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*WorldCup*USA94™

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PRESERVATION

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Vice President
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World Cup USA 1994, Inc.

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WorldCup
USA94™



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WorldCup
USA94™



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World Cup USA 1994, Inc.
XV FIFA World Cup
Organizing Committee

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Fairfax, VA 22033
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WORLD CUP USA 1994 FEDERAL TASK FORCE PRIORITIES

Boston
Chicago
Dallas
Detroit
Los Angeles
New York/New Jersey
Orlando
San Francisco
Washington, D.C.

DEPARTMENT OF AGRICULTURE

Provision of assistance with regard to admission into U.S. territory of food stuffs and pharmaceuticals to be consumed wholly by national teams participating in the 1994 World Cup.

DEPARTMENT OF COMMERCE

United States Travel and Tourism Agency:

Provision of promotional and informational support overseas publicizing host venue communities and 1994 World Cup activities.

National Weather Service:

Provision of weather data and related information to national, state and local command centers as well as to World Cup '94.

DEPARTMENT OF DEFENSE

Office of Special Events Management:

Provision of security assistance (logistics, equipment, training, etc.) to supplement state and local World Cup '94 security measures to counter terrorism and hooliganism threats and for ceremonial (fly-overs, color guards, marching bands, etc.) and other logistical support to World Cup '94.

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Federal Drug Administration:

Provision of assistance with regard to admission into U.S. territory of food stuffs and pharmaceuticals to be consumed wholly by national teams participating in the 1994 World Cup.

DEPARTMENT OF INTERIOR

National Parks Service:

Provision of National Parks assistance in permitting limited usage of property and monuments for events associated with the 1994 World Cup, in particular for events to take place in the nation's capital.

DEPARTMENT OF JUSTICE

Bureau of Justice Assistance:

Provision of resources and assistance to state and local police authorities to supplement planning, administration costs and wages and compensation for additional policing incurred due to unique and extraordinary security requirements for the 1994 World Cup due to the possible threat of terrorism and fan disturbances (hooliganism).

Federal Bureau of Investigation:

Provision of training, background checks, intelligence gathering and command centers support to federal agencies and state and local law enforcement bodies for coordination of 1994 World Cup security functions and necessary resources to provide for on-site cooperation with anti-hooligan and anti-terrorism foreign police experts.

Provision of assistance in the investigation and apprehension of ticket counterfeiters and the identification and prosecution of individuals scalping tickets in coordination with other relevant federal agencies.

Immigration and Naturalization Service:

Provision of tarmac processing of FIFA Category I officials and reserved lanes for processing of FIFA arrivals and necessary resources to accommodate the 1.5 million international visitors (estimated by the Department of Commerce) to the U.S. for the 1994 World Cup.

Office of the Attorney General:

Provision of designation of Official Guests of the United States status for accredited FIFA representatives to provide for concurrent federal and state jurisdiction for these designated individuals.

DEPARTMENT OF LABOR

Job Corps:

Provision of resources and personnel to assist with renovation and beautification of local areas in venue communities and removal of temporary structures required for the 1994 World Cup.

DEPARTMENT OF STATE

Diplomatic Security:

Provision of Diplomatic Security dignitary protection for FIFA Category I officials and ranking governmental officials.

Protocol:

Provision of protocol assistance and language support.

Visa Office:

Provision of requisite visas for all participating teams, accredited individuals and foreign visitors to the 1994 World Cup. Provision of Official Guest designation for FIFA.

DEPARTMENT OF TRANSPORTATION

Federal Aviation Administration:

Provision of air space regulations and rules to secure and restrict the airspace above all nine venue stadia as part of the comprehensive security measures for all 1994 World Cup venue sites.

Federal Transportation Authority:

Provision of resources to support capital expenditures to assist state and local transportation and public safety agencies with the transportation management challenges posed by 1994 World Cup. Establish procedures whereby World Cup venues can apply for discretionary funds (as directed by Congress in the FY '94 Transportation Bill).

DEPARTMENT OF THE TREASURY

Office of Foreign Assets and Control:

Provision of requisite assistance with regards to Treasury licensing requirements associated with the participation of 24 national teams in the 1994 World Cup games and associated foreign currency exchange for FIFA.

DEPARTMENT OF THE TREASURY (continued)

Secret Service:

Provision of necessary resources to meet security needs of various chiefs of state and officials participating in the 1994 World Cup activities.

United States Customs Service:

Provision of a designee to World Cup '94 to coordinate customs issues, (i.e. tarmac processing of FIFA Category I officials), and the necessary resources to accommodate the projected 1.5 million international visitors estimated by the Department of Commerce.

Provision of assistance in screening unauthorized merchandise bearing 1994 World Cup trademarks.

Legislation - Provision to assist World Cup '94 effort to secure duty free legislation for a temporary suspension of duty and import bond requirements for goods and personal effects associated with the 1994 World Cup.

United States Mint:

Provision of necessary resources to publicize and sell World Cup commemorative coins.

CENTRAL INTELLIGENCE AGENCY

Provision of intelligence collection activities with focus on World Cup '94 and participating nations and sharing of security information with relevant federal departments and agencies.

FEDERAL COMMUNICATIONS COMMISSION

Provision, if necessary, of temporary frequencies for coordination of security and organizing committee activities for 1994 World Cup.

FEDERAL EMERGENCY MANAGEMENT AGENCY

Provision of emergency planning, technical and other assistance to state and local agencies and World Cup '94 in preparation for the 1994 World Cup games.

GENERAL SERVICES ADMINISTRATION

Provision of office space, secure storage, equipment and other logistical support on a temporary basis in all nine venues and to make available temporary exhibition space in the U.S. Government buildings for international cultural and artistic events.

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

Provision (if possible) of tie-in to shuttle mission to coincide with the opening ceremonies of the 1994 World Cup and celebration of the 25th anniversary of the moon landing.

UNITED STATES INFORMATION AGENCY

Provision to assist in providing cultural and educational programming in venue communities to foster international understanding and to publicize the U.S. overseas to a projected 30 billion cumulative worldwide viewing audience of the 1994 World Cup.

UNITED STATES POSTAL SERVICE

Provision of security screening of mail and packages for World Cup '94 in all venues and support for World Cup '94 postal stamp programs.

WORLD CUP USA 1994 FEDERAL TASK FORCE

REQUESTS FOR WHITE HOUSE PARTICIPATION

1994 FIFA World Cup Games:

Participation of the President in the 1994 FIFA World Cup Opening Ceremonies (June 17 - Chicago) and/or the Closing Ceremonies (July 17 - Los Angeles).

Participation of the Vice President in same.

Federal Task Force:

Participation by Vice President Gore as head of the Federal Task Force and attendance at appropriate meeting(s) and at 1994 FIFA World Cup games.

Video Messages:

Participation of the President in video messages for the Final Draw ceremony (December 19, 1993) and in a "Welcome to USA" generic video.

Written Messages:

Participation of the President and Vice President and senior Cabinet officials in signing limited specific written messages in support of World Cup '94 activities.

Presidential Meeting:

Participation of the President in a courtesy call/meeting with the President of FIFA, Dr. João Havelange and the Chairman of World Cup USA 1994, Alan I. Rothenberg.

