

# OFFICE COPY

Sports Support Syndicate  
1555 Sherman Ave.  
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708-864-5089

Executive Director  
Governor's Council on Health & Fitness

Dear Jeff Sunderlin,

Thanks for taking the time for our meeting last week. I am excited about your support and involvement. The potential for a project of this nature is fantastic.

I feel we can pull this all together with the slogan of "Read! Exercise Your Mind!" And, "Make Yourself an All-Illinois First Team Player." The comic book format and the character of Patrick Rabbit, the Greatest Athlete in the Universe, will serve as the glue and hooks to get the images, message and universal appearance the needed substance.

The sponsors should eat-up the ideas. I think we can show how we will have a quick impact with the state of Illinois. Later, a clone of this campaign could move to other states if the sponsor is interested in a national presence in future years.

I know we can make the messages entertaining and enlightening so the youngsters of the state, the teachers and parents will all enjoy their interactions with the program. We can put some stimulating discussions together. If we put the local ball-clubs and special events to use with a reward system, there is no way we can loose.

I've taken some of our thoughts and put them in an outline. This proposal is a draft and can easily change. I want to share these ideas between the two of us so we have a similar understanding. After we are on agreement, it would be simple for me to knock off some of the following spin-off proposals which will be headed to the various associates.

We will have to write plans for the following:

1. The major investor
2. The smaller, special event investors
3. The Illinois teams
4. The media and public relations departments
5. The state officers, government officials, educators and literacy providers.
6. Contracts/plans with the creative providers.

I'm waiting for a copy of one of your proposals so I can get a feel of the format that you've used in the past.

Sincerely yours,

Mark Rauterkus

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## Shared Ideas with Sports Support Syndicate and the Governor's Council on Health & Fitness

### I. Sports Support Syndicate - Mark Rauterkus

Mark Rauterkus

Sports Support Syndicate

1555 Sherman Avenue Suite 1650

Evanston, IL 60201

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- A. We are a publishing company, founded in 1989.
- B. We have 5 completed titles and 15 are production.
- C. Two-thirds of our authors have Olympic gold medals.
- D. Motto: Intelligence Products and Progressive Publishing
- E. Some of our titles have a theme of "social responsibility."
  - 1. Pull Your Own Weight
  - 2. Sports Math
  - 3. The Gift Book for Better Gasping from (an athlete) \_\_\_\_\_ to (a smoker) \_\_\_\_\_
  - 4. Age Group Swimming Around the World with Mary T. Meagher (Family Literacy & Cross-Cultural Acceptance)

### II. Cartoonist Across America - Non-Profit Organization is an working associate with the SSS and together we promote the slogan, "Read! Exercise your mind."

- A. Established five years ago, with full-time staff devoted to literacy.
- B. Painted thousands of murals in '80's saying, "Read. Avoid Extinction" with dinosaurs characters. Barbara Bush has helped paint two different works.
- C. Fantastic cartoonist, funny and entertaining platform. Syndicated star is Patrick Rabbit, Greatest Athlete in the Universe.

### III. Goals for 1990's

- A. We want Reading Day at the Ball Parks! There is hot day, bat day, poster day, etc. -- why not reading day?
  - 1. Everyone gets a free - collector's edition - book as they enter the ball park.
    - a) Major portion of the book is an entertaining story about sports with an underlying theme saying reading is important in one's every-day life.

