

1. SKOAL BANDIT/NASCAR

Major sponsorship of the Grand National Stock Car #33, Skoal Bandit, racing in the NASCAR Winston Cup Circuit under the auspices of Mach I. Racing and owned by, Hal Needham and Burt Reynolds.

There are 31 races scheduled in this series from California to Michigan, Pennsylvania and Florida with a heavy schedule in the Southeastern United States.

The car is driven by Harry Gant, a U.S. Tobacco - Skoal spokesman.

This promotion is designed to appeal to a large male market in one of our primary demographic and geographic growth areas. The promotion also includes publicity, media exposure, and a massive merchandising program. It also gives us the opportunity to feature smokeless tobacco and other U.S.T. products in Hal Needham directed feature films.

2. SKOAL BANDIT/SPORTSMAN

Major sponsorship of the Sportsman Race Car #28, racing in the NASCAR/SPORTSMAN series under the auspices of Johnny Hayes, racing and owned by U.S. Tobacco.

There are 30 to 36 races scheduled in the Sportsman Series, primarily in the Southeastern United States.

The car is driven by Phil Parsons, a U.S. Tobacco Sales Promotion Department Employee.

This promotion is designed to appeal to the same audience as NASCAR, but at the smaller tracks and at the grass roots level. It also includes sampling, advertising, point of sale, publicity, media exposure, and our merchandise program.

3. SKOAL BANDIT/CART

Sponsorship of the Skoal Bandit Indy Style Racing Car for Two Races in the Cart Series. Indianapolis, Indiana for the Indy 500 on May 30, 1982 and Brooklyn, Michigan for the Norton Michigan 500. This car raced under the auspices of and owned by the Pensue Racing Team. Bobby Unser will drive the Skoal Bandit.

Product identification on the other two team cars which are: Gould Charge, driven by Rick Mears, and the Norton Spirit, driven by Kevin Cogan.

This promotion is designed to appeal to a specific geographic area that has not had the assistance of promotions, and it will further enhance our involvement in motor sport racing for minimal dollars.

Sampling, P.O.S., advertising, publicity, media exposure and merchandise is all a part of this program as well as the use of the Skoal Car as a show car on certain occasions.

7. SKOAL SOCCER SHOOT OUT

Sponsorship ~~and ownership~~ of a television packaged half-time show called the Skoal Shoot Out, and features Shep Messing. Shows will be pre-taped and shown as five minute segments during 30 telecasts on WOR-TV plus their national cable network, covering the New York Arrows, New Jersey Rockets, and Philadelphia Fever. Contestants will be policemen, firemen, bartenders, construction workers, etc., from the three regions competing for an Inter-City Skoal Cup.

Sampling is authorized at Nassau Coliseum, Meadowlands Area, and the Philadelphia Spectrum during all home games. Banners visible in all arenas throughout the season, as well as two designated U.S. Tobacco nights at each stadium featuring a Skoal Half-Time Soccer game. Advertising in all three programs.

8. COLLEGE EXPO

A consumer fair for 250,000 college students during spring break in mid-March at Daytona Beach, Florida. The promotion features a product booth in an exhibition center with other college consumer oriented products. The program solidifies brand identity and provides for sampling, merchandise, P.O.S., publicity, advertising, and increases peer pressure through the appearance of our celebrity spokesman and/or hardware. The promotion offers an excellent opportunity to reach a large cross section of college students while they are "Doing Their Thing."

The possibility exists to use this promotion as a vehicle for our college marketing program and to utilize our college reps in some way.

9. U.S. SKI TEAM-SPORTS MEDICINE

Sponsorship of the Sports Medicine activities of the U.S. Ski Team provides for association of products with the sport of skiing and the ski team. It is designed to generate positive publicity and develop a corporate image based on assistance and support of American amateur athletes in their efforts to win at international competitions.