Clinton and Gore Families Attendance:

Participation, if so desired, at any or all World Cup competitions and activities.

Presidential Council on Physical Fitness:

Participation of the Council representatives in World Cup '94 activities.

National Team Visit to the White House:

Participation of the President and Vice President in a photo opportunity at the White House with the men's national team prior to the start of the tournament.

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. TREBLE (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.



THE WHITE HOUSE

WASHINGTON

Dear Dr. Havelange:

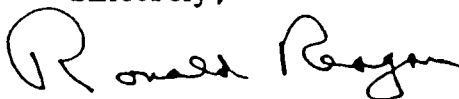
The United States of America would welcome the opportunity to serve as the host country for the 1994 World Cup soccer tournament. First-class stadium, hotel, transportation, communications, and other necessary physical facilities already exist within the United States to stage the tournament in a manner 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 dark ink, appearing to read "Ronald Reagan". The signature is fluid and cursive, with a large, prominent "R" at the beginning.

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



FEDÉRATION INTERNATIONALE
DE FOOTBALL ASSOCIATION

1994 FIFA World Cup

Terms of Reference
(for the Organising Football Association)



1994 FIFA World Cup

Terms of Reference (for the Organising Football Association)

- 1. Fundamental Provisions**
- 2. Initial Situation**
- 3. Government Guarantees**
- 4. Technical Infrastructure**
- 5. Media Requirements**
- 6. Contracts**
- 7. Accommodation**
- 8. Transportation**
- 9. Tickets**
- 10. FIFA General Secretariat**
- 11. Finances**
- 12. Documents to be Produced**

3. Government Guarantees

The guarantees to be provided by the Government concerned cover the areas given under §3.1. to 3.11. Special laws, regulations or decrees shall be enforced with the aim of creating conditions conducive to the organisation and execution of the FIFA World Cup.

3.1. *Entry and Exit Permits (Visa)*

Unrestricted granting of visas to the entire FIFA delegation and the 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, shall be guaranteed for the following groups of persons:

- FIFA officials
- players
- representatives of the media including technical personnel.

Labour legislation restricting the above groups of persons in the execution of their duties (e.g. limitation of working hours) shall be suspended for the length of their stay.

3.3. *Customs*

For a limited period the free import and export of::

- a) personal belongings
- b) technical equipment for players and official
- c) the entire technical equipment (filming and playback equipment, films, lighting etc.) of the foreign television companies
- d) the 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 World Cup film
- f) medical equipment and pharmaceutical products
- g) food
- h) all other requisite technical equipment for the organisation of the competition (photocopy machines, typewriters, telefax, telecommunication installations etc.)
- i) suppliers' equipment needed by the organisers (balls, nets, equipment for football teams, among other things)
- k) sponsors' equipment in support of the organisers and/or for publicity.

3.4. *Security*

Security is a State matter.

Overall security and personal protection are the highest principle 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.

FIFA shall draw up special guidelines in respect of overall security with the help of the Local Organising Committee and the appropriate Government Departments.

3.5. *Bank and Foreign Exchange Operations*

This is an important point, concerning as it does the financial standing of the FIFA World Cup. The Government shall — either directly or through the National Bank — issue a declaration guaranteeing the free import and export of all foreign exchange to and from the organising country as well as the exchange and re-conversion of this foreign exchange into hard currency (US dollars or Swiss francs). A re-conversion of the various currencies should also be possible within the country at the internationally prevailing conditions on the foreign exchange market. Moreover, a written authorisation shall be provided by the respective governmental authorities enabling all payments to be transferred abroad at the official rate.

3.6. *Telecommunications*

The Government shall guarantee the existence of a reliable international network enabling the transmission of all forms of telecommunication.

An easily accessible, international transmission centre shall be made available to radio and television (television centre).

For the remaining media, a centrally situated principal information centre (press centre) shall be provided with access to international telecommunication facilities (telephone, telefax, telex etc).

The Government shall guarantee the maintenance of uninterrupted 24-hour service for the television centre and the press centre.

The centres shall be protected from trespassers and damage of any kind.

3.7. *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 World Cup.

Details should be submitted on:

- a) flight connections
 - b) train connections
 - c) road networks
- among the various venues.

3.8. *Hotel Prices*

Prices for hotels for the FIFA delegation are to be frozen as of 1.1.1994. Guarantees shall also be given that charges for rooms will be made only for the number of days actually used.

3.9. *State Taxes*

State, provincial and municipal taxes on gate receipts are not to exceed a total of 15%.

3.10. *Commission on Tickets*

Commission on the sale of tickets is not to exceed more than 10% (of the normal ticket price).

3.11. *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.

The anthems are to be played by live bands and not with tape recordings.

WORLD CUP SOCCER

\$4 billion to be generated

Rothenberg: Preparations for '94 event in good shape

By Roscoe Nance
USA TODAY

CHICAGO — The 1994 World Cup will bring in about \$4 billion in spending for the USA, it is predicted.

World Cup USA 1994 chief executive officer Alan Rothenberg said that was the figure from a December survey by Peter Rosendorff and Andy Neumeyer, economics professors at the University of Southern California.

The study was based on forecasted expenditures by visitors and organizing committees for the nine venues.

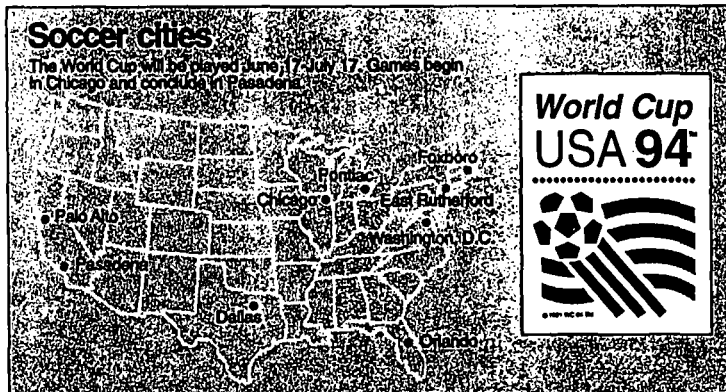
"And that's not getting into the crazy multipliers that some economists do where they talk about the dollar recirculating four times or 10 times," Rothenberg said. "It's real dollars we're talking about."

The World Cup sites: Chicago; Dallas; East Rutherford, N.J.; Foxboro, Mass.; Orlando; Pontiac, Mich.; Palo Alto, Calif.; Pasadena, Calif.; and Washington, D.C.

Rothenberg discussed several matters in an interview.

Q: What's going to determine if the World Cup is successful? Will it be the team's performance, sold-out stadiums or what?

A: From a team and (U.S. Soccer) Federation standpoint, if the team does well, it's a success. If we sell out the stadiums, it's a success. If we surround the games with special events that really add a luster to the World Cup and make it a memorable entertainment kind of experience like the Super Bowl halftime, where the game got lost in the shuffle, or the inauguration, where the swearing in was just a little blip on the screen, that will be a success. We are trying to have a decent financial surplus to turn over to the Federation Foundation for the future development of soccer. Some will say that's the most important thing. Looking back, (some) people will say, did this take soccer to a higher plateau (in the USA). The one thing many



By Elyse A. McLean, USA TODAY

people will look at is will this be the launching pad for a viable (outdoor) professional league. It's hard to say what makes a successful World Cup. To some it takes all of those things, and if you miss any of them it wasn't successful.