Shared Ideas with the Sport Support Syndicate

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- b) chapter on cross-cultural awareness & sports
  - c) chapter on personal fitness and health
  - d) chapter on literacy problem in America
  - e) chapter on volunteers' efforts
  - f) chapter for the non-reader
  - g) chapter on staying in school
  - h) chapter on drug abuse & steroids?
  - i) chapter on Prairie State Games?
  - j) chapter on resource materials for further reading / i.e. book advertisement
  - k) back cover sponsor / advertiser pays for the book's production and printing costs
- B. We want all the major sports magazine's, book publishers with sports' titles and sports newspapers to carry our message of literacy to their readers
- 1. We will sponsor/produce radio and TV Public Service Announcements with star athletes of all sports saying "Read Books" vs. "Read Magazines" vs. "Read Newspapers" (much like the Taste Great vs. Less Filling campaign).
  - 2. We will sponsor printed public service announcements and articles customized for the sport's publications on literacy / new readers / improving reading / improving math / etc.
- C. We want to generate funds to pay for our expenses through the sale of T-shirts, holiday cards and book sales.
- 1. Our program can "Pull Its Own Weight" in terms of funding.
- D. Co-Sponsorship of an Olympic contest that encourages high school graduation by rewarding winners with a free trip to the Olympic Games in Europe in 1992.
- 1. We want to take at least 50 students to the Olympics.
  - 2. Theme is established, such as, "Olympic efforts in cross-cultural expression and understanding." -- i.e. so general that almost anything can fit.
  - 3. Companies sponsor a category of the contest.
    - a) Categories might include:
      - (1) Self-expression with a piano
      - (2) Cartoon art

Shared Ideas with the Sport Support Syndicate  
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- (3) Cooking contests
- (4) Hearing impaired category
- (5) Writing a bilingual short story
- b) The company can nominate/judge the top finalists
- c) The company's donation (approximately \$5,000) pays for the trip for the winner of the contest + overhead + media exposure
- d) Companies sponsor/reward an employee to accompany the group on the trip. (optional)
- 4. The winning selections are packaged together in different products and marketed for resale.
  - a) Publishing companies are given the right to bid on different packages/products. (i.e. the Olympic Contest Cook Book)
  - b) The resulting products could be presented in a wide range of media
    - (1) Presentations could be part of a video package.
    - (2) Performance could be part of a TV special.
    - (3) New articles could be sold as a syndicated column to major daily newspapers.
    - (4) Painting could be built together for a calendars.
    - (5) Computer software can be published.
    - (6) Books of short stories are possible too.
  - c) The students who are not rewarded with the trip do get the recognition within the published product.
  - d) Each product that is marketed for resale includes some self-promotion about the next contest for the next Olympic's.
  - e) The resale of the products stand to make a profit. This profit money is put into an operational foundation that continues the program so one-day it can become self-funding venture.

#### **IV. Interaction Ideas with Jeff Sunderlin**

- A. Let's publish a special edition comic book together.
  - 1. The Sports Support Syndicate will become your production coordinators/agents.
    - a) You give us some of the basic message's you want included.
      - (1) How to Sign-up for the Prairie State Games
      - (2) History of the Prairie State Games
      - (3) What does the NCAA expect from High School Graduates
  - 2. You obtain a major sponsor / advertiser to cover the cost of the

Shared Ideas with the Sport Support Syndicate

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- printing/production.
- a) A full-color ad on the outside back cover is presented to the sponsor.
3. We will work together on distribution of the books.
- a) If you want, our company will handle the distribution at costs so you do not have to hire additional staff.
- B. Let's work together to get "Reading Day" at the ball park and develop a model application.
- 1. Let's approach the Tribune Company (& Cubs) together
  - 2. Let's find the sponsor for the Illinois events
  - 3. Let's produce thousands of customized comic books
  - 4. Let's document the ideas in a formal presentation that could be used to solicit this type of special event throughout the nation.
    - a) video tape at the game
    - b) budget variables established
    - c) sample letters to club owners/commissioners
    - d) interaction with the local literacy volunteers
    - e) recruitment of new students monitored
    - f) follow up interviews with the key players
    - g) news articles / clippings / Press Release history
  - 5. Let's use the Illinois sports teams and special events to sell these same ideas to the other cities / and all the big leagues.
    - a) NFL, NBA, Big 10, MLB, PGA, NHL, Marathons, State Games, Triathlons, etc.
- C. Let's work with Sports Channel in Oak Park and convince them to produce the TV public service announcements.
- 1. I've been trying to get the rights to resell the IHSA Championship video's which are already broadcast by the Sports Channel.
    - a) I've met with John Tuohey, Director of Programing, months ago. 708-542-9446.
    - b) They also broadcast the Prarie State Games?? How about a video on The Games?
- D. Let's turn the special edition into an on-going relationship. We can publish an annual series of guides for special populations concerning fitness.
- 1. High School Athletes
    - a) Sections on Steroid's, NCAA Rules, Recruiting, Selection of a

college, etc.

