additional Hanes material in Box 12, Ephemera Box 27, Oversized Album #12

Box 37: *Additional ACOG Material in Boxes 1-3, Ephemera Boxes 14-18, and Audio/Visual Boxes 36 & 37*
KAMBALL
Basketball
Mini Board
and Rim.
Limited
Edition:
Celebratio
n 100 years
of the
Olympic

Games n.d.
24 X 12 X
2.25

Box 38: The Cobi Troupe Boxed Set: Barcelona 1992. *Additional International Committee Material in Boxes 6-7, Ephemera Boxes 19-20*
Includes Publication: Packet: Manual de Aplicacion Grafia. Video.

Box 39: IZZY Board and Cushion. *Additional IZZY Material in Box 8, Ephemera Boxes 20-21, and Audio/Visual Boxes 36 & 37*

Box 40: Publications and Coca Cola *COCA-COLA Glass Bottles (10)*
Additional Coca-Cola material in Box 10, Box 24, Oversized Album #3, #10

CSC Series 5: Oversized

Box 32: Various Publications

Size

July 19- Aug 5, 1996 Publication: DAILY OLYMPIAN.

11.5 x 17

Additional ACOG Material in Boxes 1-3, Ephemera Boxes 14-18, and Audio/Visual Boxes 36 & 37

Publication: SWATCH Poster (3 posters). 10.5 x 16

Additional Swatch material in Box 11, Ephemera Box 26

Publication: NATIONSBANK Poster. 17 x 11

Additional Nationsbank material in Box 10

Publication: SPORTS ILLUSTRATION Poster. 16 x 8.5

Additional Sports Illustrated material in Box 10

Publication: ACOP Poster. 14 x 11

Additional ACOP Material in Box 4, Ephemera Box 18, Audio-Visual Boxes 32-33, and Audio/Visual Boxes 36 & 37

Publication: XEROX "Look of the Olympic Games" Banner Placement and Map. 17 x 11

Additional XEROX material in Box 10

Publication: CANNON Blanket Ad Poster. 27 x 21.5

Additional Licensed Product material in CSC Box 12, Ephemera Box 27

Box 33 NISSAN Sports Bag. 12 x 20

Additional Nissan material in Box 10

Box 34: Various Publications - Oversized

1996 Publication: Centennial Olympic Posters. 18 x 21(32)

Additional ACOG material in Boxes 1-3, Ephemera Boxes 14-18, and Audio/Visual Boxes 36 & 37

MF4:B:01 Various Publications - Oversized

1995 Publication: South African Olympics Team Display Tri-fold. 23.5 x 36.5

Additional International Committee Material in Boxes 6-7, Ephemera Boxes 19-20

| | | |
|---------------|--|---------------|
| n.d. | Publication: South African Olympic Team Wire-rung Pad Poster Display. | 16.5 x 23.5 |
| Feb. 12, 1994 | Publication: Lillehammer 1994 Opening Ceremony Poster. | 14 x 20 |
| | <i>Additional International Committee Material in Boxes 6-7, Ephemera Boxes 19-20</i> | |
| | Publication: Collector's Coin Ad Poster (Written in Korean) | |
| | <i>Additional Collector's Material in CSC Box 12</i> | 16 x 13.5 |
| | Publication: NATIONSBANK Poster Ad. | |
| | <i>Additional Nationsbank Material in CSC Box 10</i> | |
| | Publication: Atlantic Committee for the Olympic Games (ACOG) Poster. | 19 x 15 x 2.5 |
| | <i>Additional ACOG Material in Boxes 1-3, Ephemera Boxes 14-18, and Audio/Visual Boxes 36 & 37</i> | |
| | BUD LIGHT Product Carton. | 18 x 24 |
| | <i>Additional Anheuser-Busch material in CSC Box 10, Ephemera Box 23</i> | 29.5 x 20.5 |
| | Publication: DIAL Promotional Poster. | |
| | <i>Additional Dial material in Box 10, Ephemera Box 24</i> | 26 x 9 |
| | Publication: DIAL Display Promotional Board. | 24 x 18 |
| | Publication: DIAL Display Promotional Board. | |
| | SECKINGER LEE Product Carton. | 20.5 x 15.5 |
| | <i>Additional Seckinger Lee material in Box 12, Ephemera Box 27</i> | |
| | EAGLE SNACK MIX Product Carton. | |
| | <i>Additional Licensed Product material in Box 12, Ephemera Box 27</i> | 24 x 6 |
| | Publication: Coupon Ad Offers: General Mills, Yoplait, Dial. | 28 x 30 |
| | <i>Additional Sponsor Material in Boxes 10-12, Ephemera Boxes 23-30</i> | 26 x 26 |
| | Publications: York, Blue Cross/Blue Shield, Aramark, General Motors, Nissan. | 19 x 21 |

Additional Sponsor Material in Boxes 10-12, Ephemera Boxes 23-30

35.5 x 25.5

Publication: Special Advertising Section on Olympics (n.d.)

Additional Advertising Publications in Boxes 10 -13

Publication: FORTUNE (Feb. 19, 1996) All Sponsor Ads.