Q: How important to the success of World Cup is the U.S. team's performance in events like the U.S. Cup?

A: It helps. But I talked to Bora (Milutinovic, the coach) and told him there's no undue pressure to win. We understand the purpose is to develop this team for '94. But from a fan standpoint, if it does well, it's going to help. Winning U.S. Cup '92 helped the team's confidence. But I'm prepared to lose every single game if it helps us win in '94.

Q: How are the venues progressing?

A: Very well. Some are ahead of the curve and some are behind the curve. Essentially we're pleased. We have venue directors in each city who are our people. There are host committees in each community. In some cases where they took an active bid committee and converted it into a host committee, they're flying high because they've been operating three or four years. Some of the others were slow

in starting because they weren't as active as bid committees, and the host committees are just getting up and running now. There are no places where we have any concerns that they won't be able to do the job.

Q: Can you explain the different levels of sponsorships and what shape you're in as it pertains to sponsorship sales?

A: The top level, the official sponsors, is sold out. That's 10 major companies: Coca-Cola, Snickers, Gillette, Phillips, JVC, Mastercard, Canon, Fuji, General Motors and McDonald's. The second category is marketing partners. We've got eight slots there. That's American Airlines, adidas, Sheraton Hotels, Sprint and Upper Deck. There's another that we haven't announced yet and two who have signed letters of intent. For my money, we've sold out the second category. The next level is official products category. We've basically just started working on that. We've signed up one. We're going in order, signing up the biggest ones first. We'll be fine there. Next is regional supporters, like banks and utilities, companies that don't operate on a national level. They're being sold in the nine regions. We're off to an excellent start there, and

I'm confident we'll sell those out, too. The last category is equipment suppliers. That's a relatively small group. It's as the name implies. We're trading off. We take the equipment we need in exchange for sponsorships. We'll meet our budgeting goals. It's been a harder job than if we had had a better economy.

(FIFA sold official sponsorships for \$15 million-\$20 million each and retains all revenue from that category. World Cup USA retains all revenue from its marketing partners, who paid \$7 million each. The other categories are joint ventures, and FIFA and World Cup



ALAN ROTHENBERG: CEO of World Cup USA.

USA share revenue 50-50. Revenues from official licensees such as T-shirts, key chains, etc. are based on percentage of sales. The cost of regional sponsorships varies from venue to venue, but will average about \$250,000 each. Product services sponsorships sold for \$2.5 million each.)

Q: ABC and ESPN will combine to televise all 52 World Cup matches. How will the games be presented?

A: It's a very dramatic and unique package because we've gotten sponsors and the networks to agree they will not interrupt the games to run commercials. The standard kind of commercials will run before the game, after the game and at halftime but, during the 45-minute halves, the only thing that will be on the screen is a non-obtrusive logo of the sponsor. The present plan is to super-impose a clock in the corner of the screen and then put the logo around it. The networks and sponsors are free to develop other similar non-obtrusive things. We were willing to take less money because it meant fewer minutes of commercial time. We made it clear no other approach was acceptable. If we had to, we were prepared to buy the commercial time ourselves and go sell it. We weren't going to allow the production to be anything but.

(ABC will televise 11 games, all on weekends and all live, and ESPN will televise 41 — of which at least 33 will be live. The remaining eight will be available on pay-per-view or tape delayed. ABC will televise two of the USA's three first-round games, its opening match from Pontiac June 18 and its June 26 match from Pasadena.)

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FIFA

Fédération Internationale de Football Association

Founded in 1904 to provide unity among national soccer associations, the Fédération Internationale de Football Association (FIFA) today boasts 178 members, on a par with the United Nations, and is one of the most prestigious sports organizations in the world.

FIFA was established May 21, 1904, by seven national associations -- Belgium, Denmark, France, Netherlands, Spain, Sweden and Switzerland -- to "promote the game of Association Football [as opposed to rugby or American football]..., to foster friendly relations among the National Associations, Confederations, and their officials and players by promoting the organization of football matches at all levels...and to control every type of association football by taking steps as shall be deemed necessary or advisable..." FIFA's birth was a result of the growing number of international games shortly after the dawn of the 20th century. Soccer leaders in Europe felt that such expanded competition required a governing body, and under the leadership of Robert Guérin, a French journalist, the seven founding members gathered in Paris to shape the future of the sport.

Some nine decades later, soccer is the world's most popular sport, played by more than 150,000,000 registered athletes -- among them 10,000,000 women -- and viewed by billions of fans in stadiums and on worldwide television. In the course of a year, one million referees officiate no less than 20,000,000 matches.

As soccer's ultimate administrative authority, FIFA governs all facets of the game: regulating the rules of play, overseeing the transfers of players internationally, organizing international competitions such as the FIFA World Cup, establishing standards of refereeing, coaching and sports medicine, and encouraging soccer's development around the world.

Dr. João Havelange, the president of FIFA, was elected in 1974. A lawyer, industrialist and Olympic Games participant in both 1936 and 1952, he makes his home in Rio de Janeiro, Brazil.

CONFEDERATIONS

In 1953, FIFA authorized formation of the continental confederations to help administer soccer on a regional basis. The European (UEFA) and Asian (AFC) confederations were formed in 1954, followed by the African group (CAF) in 1956, the North and Central American and Caribbean (CONCACAF) body in 1961. The South American confederation (CONMEBOL), founded in 1916, is the oldest unit affiliated with FIFA. The Oceania group (OFC) was founded in 1966.

FIFA CONGRESS

The Congress is FIFA's highest legislative body and meets every two years. Each National Association in good standing has one vote regardless of size or playing strength. The Congress establishes the Statutes and Regulations of FIFA and takes other actions, such as electing the president.

EXECUTIVE COMMITTEE

Consisting of the president, eight vice presidents, 12 members and one co-opted (non-voting) member, the FIFA Executive Committee is responsible for the administration of the organization between sessions of the Congress. Among its duties are making committee appointments, naming the General Secretary and choosing the venues for FIFA competitions, including the World Cup.

INTERNATIONAL BOARD

The International Football Association Board was founded June 2, 1886, by the four British football associations (England, Scotland, Wales and Northern Ireland), and since that time has been solely responsible for the international standardization, supplementation and modification of the "Laws of the Game." Today, under FIFA's guidance, the International Board meets annually in February and includes the four British members and four FIFA delegates.

GENERAL SECRETARIAT

With headquarters in Zurich, FIFA's General Secretariat oversees the vast daily administrative duties attached to the sport. General Secretary Joseph S. Blatter oversees a staff of nearly three dozen professionals divided into four departments. The Technical Department is responsible for development programs and competitions (jointly with the Competitions Department); the Finance Department sees to finances, bookkeeping and personnel; and the Public Relations and Media Department oversees contact with media, sponsors and others connected with FIFA programs; and the Competition Department takes care of the organization of FIFA's competitions.