- b) Include an ad for the sale of video tapes of the IHSA State Championships from Sports Vision TV.
  - c) Include a book reading list from the Sports Support Syndicate
  - d) Information on the Prairie State Games sign-up
2. Youth fitness book for elementary grades
  3. Female fitness and pregnancy
  4. Special Olympics and fitness for disabled
  5. Fitness for the Aged
  6. Fitness for spectators - Get off your duff and participate!

## **First Draft -- Proposal with the Sports Support Syndicate and the Illinois Governor's Council on Health & Fitness**

### **I. "Read! Exercise Your Mind!"**

**Make yourself an All-Illinois first-team player.**

#### **A. Purpose**

1. To encourage and promote both physical fitness and intellectual stimulation of the elementary school-aged children of Illinois.

#### **B. Methods**

1. We will educate children through a quarterly publication with the comic book character, Patrick Rabbit (The Greatest Athlete in the Universe).
  - a) Issues include:
    - (1) Drug abuse
    - (2) Nutrition
    - (3) Steroids
    - (4) Reading
    - (5) Cross-cultural awareness
    - (6) Personal fitness
    - (7) Athletic involvement
    - (8) Body awareness
    - (9) Personal safety
    - (10) Athletic eligibility
2. We will challenge children through the series of contests aimed at encouraging both fitness and reading.
  - a) Children will be asked to monitor their progress and accumulate a series of activities that score 100 points.
    - (1) The children will chart their own progress.
      - (a) Levels 1 is Super Fan
      - (b) Level 2 is Draft Pick
      - (c) Level 3 is Team Player
      - (d) Level 4 is First Team
    - (2) Adults will be asked to sign-off on the score form.
  - b) Half of the score must come from physical activities and half must come from thinking activities.
  - c) A prototype contest has been designed and is attached in one of the final chapters of this report.
  - d) The parameters within the contest score chart are subject to change and adaption each publication.
    - (1) Activities will reflect the changes in the seasons and school calendar year.
    - (2) Variety will keep the children interested year in and year out.
    - (3) The premium gifts and rewards can be changed to reflect trends,

availability, new sponsors, and the vast array of recreational opportunities.

3. We will reward the children (and adults) through a series of prizes, sweepstakes and special offers.

- a) Rewards include:

- (1) Token gifts with team logos, i.e. stickers, T-shirts, books.
- (2) Tickets to the ball games
  - (a) We would like to offer free tickets, or buy one/get one free.
  - (b) Spectator promotions could be tied to "Reading Day at the Ball Park."
- (3) State Fair Specials
- (4) Camp scholarships

## II. Target Markets

### A. Age Groups

1. Initial target market, the K-6 age group
  - a) Prevent illiteracy problem of the future instead of treating it.
  - b) Fight today's illiteracy problem while the children are school aged rather than building schools and programs for an adult population.
  - c) Prevent the high school drop-out rate by motivating young learners.
  - d) Impress upon the youth to choose a lifestyle of fitness and recreation.
  - e) Prepare the youths for their pending decisions concerning illegal drugs, alcohol, and steroids through better body awareness and education before the addiction is rampant.
  - f) Marketing strategies love to focus on the youth to develop brand-name loyalty. It is often difficult to deliver meaningful messages to this age group.
2. Subsequent target market, the adult community through their interaction with the children.
  - a) Engage parents and adults through their children.
  - b) Promote family literacy, recreation, and fitness.
  - c) Educate adults along with children. Many adults change their own behaviors for the kids and not for themselves.
3. Phase Two target market, the 6th to 12th grades.
  - a) As our target market grows, this program will evolve. The offering of activities will increase on a yearly basis to include older children.
  - b) The future focus of the program with the older ages will stress creative projects as opposed to the lower-level participation factors in the early years.

### B. Geographic



1. The entire state of Illinois. We will stretch the boundaries of the state by including St. Louis, colleges, and minor league teams.