The strategy calls for sponsorship of world class competitions and local ski festivities to identify and associate the usage of the products with the lifestyle of world class skiers and coaches. Involvement in Alpine (World Cup), Nordic (Great American Ski Chase), and jumping (National Jumping Competition), plus a continuing involvement with the U.S. Ski Association and Adolph Coors Company in local ski challenge races will allow high visibility and sampling on site at seventeen different locations across the northern tie states from the northeast, through the upper mid-west, and Rocky Mountain states.

10. NIRA COLLEGE RODEO

Sponsorship of an educational scholarship program for college rodeo athletes in a regional and national basis. This program, which has a continuous change of potential consumer inventory, provides for sampling, merchandising, P.O.S., publicity, media exposure, and media advertising. Strategies are to create brand awareness, brand reinforcement, and new consumers at the grass roots level in one of our primary markets. Also included in this program is a nationally syndicated television show.

11. AQHA WORLD CHAMPIONSHIP

Co-sponsorship of this annual world class horse show plus total sponsorship of the Copenhagen/Skoal Super Horse Award, one of the most prestigious Equine Awards in the country and the Copenhagen/Skoal Collegiate Judging Scholarship Awards. The show features a large consumer product exhibition oriented to the Western lifestyle where we maintain a booth for sampling, P.O.S., merchandise, and celebrities. A national publicity campaign, a regional advertising campaign plus a 30 minute advertising syndicated T.V. show focusing on the Copenhagen/Skoal Superhorse Award. This sponsorship gives us authorization to sample at any of the 2,000 AQHA shows country-wide.

12. SKOAL DASH FOR CASH

A quarter horse race series run at Los Alamitos Race Course featuring three races, a futurity, 2-year olds, 3-year olds, Derby, and maturity 4-year olds, plus a yearling horse sale. The million dollar plus purse for the futurity generated by the horsemen makes it California's richest horse race. Both the Derby and maturity are expected to grow to million dollar purses to make it a three million dollar series. It is a premiere attraction and source of massive publicity in the nation's #2 market - Los Angeles. The promotion offers sampling all summer, P.O.S., publicity, media exposure (both regional and national), and a potential T.V. show.

13. RODEO SUPERSTARS CHAMPIONSHIP

Sponsorship of professional rodeo's premier invitational event; the largest first prizes in rodeo history. This sponsorship and program gets us involved with the PRCA because of the nature of the event even though contracts prohibit us from association involvement.

Provisions for sampling, P.O.S. and merchandising. Full national PR and publicity campaign, as well as a major local ad campaign. Possibility of a national network or syndicated T.V. show.

This promotion is designed to appeal to a large Western rodeo oriented market and to take advantage of the Western life style image in other areas. It further enhances our involvement in College Rodeo and the entire sport.

14. REGIONAL EVENTS

To take advantage of opportunistic promotions at the regional level and to fully utilize the creative and functional abilities of the Field Sales Department.

Coordination of advertising, PR and publicity and merchandising to receive full benefits.

Proper evaluations give us knowledge for use in other areas or the possibility to expand these events to national stature.

<u>DATE</u>	<u>EVENT</u>	<u>LOCATION</u>
January 30 - 31	SKI - USSA/COORS W	610 Durango (Purgatory), CO
January 30	SKI - X-C SKI CHASE W	620 Frazier, CO
February 2	SOCCER - PHILADELPHIA FEVER E	220 Spectrum, Philadelphia, PA
February 3	SOCCER - NEW YORK ARROWS E	240 Nassau Coliseum, L. I., NY
February 5	SOCCER - NEW JERSEY ROCKETS E	250 Meadowlands Arena, NJ
February 6	SKI - X-C SKI CHASE E	140 Brandon, Killington, VT
February 7 - 8	NIRA - CENTRAL ARIZONA COLLEGE W	610 Coolidge, AZ
February 7	* SOCCER - NEW JERSEY ROCKETS E	250 Meadowlands Arena, NJ
February 10	SOCCER - NEW YORK ARROWS E	240 Nassau Coliseum, L. I., NY
February 11	SOCCER - NEW JERSEY ROCKETS E	250 Meadowlands Arena, NJ
February 12	* SOCCER - PHILADELPHIA FEVER E	220 Spectrum, Philadelphia, PA
February 13 - 14	NIRA - WEBER STATE W	640 Ogden, UT
February 13	SKI - X-C SKI CHASE E	420 Traverse City, MI
February 13	SPORTSMAN E	870 Daytona, FL
February 14	NASCAR E	870 Daytona, FL
February 14	SOCCER - NEW YORK ARROWS E	240 Nassau Coliseum, L. I., NY
February 15	SOCCER - NEW JERSEY ROCKETS E	250 Meadowlands Arena, NJ
February 15	SOCCER - PHILADELPHIA FEVER E	220 Spectrum, Philadelphia, PA
February 20 - 22	NIRA - MICHIGAN STATE UNIVERSITY E	420 East Lansing, MI