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THE WORLD CUP

The FIFA World Cup is the world's largest single-sport event. More than one billion people watched the 1990 World Cup final on television, triple the audience that watched the 1969 landing on the moon.

The World Cup evolved from its roots in the early twentieth century Olympic movement, particularly the Games of the 1920s. Fourteen nations participated in the 1920 Antwerp Olympics; 22, including the first Olympic representatives from South America, Asia and Africa traveled to Paris in 1924; and 17 went to Amsterdam in 1928. It became clear to members of FIFA (Federation Internationale de Football Association), soccer's world governing body, that the Olympic Games were producing the recognized world champion, and to be taken seriously, FIFA would have to take steps to rectify the situation.

Two years later (May 26, 1928) FIFA announced plans to run its own competition, and the World Cup was born. The FIFA Congress, led by President Jules Rimet, passed a declaration stating that FIFA would "organize a competition open to representative teams of all affiliated national associations." The first World Cup tournament was awarded to Uruguay in 1930. Held between the post-war redevelopment of Europe and the Great Depression, this initial tournament found itself without a single European entrant only two months prior to the opening ceremonies. After forceful lobbying by Rimet, four European nations arrived, but nobody could unseat the defending Olympic champion and host nation, as Uruguay won the first of its two championships.

The World Cup tournament has flourished over the last 60 years, attracting nearly every soccer-playing nation to its qualifying phase and a cumulative worldwide television audience of 26 billion people during the 1990 games. Today, the World Cup trophy remains the single most coveted sports trophy in the world. The original World Cup trophy was retired by Brazil after its third title in 1970. The event has been contested every four years since 1930, except in the war years (1942 and 1946).

Originally, the tournament was fixed at 16 teams, but current FIFA President Joao Havelange lobbied for and won an increase to 24 finalists for the 1982 World Cup. This expansion has proven beneficial for world soccer, particularly in the game's developing regions. Since 1974, when Dr. Havelange assumed the presidency of FIFA, he has been determined to widen the scope of soccer far beyond the traditional reach of the European-South American axis. Today, Africa is guaranteed three spots, Asia, North and Central America, and the Caribbean, two each.

A total of 141 nations entered the 1994 World Cup. By the commencement of the first game to be played on June 17, 1994, more than 500 qualification matches, played in FIFA's six world zones called confederations, will have taken place. After two years of these qualifying matches, 22 teams will emerge to challenge defending champion Germany and the U.S., the host nation, for the XV FIFA World Cup.

WORLD CUP CHAMPIONS THROUGH THE YEARS

Year	Site	Champion	Runnerup
1930	Uruguay	Uruguay	Argentina
1934	Italy	Italy	Czechoslovakia
1938	France	Italy	Hungary
1950	Brazil	Uruguay	Brazil
1954	Switzerland	West Germany	Hungary
1958	Sweden	Brazil	Sweden
1962	Chile	Brazil	Czechoslovakia
1966	England	England	West Germany
1970	Mexico	Brazil	Italy
1974	West Germany	West Germany	Netherlands
1978	Argentina	Argentina	Netherlands
1982	Spain	Italy	West Germany
1986	Mexico	Argentina	West Germany
1990	Italy	West Germany	Argentina

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WORLD CUP USA 1994 Government Relations

The Government Relations Department of World Cup USA 1994 (WCOC), located in Fairfax, Virginia, plays an integral part in the staging of the quadrennial event.

When, FIFA, soccer's world governing body, awarded the 1994 World Cup to the United States, it required certain governmental assurances of cooperation. Initially, these were met by Presidential invitation and a joint declaration of Congress. These assurances are being followed with the formation of an Inter-Agency Task Force of the Executive Branch and a Caucus of Members of Congress. The WCOC's Government Relations Department is cooperating with both to enhance passage of relevant legislation and secure smooth administration in such vital World Cup needs as customs, immigration, security and transportation.

Another important function of the Government Relations Department is the identification and securing of appropriate government resources, financial or in-kind, whether through legislation or executive action. From time-to-time, it also has made known to Congress the organizing committee's interest in policy legislation such as that relating to sports gambling and unrelated business income taxes.

In addition to responsibilities at the federal level, Government Relations coordinates all WCOC relations with state and local authorities through the nine venue executive directors and their designees.

Among actions taken to date, the Government Relations Department has achieved, or is working toward include: U.S. Mint Commemorative Coin Program, Department of Defense In-Kind Security, Inter-Agency Task Force, Security, Congressional Caucus, Congressional Friends of World Cup USA 1994, U.S. Postal Service Commemorative Stamp, Travel and Tourism Information, and U.S. Information Agency.

Government Relations Projects

U.S. Mint Commemorative Coin Program: Creation of gold, silver and clad coins to commemorate the 1994 FIFA World Cup, which will be available to the public, will reflect the World Cup logo and the unique appeal of soccer. They will be marketed domestically and internationally, with the surcharge paid to the WCOC.

Department of Defense In-Kind Security: As a result of the massacre at the 1972 Munich Olympics, Congress created an office to assist organizers of national events with certain security needs that are otherwise beyond their resources. The Office of Special Events Management passed legislation to help plan 1994 World Cup security needs.

Security: The WCOC's Government Relations and Security Departments have participated in conferences sponsored by the FBI, and will continue to work together in venue workshops with local and state law enforcement officials.

Inter-Agency Task Force: Various agencies of the executive branch will be impacted by the influx of 1.5 million international visitors and movement in and between nine U.S. cities of 3.5 million spectators. Government Relations is currently cooperating with the assembling of agency representatives.

Congressional Caucus: Government Relations will form a World Cup USA 1994 Caucus of Members upon formation of the 103rd Congress in 1993. Participating members will be those representing World Cup venues and those with an interest in soccer.

Congressional Friends of World Cup USA 1994: As a corollary to the official caucus of members, Government Relations is assembling an informal group of congressional staff people whose common denominator is their love of soccer.

U.S. Postal Service Commemorative Stamp: The WCOC is working negotiating with the U.S. Postal Service to persuade that agency to issue a commemorative World Cup USA 1994 stamp.

Travel and Tourism Information: Government Relations has participated in a conference sponsored by the Travel Industry of America, and will continue to work with the industry and the U.S. Travel and Tourism Office of the U.S. Department of Commerce to secure data of value to the organizing committee.

U.S. Information Agency: World Cup USA 1994 and the U.S. Information Agency have a mutual interest in projecting to the world this country's preparation for the world's most popular sport. Government Relations is working to guarantee a flow of information from the WCOC to the USIA for dissemination abroad.

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XV FIFA World Cup
Organizing Committee

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DID YOU KNOW?