Additional Advertising Publications in Boxes 10 -13

IBM Framed Poster-Autographed by Al Oerter.

Publication: IZZY Poster Framed.

Additional IZZY Material in Box 8, Ephemera Boxes 20-21, and Audio/Visual Boxes 36 & 37

Small Advertisement Albums (15 x 13)

Album #1

Publication: Coupon Ad Offers: General Mills, Yoplait, Dial

Additional Sponsor Materials in Boxes 10-12, Ephemera Boxes 23-30

Publications: York, Blue Cross/Blue Shield, Aramark, General Motors, Nissan

Additional Sponsor Material in Boxes 10-12, Ephemera Boxes 23-30

Album #2

Publication: Special Advertising Section on Olympics (n.d)

Additional Advertising Publications in Boxes 10-13

Publication: FORTUNE (Feb. 19, 1996) All Sponsor Ads.

Additional Advertising Publications in Boxes 10-13

Publication: Bud Greenspan's "My Favorite Olympics Moments"

Additional General Publications in Boxes 12-13

Publication: NationsBank, Delta Airlines Ads.

Additional Sponsor Material in Box 10

Album #3

Publication: Ads: Coca-Cola, Kodak, Visa, Xerox, UPS.

Additional Sponsor Material in Box 10-11, Ephemera Boxes 23-27

Album #4

Publication: Apparel Ads, Atlanta Cultural Olympiad Ads.

Additional Advertising Publications in Boxes 10 -13, Ephemera Box 27

Album #5 Publication: Ads: ACOP, Swatch, Speedo, Essex Mfg.

Related Material in Boxes 4 (ACOP), 11-12, Ephemera Boxes 26-27

Large Advertisement Albums (25 x 20)

10:08:02a

Album #6 Publication: Ads: General Motors (July, August, 1996), Cadillac, BMW, Chevrolet (Dec. 1995), Nissan.

Related Material in Boxes 10 & 12

Album #7 Publication: All Sponsor Ads.

Additional Sponsor Material in Boxes 10-12, Ephemera Boxes 23-30

Publication: A Kid's Guide to the Olympic Games (n.d.). *For more General Publications in Box 12-13*

Publication: CHAMPION Ads (July 1996).

Additional Champion Material in Ephemera Box 23

Publication: Ads: Macy's (June-July 1996), NBC.

Additional General Publications in Box 12-13

Album #8 Publication: Various Ads:

RICH'S: "Southern Style" (May- Aug 1996).

Additional General Publications in Box 12-13

MACY's (June-July 1996).

Additional General Publications in Box 12-13

ACOP "Special Feature Supplement to the Licensing Book (Nov. 1993).

Additional ACOP Material in Box 4, Ephemera Box 18, and Audio/Visual Boxes 36 & 37

Album #9 Publication: Ads: BELLSOUTH (Aug. 1996), BELLSOUTH Phone Book Cover (Dec. 1996), HOLIDAY INN (July 10 & 12, 1996).

Additional Sponsor Material in Box 10, Ephemera Boxes 23

CENTENNIAL OLYMPIC GAMES Gift Bag.

Additional ACOG Material in Boxes 1-3, Ephemera Boxes 14-18

Publication: MICHAEL DELACROIX-an official Artist of the 1996 Olympic Games: Bio, Pamphlet, Gift Bag.

Additional General Publications in Box 12-13

KELLOG'S Cereal Box (July 8, 1996)

GENERAL MILLS Cereal Box.

Additional General Mills Material in Print Box 10, Ephemera Box 24

Publications: Ads: Nissan, General Motors, BMW, Avon.

Additional Related Material in Boxes 10 & 12, Ephemera Box 23

Album #10

Publications: All Sponsor Ads.

For more Sponsor Material see also CSC Boxes 10-12, Ephemera Boxes 23-30

COCA-COLA Ads (July 1996), product 12-Pack Carton. *For more COCA-COLA Material see also Box 10, Ephemera Box 24*

KODAK Ads (July 1996).

For more KODAK Material see also Box 10, Ephemera Box 24

VISA Ads (July 1996).

For more VISA Material see also Box 11, Ephemera Box 26

UPS Ads (July & August 1996), Shipping Bag, Letter.

For more UPS Material see also Box 10, Ephemera Box 26

IBM Ads (July & August 1996).

For more IBM Material see also Box 10, Oversized

XEROX Ads (June 6, 1996).

For more XEROX Material see also Box 10, Oversized

Album #11

Publication: Ads:

BELLSOUTH Ad (May 19, 1996).

For more BELLSOUTH Material see also Box 10 Ephemera Box 23 Oversized

RANDSTAD STAFFING SERVICE Ad. (Aug. 4, 1996)

For more RANDSTAD Material see also Box 10

AVON Ads.

For more AVON Material see also Box 10 Ephemera Box 23

GENERAL MILLS Cereal Boxes.

For more GENERAL MILLS Material see also CSC Box 10, Ephemera Box 24

HOLIDAY INN Ads (June-July 1996).

For more HOLIDAY INN Material see also CSC Box 10

INTERNATIONAL PAPER Ads (July & August 1996).