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<u>DATE</u>	<u>EVENT</u>	<u>LOCATION</u>
February 20 - 21	SKI - USSA/COORS	Red Lodge, MT
February 20	SOCCER - NEW JERSEY ROCKETS	Meadowlands Arena, NJ
February 20	SOCCER - PHILADELPHIA FEVER	Spectrum, Philadelphia, PA
February 20	SPORTSMAN	Richmond, VA
February 21	NASCAR	Richmond, VA
February 21	* SOCCER - NEW YORK ARROWS	Nassau Coliseum, L. I., NY
February 25	SOCCER - NEW JERSEY ROCKETS	Meadowlands Arena, NJ
February 26 - March 1	NIRA - SUL ROSS UNIVERSITY	Ft. Stockton, TX
February 26 - 28	NIRA -SOUTHWEST TEXAS STATE UNIVERSITY	San Marcos, TX
February 26	SOCCER - NEW YORK ARROWS	Nassau Coliseum, L. I., NY
February 27 - March 1	NIRA - OREGON STATE UNIVERSITY	Corvallis, OR
February 27	SKI - X-C SKI CHASE	American Birkebeiner, Cable, WI
February 28	NASCAR	Rockingham, NC
March 5 - 8	NIRA - NEW MEXICO STATE UNIVERSITY	Las Cruces, NM
March 5 - 6	SKI - WORLD CUP	Aspen, CO
March 6 - 7	NIRA - TEXAS A&I UNIVERSITY	Kingsville, TX
March 6 - 8	NIRA - WALLA WALLA COMMUNITY COLLEGE	Walla Walla, WA
March 6 - 7	SKI - USSA/COORS	Vail, CO
March 6 - 7	SKI - X-C SKI CHASE	Bemidji, MN



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March 31	SOCCER - NEW YORK ARROWS	Nassau Coliseum, L. I., NY
April 1	SOCCER - NEW JERSEY ROCKETS	Meadowlands Arena, NJ
April 2 - 4	NIRA - TARLETON STATE UNIVERSITY	Stephenville, TX
April 2	SOCCER - NEW YORK ARROWS	Nassau Coliseum, L. I., NY
April 3 - 4	NIRA - BOISE STATE	Boise, ID
April 3 - 5	NIRA - SOUTHWEST MISSOURI STATE	Springfield, MO
April 3 - 5	NIRA - TEXAS A&M UNIVERSITY	College Station, TX
April 3 - 5	<del>*</del> NIRA - UNIVERSITY OF NEBRASKA	Lincoln, NB
April 3 - 5	NIRA - WESTERN OKLAHOMA STATE	Altus, OK
April 3	SOCCER - NEW JERSEY ROCKETS	Meadowlands Arena, NJ
April 4	NASCAR	N. Wilksboro, NC
April 4 - 5	NIRA - OTERO COLLEGE	LaJunta, CO
April 4 - 5	NIRA - UNIVERSITY OF MONTANA	Missoula, MT
April 4	SOCCER - NEW YORK ARROWS	Nassau Coliseum, L. I., NY
April 9 - 12	NIRA - HOWARD COLLEGE & WESTERN TEXAS COLLEGE	Snyder, TX
April 9 - 11	NIRA - MONTANA STATE UNIVERSITY	Bozeman, MT
April 9	SOCCER - NEW JERSEY ROCKETS	Meadowlands Arena, NJ
April 9	<del>*</del> SOCCER - PHILADELPHIA FEVER	Spectrum, Philadelphia, PA
April 10 - 12	NIRA - LAMAR COMMUNITY COLLEGE	Lamar, CO