Interesting Facts About Soccer

- * Soccer is the most popular sport in the world.
- * There are 150 million soccer participants registered with FIFA
- * FIFA organizes 20 million matches each year
- * FIFA's World Cup is the largest single-sport event in the world
- * 26.7 billion worldwide watched the 1990 World Cup on TV
- * 15 billion watched the 1992 Barcelona Olympic Games on TV
- * 350 million watched the 1990 Wimbledon Men's Final on TV
- * 253 million watched the 1993 Super Bowl on TV
- * University varsity soccer teams outnumber U.S. collegiate football teams
- * U.S. high school soccer participation has more than doubled since 1980
- * 16 million Americans participate in soccer
- * One of every six Americans is involved as a player or family member of someone who plays

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SOCCKER FACT SHEET

Worldwide:

- > Most popular sport in the world
- > More than 150 million registered FIFA participants worldwide
- > FIFA has 178 member nations
- > 20 million organized FIFA games played each year

World Cup:

- > Held every four years between Olympic Games
- > Largest single-sport event in the world
- > 24 teams play 52 games over a four-week period
- > More than 500 qualification matches needed to reach finals

Worldwide TV Audience:

- | | | |
|---|-----------------------------------|---------------|
| > | 1990 World Cup Championship Game | 1.1 billion |
| | Cumulative 52-game total | 26.7 billion |
| > | 1986 World Cup Championship | 652.0 million |
| | Cumulative 52-game total | 13.5 billion |
| > | 1992 Barcelona Olympic Games | 15.0 billion |
| > | 1993 NFL Super Bowl XXVII | 253.4 million |
| > | 1990 Wimbledon Men's Tennis Final | 350.0 million |

Stadium Attendance:

- | | | |
|---|-----------------------------|-----------|
| > | 1990 World Cup, 52 games | 2,516,348 |
| | Average attendance per game | 48,411 |

Soccer in the United States:

- > 16 million participants (37% female/63% male)
- > Soccer is the second most popular youth sport in U.S. behind basketball
- > One of every six Americans is involved as player or family member
- > University varsity soccer teams outnumber U.S. collegiate football teams
- > U.S. high school soccer participation has more than doubled since 1980

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TOP-20 SOCCER STATES*

1)	California	1,632,000
2)	New York	1,457,000
3)	Texas	977,000
4)	Pennsylvania	959,000
5)	Ohio	789,000
6)	New Jersey	530,000
7)	Massachusetts	522,000
8)	Michigan	516,000
9)	Washington	510,000
10)	Illinois	505,000
11)	Florida	428,000
	Wisconsin	428,000
13)	Missouri	418,000
14)	Oregon	406,000
15)	North Carolina	385,000
16)	Maryland	374,000
17)	Minnesota	306,000
18)	Colorado	293,000
19)	Virginia	281,000
20)	Arizona	269,000

* Based on average participation (1989-1991). States which contain one or more venues for 1994 World Cup are **highlighted** in bold.

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WORLD CUP USA 1994, INC.

World Cup USA 1994, Inc. is the non-profit legal entity charged with staging the 1994 World Cup championship, under the direction of FIFA (Fédération Internationale de Football Association), soccer's international governing body.

The committee (WCOC) was established on May 6, 1987, to prepare the United States Soccer Federation's bid to host the 1994 World Cup, and now continues its task as the organizing entity.

The WCOC employs more than 225 people with executive, operations and marketing offices in Los Angeles and the press office in New York City. A joint marketing venture involving FIFA marketing representative ISL, and World Cup USA 1994, is located in the Washington, D.C. environs in the same location as the organizing committee's government relations department.

The bicoastal offices allow the organizing committee to coordinate successfully all aspects of business necessary to fulfill the committee's mission of staging the finest World Cup ever, and of leaving a legacy for soccer in the United States. In addition to the three central offices, the organizing committee has set up offices in each of the nine venue cities.

Heading World CUP USA 1994 is Alan I. Rothenberg, chairman, president and chief executive officer of the WCOC. Rothenberg, a partner in the law firm of Latham & Watkins, also serves as president of the United States Soccer Federation, a position to which he was elected on August 5, 1990. Scott Parks LeTellier is managing director/chief operating officer, and responsible for the WCOC's day-to-day activities. Elizabeth Primrose-Smith serves as executive vice president/chief administrative officer, and is responsible for the development and implementation of strategic and business plans, as well as managing the administrative and budgetary efforts.

WORLD CUP USA 1994

Board of Directors

Many of the United States' most prominent businessmen serve with Chairman **Alan I. Rothenberg** on the World Cup USA 1994 Board of Directors. **Dr. Henry A. Kissinger**, former United States Secretary of State, serves on the Board and is honorary chairman. Others who lend their talents to the Board are: **Howard P. Allen**, chairman emeritus of Southern California Edison Co.; **Charles G. Cale**, who served as group vice president/sports for the 1984 Los Angeles Olympic Organizing Committee (LAOOC); **Hank des Bordes**, executive vice president of U.S. Soccer; **Ahmet Ertegun**, co-chairman and co-chief executive officer of Atlantic Records; **Werner Fricker**, immediate past president of U.S. Soccer; **Lamar Hunt**, chairman of Unity Hunt Resources, Inc.; **John Nordstrom**, co-chairman of Nordstrom, Inc.; **Jay Pritzker**, chairman of Hyatt Corporation; **William E. Simon, Sr.**, former U.S. Secretary of the Treasury; **Hank Steinbrecher**, General Secretary of U.S. Soccer; and **Peter V. Ueberroth**, former president and chief executive officer of the LAOOC and sixth commissioner of Major League Baseball.

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U.S. SOCCER

U.S. Soccer, a member of the Fédération Internationale de Football Association (FIFA) since 1913, is the national governing body for soccer in the United States. Headquartered in Chicago, U.S. Soccer was named in July 1988, as the host national association for the 1994 FIFA World Cup.

U.S. Soccer, one of the world's first soccer organizations to be affiliated with FIFA, has continued to grow through the years to where it now has the second largest membership of the 38 'Class A' members of the U.S. Olympic Committee.

The federation has 50 full-time employees working to serve a membership of more than two million people, located in all 50 states. Originally known as the U.S. Football Association, the federation's name was changed to the United States Soccer Football Association in 1945, and to the U.S. Soccer Federation in 1974. It came to be known as U.S. Soccer when Alan I. Rothenberg assumed the presidency of the federation in 1990. Rothenberg altered the operating philosophy of U.S. Soccer from that of a volunteer sports governing body, to that of a professionally managed sports business. Much of U.S. Soccer's business is conducted by a 24-member Board of Directors representing three vast administrative arms: approximately 1.7 million youth players, 19 years of age and under; 200,000 senior players over the age of 19; and its professional division. The senior and youth divisions are divided into 51 and 55 state associations, respectively, with some states divided into two associations.

-more-

U.S. Soccer is responsible for supervising a registration system for thousands of players and referees, organizing national cup competitions, managing eight national teams that compete worldwide, arranging educational courses, staging international matches and processing international player transfers.

As the host national association for the 1994 FIFA World Cup, U.S. Soccer is proud of the many successes the U.S. teams have attained from 1991-1993.

The U.S. Men's National Team won the inaugural U.S. Cup '92, defeating Ireland and Portugal, and tying three-time World Cup champion Italy. The U.S. Women's National Team won the first-ever FIFA Women's World Championship in 1991 in China.