### **III. All-Illinois Sporting Players**

#### **A. Professional Teams**

1. NHL - Chicago Blackhawks
2. NHL - St. Louis Blues
3. IHL - Peoria Rivermen
4. NBA - Chicago Bulls
5. NFL - Chicago Bears
6. AL - Chicago White Sox
7. NL - Chicago Cubs
8. NL - St. Louis Cardinals
9. ML - Peoria Chiefs
10. ML - Quad City Angels
11. ML - Rockford Expos
12. ML - Springfield Cardinals

#### **B. Amateur Teams**

1. Big 10 - University of Illinois
2. Big 10 - Northwestern University
3. NCAA - Bradley Braves
4. NCAA - Northern Illinois University
5. NCAA - Southern Illinois University
6. NCAA - DePaul University
7. NCAA - Loyola University
8. NCAA - Eastern Illinois University
9. NCAA - Western Illinois University

#### **C. Special Events**

1. America's Marathon in Chicago
2. Bix Race in Quad Cities
3. Steamboat Classic in Peoria
4. State Fair in Springfield
5. Prairie State Games with regional and final competitions
6. Triathlons in Chicago

### **IV. General Sponsorship**

- A. We need the involvement of a title corporate sponsor.
- B. With the involvement of the Governor's Council we will be able to provide a large bang for the buck.
- C. With the SSS, an educational sports message will remain forward in the project.
- D. With the insiders of the sports world, the project will have the

purists' appeal.

E. We can solicit the support of smaller sponsors to assist with the special events.

**V. Specific Sponsorship Duties for the Title Sponsor**

A. Fund reading day at the ball parks by providing free books to all attending fans.

1. Each comic book will have a full-page ad from the sponsor.
2. A local sponsor will be used as well as the title sponsor for additional ads within the book.

B. Fund the school distribution campaign of direct mail to all the principals, physical education teachers and third-grade teachers in all the schools in the state.

1. Letters will be sent to each of the different groups encouraging them to call for a free supply of comic books.

C. Fund the developmental efforts, creative staff and project managers.

1. The production of each comic book will cost some money.
2. Preparing plans, giving presentations, follow-up phone calls, shipping/handling, news releases, and all the other leg-work will cost some staff time.
3. The chief administrator, or quarterback, will be the publisher at the Sports Support Syndicate.

D. Provide a simple gift, certificate and thank you letter for all participants as an immediate reward upon the completion of the score sheet.

1. The simple gift could be a sticker, free book, or other novelty item.

E. Fund the formation of public service announcements that promote the events and activities of the "Read! Exercise Your Mind" campaign.

1. The ads will generate leads and activities for the state literacy hot-lines.

F. Pay for the documentation of the ideas in a formal presentation that could be used to solicit this type of special event throughout the nation.

1. video tape at the game and special events
2. sample letters to club owners/commissioners
3. interaction with the local literacy volunteers
4. recruitment of new students monitored

5. follow up interviews with the key players
6. news articles / clippings / Press Release history

## **VI. Specific Sponsorship Duties for all the other minor-event Sponsors**

### **A. Provide a quantity of rewards to be distributed to the participants.**

1. Suggested items include: Sample food products, all types of coupons, T-shirts, books, tickets to games, motivational posters, logo merchandise, magazine/newspaper subscriptions, collector items, camp scholarships.

### **B. Provide sponsorship access to special events in different communities.**

1. Contract with the event organizers and provide access such as entry fees, if necessary.
2. Cover costs of displays, presentations, hand-out materials.
3. Deliver the professional staff, volunteers and celebrities to the event with an expense budget.
4. If a new market is being created, if necessary, pay for the costs of the contact(s) to the target audience as determined in the mini-business plan established for the event.

### **C. Advertiser agreements will be established so that companies can donate money to the general program and have corporate sponsorship tied to the events.**

1. The corporation can sponsor a specific publication once a year, for example the back-to-school issue.

### **D. The corporation sponsors can have internal plans and promotions adapted for their employees and in-house use.**

1. Company t-shirts can be purchased for promotional gifts, or company store sales.
2. Greeting cards, thank you letters, posters, calendars, and special edition books can be created for the corporate sponsor to accompany advertising dollars. These premium products will be purchased through the foundation with profits to benefit the entire operation while the logo identity will be shared between the corporation and the program.
  - a) For example, Sears may want to purchase some products for resale. These items will be built and produced on a case-by-case contract.