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April 10 - 12	NIRA - SOUTHEAST OKLAHOMA STATE UNIVERSITY	Druant, OK
April 10 - 12	NIRA - UNIVERSITY OF IDAHO	Moscow, ID
April 10 - 11	NIRA - UNIVERSITY OF NEBRASKA	Curtis, NB
April 10	* SOCCER - NEW YORK ARROWS	Nassau Coliseum, L. I., NY
April 14 - 16	NIRA - PANHANDLE STATE UNIVERSITY	Goodwell, OK
April 17 - 19	NIRA - COLORADO STATE UNIVERSITY	Ft. Collins, CO
April 17 - 18	NIRA - DODGE CITY COMMUNITY COLLEGE	Dodge City, KS
April 17 - 19	NIRA - SPOKANE COMMUNITY COLLEGE	Spokane, WA
April 17	SOCCER - PHILADELPHIA FEVER	Spectrum, Philadelphia, PA
April 17	SPORTSMAN	Darlington, SC
April 18	NASCAR	Darlington, SC
April 18 - 19	NIRA - SCOTTSDALE COMMUNITY COLLEGE	Scottsdale, AZ
April 18	SOCCER - NEW YORK ARROWS	Nassau Coliseum, L. I., NY
April 22 - 25	RODEO SUPERSTARS	Fort Worth, TX
April 23 - 25	NIRA - HARDIN-SIMMONS UNIVERSITY	Abilene, TX
April 23 - 25	NIRA - SOUTHWEST OKLAHOMA STATE UNIVERSITY	Weatherford, OK
April 23	* SOCCER - NEW JERSEY ROCKETS	Meadowlands Arena, NJ
April 23	SPORTSMAN	Asheville, NC
April 24 - 25	NIRA - CAL POLY-SLO	San Luis Obispo, CA

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May 22 - 24	NIRA - TREASURE VALLEY COMMUNITY COLLEGE	Ontario, OR
May 23 - 24	NIRA - UNIVERSITY OF NEVADA	Reno, NV
May 29 - 31	NIRA - BLUE MOUNTAIN COMMUNITY COLLEGE	Pendleton, OR
May 29	SPORTSMAN	Charlotte, NC
May 30	CART	Indianapolis, IN
May 30	NASCAR	Charlotte, NC
May 30 - 31	NIRA - WEST COAST REGIONAL FINALS	Tuscon, AZ
May 31	SPORTSMAN	Kingsport, TN
June 4	SPORTSMAN	Richmond, VA
June 5	SPORTSMAN	Hickory, NC
June 6	CART	Milwaukee, WI
June 11	Sportsman	Asheville, NC
June 12	SPORTSMAN	Manassas, VA
June 13	NASCAR	Riverside, CA
June 16 - 20	<del>X</del> NIRA - COLLEGE NATIONAL FINALS	Bozeman, MT
June 20	NASCAR	Brooklyn, MI
June 25	SPORTSMAN	Hickory, NC
June 26	SPORTSMAN	Kingsport, TN
June 28	CART	Atlanta, GA