Other achievements include: the U.S. Men's National Team being crowned 1991 CONCACAF Gold Cup champions; the U.S. Men's Five-a-Side team finished second to Brazil in the FIFA Five-a-Side Championship in Hong Kong; the U.S. Men's Under-23 Team winning the gold medal at the Pan American Games in Cuba and also advancing to the 1992 Barcelona Olympic Games; the U.S. Men's Under-20 Team advancing to the 1993 World Youth Championship in Australia; the U.S. Boys' Under-17 Team advancing to the quarterfinals of the FIFA Under-17 World Championship (1991) in Italy and the 1993 championship in Japan; and the U.S. Men's World University Games Team finishing fifth in the 1991 World University Games in England. In fact, the U.S. and Italy are the only two countries in the world who have qualified for all of the FIFA championships from 1990 to present.

Teams representing the United States and managed by U.S. Soccer include six men's teams and two women's teams. Teams organized for the men include the U.S. National Team, Five-a-Side, University Team, Under-23 Team, Under-20 Team and Under-17 Team. Women's teams include the U.S. Women's National Team and the Girls' Under-19 Team.

National coaching schools are held regularly where interested persons may gain certification in six progressive levels of soccer coaching. A large referee program makes up another part of the U.S. Soccer scene, with more than 60,000 referees currently registered with the federation.

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ECONOMIC IMPACT Could Surpass \$4 Billion

An economic impact summary, completed in December 1992, by two professors -- Peter Rosendorff and Andy Neumeyer -- of the University of Southern California's Economics Department, estimates that the 1994 FIFA World Cup economic impact could conservatively exceed \$4 billion in the United States.

The summary encompasses the nine World Cup venues -- Boston, Chicago, Dallas, Detroit, Los Angeles, New York/New Jersey, Orlando, San Francisco and Washington, D.C. -- and includes venue figures only (including organizing committee expenditures in each venue). It is based on behavioral patterns of four basic groups: media, local residents, non-local domestic visitors and international visitors. Included in the organizing committee expenses are the executive offices in Los Angeles; the International Broadcast Center in Dallas; the organizing committee press office in New York; and the marketing office and government relations office in Fairfax, Virginia. Non-venue specific expenditures for air travel by sponsors, media and non-spectator visitors were not included in the study.

The completed study used the same methodology for all nine venues although different market specific figures were used for hotel prices, expected attendance, and local tax rates. Rosendorff and Neumeyer took a conservative approach to their methodology in terms of multipliers, assigning a multiple of two across all markets to measure effect derived from re-spending of original spending.

Los Angeles, with eight games, will enjoy an estimated economic impact of \$622 million (\$311 million primary/\$311 million induced), followed by New York/New Jersey, \$452 million; San Francisco, \$338 million; Dallas, \$266 million; Boston, \$255 million; Washington, D.C., \$244 million; Chicago, \$231 million; Orlando, \$209 million; and Detroit, \$180 million. These figures total \$2.8 billion, but include only venue figures. Non-venue specific expenditures for such things as air travel are not included. Those expenditures, without the multiplier, would bring the total impact to more than \$ 4 billion according to Rosendorff and Neumeyer.

Revised 8/16/93

FIFA World Cup Game Schedule—USA 1994—Final Competition

		FIRST STAGE															SECOND STAGE										THIRD STAGE								
		Group Matches														Rest Day	Round of 16					Rest Days			Quarter Finals		Rest Days		Semi-Finals	Rest Days		3rd/4th Place	Final		
June 17–July 17, 1994		1 Friday June 17	2 Saturday June 18	3 Sunday June 19	4 Monday June 20	5 Tuesday June 21	6 Wednesday June 22	7 Thursday June 23	8 Friday June 24	9 Saturday June 25	10 Sunday June 26	11 Monday June 27	12 Tuesday June 28	13 Wednesday June 29	14 Thursday June 30	15 Friday July 1	16 Saturday July 2	17 Sunday July 3	18 Monday July 4	19 Tuesday July 5	20 Wednesday July 6	21 Thursday July 7	22 Friday July 8	23 Saturday July 9	24 Sunday July 10	25 Monday July 11	26 Tuesday July 12	27 Wednesday July 13	28 Thursday July 14	29 Friday July 15	30 Saturday July 16	31 Sunday July 17	Matches/ Stadium		
A	Los Angeles Stadium: Rose Bowl		A3 v A4	B3 v B4			A1 v A3				A1 v A4							1A v 3C/3D/3E											WA v WD			LA-D v LB-C	WA-D v WB-C	8	
	San Francisco Stadium: Stanford Stadium				B1 v B2				B1 v B3		A2 v A3		B2 v B3					1B v 3A/3C/3D								W1 v W2								6	
B	Detroit Stadium: Pontiac Silverdome		A1 v A2				A4 v A2		B4 v B2				B1 v B4																					4	
C	Chicago Stadium: Soldier Field	C1 v C2				C1 v C3					D4 v D2	C2 v C3						1C v 3A/3B/3F																	5
	Boston Stadium: Foxboro Stadium					D1 v D2		C4 v C2		D1 v D3					D2 v D3					1D v 3B/3E/3F					W5 v W6									6	
D	Dallas Stadium: Cotton Bowl	C3 v C4				D3 v D4						C1 v C4			D1 v D4				2F v 2B						W7 v W8									6	
E	New York/New Jersey Stadium: Giants Stadium		E1 v E2					E1 v E3		F4 v F2			E2 v E3							1E v 2D					W3 v W4				WB v WC					7	
	Orlando Stadium: Citrus Bowl			F1 v F2					E4 v E2	F1 v F3				F2 v F3					1F v 2E															5	
F	Washington, D.C. Stadium: R.F.K. Stadium			E3 v E4	F3 v F4								E1 v E4	F1 v F4						2C v 2A														5	
Matches / Day		2	3	3	2	3	2	2	3	3	3	2	4	2	2		2	2	2	2					2	2			2			1	1	52	

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WORLD CUP QUALIFYING NATIONS

10/28/93

Following are the nations which have qualified for the 1994 World Cup:

Country	Qualification Date
1. United States	host nation
2. Germany	defending champion
3. Mexico	May 9, 1993
4. Greece	May 23, 1993
5. Russia	June 3, 1993
6. Colombia	September 5, 1993
7. Bolivia	September 19, 1993
8. Brazil	September 19, 1993
9. Nigeria	October 8, 1993
10. Morocco	October 10, 1993
11. Cameroon	October 10, 1993
12. Norway	October 13, 1993
13. Sweden	October 13, 1993
14. South Korea	October 28, 1993
15. Saudi Arabia	October 28, 1993

Following are the nations which are in contention for the eleven remaining spots:

Portugal	RCS (Representation of Czechs and Slovaks)
Netherlands	Argentina
England	Australia
Denmark	Italy
Spain	Switzerland
Ireland	France
Belgium	Bulgaria
Romania	
Wales	

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*The World Cup USA 1994 Press Office distributes **Eye On '94** regularly to keep the media updated on news and events from the organizing committee for the XV FIFA World Cup.*

In This Issue...