For more INTERNATIONAL PAPER Material see also CSC Box 10

TEXACO Ad (July 26, 1996).

For more TEXACO Material see also CSC Box 10, Ephemera Box 27

Album #12

Publication: Ads:

NATIONSBANK Ads (July-August 1996).

For more NATIONSBANK Material see also CSC Box 10

HOME DEPOT Ads (Oct.-Nov. 1995, June-Sept. 1996). *For more HOME DEPOT Material see also CSC Box 10, Ephemera Box 24*

HANES Paper Bag.

For more HANES Material see also CSC Box 12, Ephemera Box 27

HANES Ad (July 22, 1996).

For more HANES Material see also CSC Print Box 12, Ephemera Box 27

BRYAN Bacon Product Carton.

For more Related Material see also CSC Print Box 12, Ephemera Box 27

DELTA AIRLINES Ads (July-August 1996).

For more DELTA AIRLINES Material see also CSC Print Box 10

SWATCH Ads, Bag.

For More SWATCH Material see also CSC Print Box 11, Ephemera Box 26

AT&T Ads (July-August 1996).

For More AT&T Material see also CSC Print Box 10

BUD LIGHT Product 12-Pack Carton.

For more BUD LIGHT/ANHEUSER-BUSCH, INC. Material see also CSC Print Box 10, Ephemera Box 23

CSC Series 6: Audio/Visual Materials

Box 35: Videotapes

| | | |
|--------|-----------|--|
| Item 1 | 25-Oct-93 | Entertainment Tonight: "The Olympic Mascot", WCBS-TV |
| Item 2 | Nov-93 | The Today Show, Macy's Thanksgiving Day Parade 1993 |
| Item 3 | 20-Sep-95 | Olympic Merchandise, WWOR-TV News |
| Item 4 | 7-Dec-95 | ACOP 1995 Selection of Donor Advertisements (2 copies). |
| | | <i>See also CSC Boxes 4-5, Ephemera Box 18, Oversized Box 34, Album #5, #8</i> |
| Item 5 | 29-Jan-96 | ACOG Official Licensed Products. |
| | | <i>See also CSC Boxes 10-12, Ephemera Boxes 14-31, Oversized Collection</i> |
| Item 6 | 29-May-96 | What's New in Sporting Goods, WFLA-TV (2 copies) |
| Item 7 | Jun-96 | Sponsor Advertising Summary 1996 (2 copies). |
| | | <i>See also CSC Boxes 10-11, CSC Ephemera Boxes 24 through 27, and Oversized Collection.</i> |

| | | |
|---------|----------|---|
| Item 8 | 2-Jul-96 | The Oprah Winfrey Show: Olympic Themed |
| Item 9 | 1996 | 1996 ACOP Design Review. <i>See also CSC Boxes 4-5, Ephemera Box 18, Oversized Box 34, Album #5, #8</i> |
| Item 10 | 1996 | IZZY's Quest for Olympic Gold: 1996 Atlanta Olympic Special (2 copies). |
| Item 11 | n.d. | 100 Years of Olympic History |
| Item 12 | n.d. | Full Body Animation Demo (for mascots) |
| Item 13 | n.d. | Izzy Reel (2 copies). <i>See also CSC Box 8, Ephemera Boxes 20 through 22, and Oversized Collection</i> |
| Item 14 | n.d. | The Power of the Dream |
| Item 15 | n.d. | Roman Olympics Composite |
| Item 16 | n.d. | 100 Years of Olympic Glory |
| Item 17 | n.d. | Busch Gardens/Sea World "Party for the Planet." <i>See also CSC Box 12</i> |
| Item 18 | n.d. | ACOP Broadcast Public Service Announcement. <i>See also CSC Boxes 4-5, Ephemera Box 18, Oversized Box 34, Album #5, #8</i> |
| Item 19 | n.d. | ACOP Movie Theater Public Service Announcement. <i>See also CSC Boxes 4-5, Ephemera Box 18, Oversized Box 34, Album #5, #8</i> |
| Item 20 | n.d. | John Williams: Olympic Theme |

Box 36: Slides

| | | |
|-----|-----------|---------------------|
| FF1 | 1995-1996 | Events & Promotions |
| FF2 | 1995-1996 | Events & Promotions |
| FF3 | 1995-1996 | Events & Promotions |

| | | |
|-----|---------------|---|
| FF4 | 1995-1996 | Events & Promotions |
| FF5 | 1995-1996 | Events & Promotions |
| FF6 | 1995 and n.d. | <p>Presentations by ACOP personnel.</p> <p><i>See also CSC Boxes 4-5, Ephemera Box 18, Oversized Box 34, Album #5, #8</i></p> |
| FF7 | n.d. | <p>Official Logos.</p> <p><i>See also CSC Boxes 1-3, Ephemera Boxes 14-18 and Oversized</i></p> |
| FF8 | n.d. | <p>Official Products.</p> <p><i>See also CSC Boxes 10-12, Ephemera Boxes 14-31, Oversized Collection</i></p> |
| FF9 | n.d. | <p>Izzy.</p> <p><i>See also CSC Box 8, Ephemera Boxes 20 through 22, and Oversized Collection</i></p> |