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August 14	SPORTSMAN	So. Boston, VA
August 15	NASCAR	Brooklyn, MI
August 22	NASCAR	Bristol, TN
August 28	SPORTSMAN	Hickory, NC
August 29	CART	Riverside, CA
September 4	SPORTSMAN	Richmond, VA
September 5	SPORTSMAN	N. Wilksboro, NC
September 6	NASCAR	Darlington, SC
September 11	SPORTSMAN	Hampton, VA
September 12	NASCAR	Richmond, VA
September 18 - 20	NIRA - DICKINSON STATE COLLEGE	Dickinson, NC
September 18 - 19	NIRA - PRATT COMMUNITY COLLEGE	Pratt, KS
September 19	CART	Brooklyn, MI
September 19	NASCAR	Dover, DE
September 24 - 25	NIRA - COCHISE COLLEGE	Douglas, AZ
September 24 - 27	NIRA - EASTERN NEW MEXICO STATE UNIVERSITY	Portales, NM
September 25 - 26	NIRA - CENTRAL WYOMING COLLEGE	Riverton, WY
September 25 - 27	NIRA - CLAREMORE COMMUNITY COLLEGE	Claremore, OK
September 25	SPORTSMAN	Martinsville, VA



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September 26	NASCAR	Martinsville, VA
September 26 - 27	NIRA - UNIVERSITY OF WISCONSIN	River Falls, WI
October 2 - 4	NIRA - HUTCHINSON COMMUNITY COLLEGE	Hutchinson, KS
October 3	CART	Watkins Glen, NY
October 3	NASCAR	N. Wilksboro, NC
October 3 - 4	NIRA - SHERIDAN COLLEGE	Sheridan, WY
October 3 - 4	NIRA - WESTERN MONTANA COLLEGE	Dillion, MT
October 1 - 4	NIRA - FRANK PHILLIPS COLLEGE, WEST TEXAS STATE UNIVERSITY	Canyon, TX
October 8 - 11	NIRA - SUL ROSS STATE UNIVERSITY	Alpine, TX
October 9 - 10	NIRA - COLORADO STATE UNIVERSITY	Ft. Collins, CO
October 9 - 11	NIRA - LABETTE COMMUNITY COLLEGE	Parson, KS
October 9 - 10	NIRA - NAVARRO COLLEGE	Carsicana, TX
October 9 - 10	NIRA - NORTHWEST COMMUNITY COLLEGE	Powell, WY
October 9 - 10	NIRA - UTAH TECH	Provo, UT
October 9	SPORTSMAN	Charlotte, NC
October 10	NASCAR	Charlotte, NC
October 10 - 11	NIRA - CENTRALIA COLLEGE	Portland, OR
October 10 - 11	NIRA - IOWA STATE UNIVERSITY	Ames, IA
October 11 - 12	NIRA - EASTERN MONTANA COLLEGE	Billings, MT



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October 15 - 17	NIRA - SOUTHWEST TEXAS JR. COLLEGE	Uvalde, TX
October 16 - 25	AQHA CONGRESS	Columbus, OH
October 16 - 18	NIRA - LAMAR COMMUNITY COLLEGE	Lamar, CO
October 16 - 18	NIRA - PANHANDLE STATE UNIVERSITY	Goodwill, OK
October 16 - 18	NIRA - UNIVERSITY OF MONTANA	Missoula, MT
October 17	SPORTSMAN	Hickory, NC
October 24	CART	Mexico City, MX
October 24	NASCAR	Rockingham, NC
October 24	SPORTSMAN	Martinsville, VA
October 30	CART	Phoenix, AZ
October 30 - 31	NIRA - GARDEN CITY COMMUNITY COLLEGE	Garden City, KS
October 30 - 31	NIRA - NORTH DAKOTA STATE UNIVERSITY	Fargo, ND
October 31 - November 1	NIRA - SCOTTSDALE COMMUNITY COLLEGE	Scottsdale, AZ
November 6 - 7	NIRA - FT. SCOTT COMMUNITY COLLEGE	Ft. Scott, KS
November 7	NASCAR	Atlanta, GA
November 7 - 8	* NIRA - UNIVERSITY OF ARIZONA	Tucson, AZ
November 14 - 15	NIRA - CENTRAL ARIZONA COLLEGE	Casa Grande, AZ
November 15 - 20	WORLD CHAMPIONSHIP QUARTER HORSE SHOW	Oklahoma City, OK
November 19 - 22	NIRA - TEXAS TECH UNIVERSITY	Lubbock, TX



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