- ✓ World Cup USA 1994 unveils "random selection" ticket process
- ✓ World Cup USA seeking Team Liaisons
- ✓ Caesars Palace to host World Cup Final Draw events
- ✓ Final Draw press center hours of operation announced
- ✓ WCTS names first wave of authorized tour operators
- ✓ Toye named New York Host Committee President
- ✓ Updating the International Broadcast Center
- ✓ Holleman named Detroit venue executive director
- ✓ Monthly FIFA\Coca-Cola World Rankings released
- ✓ Greeks looking forward to USA and first World Cup berth
- ✓ Women's soccer joins Olympic movement
- ✓ ESPN 2 offering games of the week from Netherlands and Brazil
- ✓ U.S. National Team update
- ✓ Previewing Asian second round of World Cup qualifying
- ✓ World Cup Qualifying standings and schedules

Countdown...

253 Days and Counting
XV FIFA World Cup
June 17 - July 17, 1994

October 7, 1993
Volume 2, No. 8

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SOCCER WATCH '94

AN OFFICIAL PUBLICATION OF WORLD CUP USA '94

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CALENDAR



- Oct. 16** USA vs Ukraine
(High Point, NC)
- Oct. 17** Part-two of ESPN's
four-part series on
the WCOC airs
(5:00 pm/EDT)
- Oct. 23** USA vs Ukraine
(Bethlehem, PA)
- Oct. 30-
Nov. 7** João Havelange,
Joseph Blatter
and Guillermo
Cañedo begin
venue tour in
Los Angeles
- Nov. 17** Italy vs Portugal
World Cup qualifier
game on Prime
Network
- Nov. 21** USA vs Latvia
(Fullerton, CA)



Les Ferdinand puts the ball in the net for England's first goal in its 3-0 World Cup qualifying victory over Poland. England is locked in a battle with Norway and the Netherlands for the two qualifying positions in Europe's Group 2.

James Brown Reflects On 1930 World Cup Experience

James Brown, 85, is one of two surviving players from the United States' National team that placed third in the first FIFA World Cup in 1930, hosted by Uruguay.

"Only Arnie (Oliver) and I are left. We had the opportunity to reminisce about the first World Cup a few years ago at the U.S. Soccer Hall-of-Fame in Oneonta," Brown said. Oliver and Brown are both members of the U.S. Soccer Hall-of-Fame.

In 1930, the teams didn't travel by airplane, but rather by boat, and a trip to Uruguay was no small venture, taking as long as a month for the European teams participating.

"I had never traveled that far before to compete," said Brown. "It was quite a long trip, as most sea travel is. My life had been spent in Great Britain (he is a native of Scotland) and the United States."

Thirteen teams participated in the first World Cup in 1930, including eight from South America, the USA and four from Europe. The host Uruguayan team was the defending Olympic champion (1928). The U.S. team was one of the seeded teams, justified by the fact that many British professionals, mostly from Scotland, had emigrated to America since the

1928 Olympics, and were now members of the American national side.

"We had all heard about the teams from other countries, and the quality of soccer down in South America, and we were certainly impressed with the magnitude of the tournament," Brown said. "But none of us imagined at that time that the World Cup would become what it is today, 60 years later."

Lively crowds attended the 1930 World Cup games played in Central Park, Centenary and Pocitos Stadiums, all in Montevideo. In fact, more than 80,000 watched the U.S. in its 6-1 semifinal loss to Argentina, and 93,000 observed Uruguay defeat Argentina, 4-2 in the final.

"Every game was packed. You couldn't move," Brown said. "Our only supporters were about 250 Americans who worked in Uruguay. We had our 'pocket' of supporters in the stands."

According to Brown, who first played soccer on the streets of Troon, Scotland, the game has evolved quite a bit in the past 60 years. "Soccer in the world today is much more sophisticated than when I played. The positions, I think, are more specialized.

(please see James Brown, page 2)

Women's Soccer Achieves Olympic Status



By Alan I. Rothenberg
WCOC Chairman

The circle is complete. Where just two years ago only men's soccer had a World Championship and competed in the Olympic Games, now women's soccer enjoys both privileges.

With the announcement on September 18, almost nine months to the day before the kickoff of the 1994 FIFA World Cup in Chicago (June 17), the International Olympic Committee (IOC) added women's soccer as a medal sport to its schedule for the 1996 Olympic Games to be held in Atlanta.

This followed, by two years, the first FIFA Women's World Championship held in China (1991), which as we proudly remind the world was won convincingly by the U.S. Women's Team.

We salute the IOC's decision to introduce the sport of women's soccer to the Olympic movement.

The exposure women's soccer will gain through the Olympic Games, combined with the enthusiasm generated by the U.S. winning the first Women's Championship in 1991, and the 1994 World Cup coming to America for the first time, adds to the recognition soccer is deserving of in this country, where fully 35 percent of our players are women.

Perhaps most exciting is the fact that this decision affords the United States women's team the opportunity to debut their overwhelming talents in a high caliber competition such as the Olympics in front of an American audience.

American women are as passionate about the sport as their male counterparts. As evidence I offer two examples.

Tiffeny Milbrett, a member of the U.S. CONCACAF Team this year, and an All-America forward at the University of Portland, has done the unusual by redshirting this fall so she can use her final year of collegiate eligibility next fall to work her way

(please see Women, page 10)

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FIFA and the World Cup Tournament

When FIFA (Fédération Internationale de Football Association) launched the first World Cup in Uruguay in 1930 only 13 teams competed. Every four years since, except when interrupted by World War II, each of the 11 succeeding host nations has enriched the World Cup tradition so that today nearly every nation participates in its qualifying phases.

Only six nations have won the World Cup: Brazil, Germany and Italy three times, Argentina and Uruguay twice and England once.

The President of FIFA, first elected in 1974, is Dr. João Havelange, who resides in Rio de Janeiro, Brazil. Heading the FIFA World Cup Organising Committee is Guillermo Cañedo of Mexico. From FIFA House in Zurich, Switzerland, a 40-member staff headed by General Secretary and CEO Joseph S. (Sepp) Blatter conducts a wide array of international programs and competitions to further the sport worldwide.

Competition Format

Qualification tournaments being held in all five continents will determine the 22 teams joining Germany, as defending champion, and the USA, as host, in the 1994 World Cup final competition.

In December 1993, FIFA will conduct an internationally televised, celebrity-laden event in Las Vegas in which the 24 finalists will be seeded and drawn into six competition groups (A through F) of four teams each. In the first stage, each team plays three games in a round-robin format within its group. For example, if the USA were drawn as "A1", it would first play one game in Detroit and then two in Los Angeles. Each of the nine World Cup venue communities will host four first stage games, two of which will feature one of the six top seeded teams (see chart, opposite.)

The first and second place teams in each group, together with four "wild card" third place teams, qualify for the single elimination competition beginning with the round of 16 and culminating in the final at the Rose Bowl. For example, if the USA finishes second in its first stage group, it would (as "2A" in the chart) play its round of 16 game in Washington, D.C.

World Cup USA 1994, Inc.

World Cup USA 1994, Inc. is the non-profit legal entity charged by FIFA and the U.S. Soccer Federation (USSF), the national governing body for soccer, with staging the 1994 World Cup championship. The organizing committee employs more than 200 people with executive, operations and marketing offices in Los Angeles and a press office in New York City. A joint marketing venture with an affiliate of FIFA's marketing agent, ISL Marketing AG, is located in the Washington, D.C. environs together with a government relations office.

Heading World Cup USA 1994 is Alan I. Rothenberg, Chairman, President and Chief Executive Officer of the organizing committee. Mr. Rothenberg, a partner in the law firm of Latham & Watkins, also serves as president of the USSF. Scott Parks LeTellier, originally responsible for the United States bid to FIFA, is Managing Director and Chief Operating Officer of the committee, with responsibility for its day-to-day activities. Elizabeth Primrose-Smith is Executive Vice President and Chief Administrative Officer, responsible for the development



Alan I. Rothenberg



Scott Parks LeTellier



Elizabeth Primrose-Smith

and implementation of strategic and business plans, and World Cup USA '94 administrative and budget efforts.

In addition to Mr. Rothenberg, members of the Board of World Cup USA 1994 include Dr. Henry A. Kissinger (Honorary Chairman), Howard P. Allen, Charles G. Cale, Hank des Bordes, Ahmet Ertegun, Werner Fricker, Lamar Hunt, John Nordsstrom, Jay A. Pritzker, William E. Simon, Sr., Hank Steinbrecher and Peter V. Ueberroth.

The 52 games comprising the month-long 1994 World Cup will take place in nine stadia across the United

States. Selected from nearly 30 candidate cities, the nine World Cup venues, and number of games they will host are: Boston (6 games), Chicago (5 games), Dallas (6 games), Detroit (4 games), Los Angeles (8 games), New York/New Jersey (7 games), Orlando (5 games), San Francisco (6 games) and Washington, D.C. (5 games).

An economic impact summary estimates the economic impact of the 1994 World Cup could conservatively exceed \$4 billion in the United States. Specific venue estimates are: Los Angeles, \$623 million; New York/New Jersey, \$452 million; San Francisco, \$338 million; Dallas, \$266 million; Boston, \$255 million; Washington, D.C., \$244 million; Chicago, \$231 million; Orlando, \$209 million; and Detroit, \$180 million. Non-venue specific expenditures such as air travel are not included. Those expenditures would bring the economic impact to more than \$4 billion.



WorldCupUSA94   June 17 - July 17, 1994		First Stage															Second Stage									Third Stage						
		Group Games														Rest Day	Round of 16					Rest Days	Quarter Finals			Rest Days	Semi-Finals	Rest Days	3rd/4th Place	Final		
		1 Friday June 17	2 Saturday June 18	3 Sunday June 19	4 Monday June 20	5 Tuesday June 21	6 Wednesday June 22	7 Thursday June 23	8 Friday June 24	9 Saturday June 25	10 Sunday June 26	11 Monday June 27	12 Tuesday June 28	13 Wednesday June 29	14 Thursday June 30	15 Friday July 1	16 Saturday July 2	17 Sunday July 3	18 Monday July 4	19 Tuesday July 5	20, 21, 22 Wednesday Thursday Friday July 6, 7, 8		23 Saturday July 9	24 Sunday July 10	25, 26 Monday Tuesday July 11, 12		27 Wednesday July 13	28, 29 Thursday Friday July 14, 15		30 Saturday July 16	31 Sunday July 17	
A	Los Angeles Rose Bowl		A3 v A4	B3 v B4			A1 v A3				A1 v A4								1A v 3C/3D/3E									WA v WD		LA-D v LB-C	WA-D v WB-C	
	San Francisco Stanford Stadium				B1 v B2				B1 v B3		A2 v A3		B2 v B3						1B v 3A/3C/3D					A W1 v W2								
B	Detroit Pontiac Silverdome		A1 v A2				A4 v A2		B4 v B2				B1 v B4																			
C	Chicago Soldier Field	C1 v C2				C1 v C3					D4 v D2	C2 v C3						1C v 3A/3B/3F														
	Boston Foxboro Stadium					D1 v D2		C4 v C2		D1 v D3				D2 v D3					1D v 3B/3E/3F				1W5 v W6									
D	Dallas Cotton Bowl	C3 v C4				D3 v D4						C1 v C4			D1 v D4			2F v 2B					D W7 v W8									
E	New York/New Jersey Giants Stadium		E1 v E2					E1 v E3		F4 v F2			E2 v E3							1E v 2D				B W3 v W4			WB v WC					
	Orlando Citrus Bowl			F1 v F2					E4 v E2	F1 v F3				F2 v F3				1F v 2E														
F	Washington, D.C. R.F.K. Stadium			E3 v E4	F3 v F4								E4 v E1	F1 v F4			1C v 2A															
Games / Day		2	3	3	2	3	2	2	3	3	3	2	4	2	2		2	2	2	2		2	2		2	2		2		1	1	

Tickets

More than 3.6 million tickets, the most ever, will be sold to the 1994 World Cup. At least 55% of these tickets (over 2 million) were available to the general public in the United States. Thirty-five percent of World Cup tickets will be distributed internationally.

USA Ticket Sales

Initial sale of tickets to the U.S. public resulted in sell-outs in all nine venue communities. In the fall of 1993, tickets to later round games will be sold through a computerized "random selection" process. If available, single game tickets will go on sale in February 1994. Premium Packages, offering premier seating to all games and other VIP amenities, are also available.

International Ticket Sales

Authorized tour operators will be appointed in every country to sell 1994 World Cup tickets and other travel related services. When a country has qualified for the World Cup, its National Association will also have tickets for sale. Team Series Packages will be available permitting fans to follow the team of their choice. If available, single game tickets will also be sold through various outlets, beginning in February 1994.



Become a Volunteer

World Cup USA 1994 needs thousands of volunteers nationwide. This is a great opportunity to meet new friends and experience a once-in-a-lifetime event. To volunteer, call 310-843-2083.

For More Information

For ticket, or other 1994 World Cup information, call the Public Information hotline at 310-277-9494.

If the World Cup has not yet touched your life, it will.

In the summer of 1994, the United States will be the center of the world's attention as never before. Five hundred and twenty-eight of the world's finest athletes will compete. During the finals at the Rose Bowl, an estimated 2 billion people (nearly one of every three humans alive) will watch. Hundreds of thousands of international visitors and more than 7,000 international media and broadcasters will attend.

The event will generate an estimated \$4 billion in economic impact in the United States alone. All 52 games will be televised - 11 on ABC and 41 on ESPN - without commercial interruption. Cultural and entertainment events, ceremonies, extravaganzas and pageantry, local and national, will enhance the games for live and television audiences and create memories for a lifetime.

Official Sponsors of The 1994 World Cup

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Our mission is to present the greatest World Cup in history and to leave a legacy for soccer in the United States.

Yours is to enjoy it.



**WorldCup
USA94**

For the first time ever, soccer's World Cup will be played in the United States

Soccer is the most popular sport in the world and sparks an unparalleled devotion in its fans. And it is no surprise that the quadrennial World Cup captures the attention of the world as no other event.

With 16 million playing the sport, soccer has become a way of life in the United States. Now, for the first time, we have the honor of hosting the World Cup.

Today, no other sport crosses as many cultural lines, no other sports event is as celebrated and no other trophy is as valued as the FIFA World Cup.

World Cup USA 1994 invites you to share in this once-in-a-lifetime experience.

score