## **VII. The Project Quarterback, the Sports Support Syndicate - Mark Rauterkus**

Mark Rauterkus  
Sports Support Syndicate  
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Evanston, IL 60201  
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- A. Mark Rauterkus wants to quarterback this project and interact with all the related sponsors, planners, providers, creative talents and all day-to-day activities.
- B. The SSS is a young publishing company, founded in 1989.
1. Motto: Intelligence Products and Progressive Publishing (Sales, Distribution and Development)
  2. Two-thirds of the SSS authors have Olympic gold medals.
  3. Some of our titles have a theme of "social responsibility."
    - a) *Pull Your Own Weight* (series)
      - (1) by Rick Osbourne
      - (2) a remedial fitness book that stresses social responsibility
      - (3) program being taught at community colleges, Great Lakes Naval Base, and Chicago Park District
      - (4) Different titles in the series for different markets
        - (a) New-readers
        - (b) Children
        - (c) Physical Education Teachers & philosophy articles
    - b) *Sports Math*
      - (1) by veteran Elementary Public School Teacher with experiences with adults, remedial and gifted education
      - (2) all examples use math in various sports settings
    - c) *The Gift Book for Better Gasping from (an athlete) \_\_\_\_\_ to (a smoker) \_\_\_\_\_*
      - (1) written by two sports psychologists
      - (2) a humor and instructional book that teaches about the body and conditions smokers to train themselves and quit smoking
      - (3) used as a gift book with different covers that reflect the seasonal holidays
    - d) *Age Group Swimming Around the World*
      - (1) by word-record holder, Mary T. Meagher and Sports Sociology Professor
      - (2) features Family Literacy and Cross-Cultural Acceptance
    - e) *Sports Reader*
      - (1) A historical story book about well known events/people with little known facts.
      - (2) Each short story is written for a specific reading level and has a series of comprehension tests and drills at the end of each story.
    - f) *AquaZoids: A Complete Stretching Program*
      - (1) by Brent Rutemiller
      - (2) An exercise book for children with animated exercises and easy to follow directions.

C. The SSS is a sales agent for other publishers' books. We advertise and sell books in sports magazines.

1. Contracts include: Volleyball Monthly, Swimming World, Triathlon Today, etc.

**VIII. Patrick Rabbit, the Greatest Athlete in the Universe, by Phil Yea of Cartoonists Across America**

A. Non-profit organization is a working associate of the Sports Support Syndicate. Together we promote the slogan, "Read! Exercise your mind."

B. Established five years ago, with full-time staff devoted to literacy. Offices in New York, Long Beach and Central California.

C. Painted thousands of murals in '80's saying, "Read. Avoid Extinction" with dinosaur characters. Barbara Bush has helped paint two different works.

D. Fantastic cartoonist, funny and entertaining platform. Syndicated star is Patrick Rabbit, Greatest Athlete in the Universe.

E. A 10 minute video of a special event held in the lobby of the World Trade Center is available for review.

**IX. Illinois Goals for early 1990's**

A. We want Reading Day at the Ball Parks! There is hat day, bat day, poster day, etc. -- why not reading day?

1. Everyone gets a free - collector's edition - book as they enter the ball park.

- a) Major portion of the book is an entertaining story about sports with an underlying theme saying reading is important in one's every-day life.

- b) chapter on cross-cultural awareness & sports

- c) chapter on personal fitness and health

- d) chapter on literacy problem in America

- e) chapter on volunteers' efforts

- f) chapter for the non-reader

- g) chapter on staying in school

- h) chapter on drug abuse & steroids?

- i) chapter on Prairie State Games?

- j) chapter on resource materials for further reading / i.e., book advertisement

2. The back cover sponsor / advertiser pays for the books' production and printing costs

#### **X. National goals for the early 1990's**

- A. We want all the major sports magazine's, book publishers with sports' titles and sports newspapers to carry our message of literacy.
  1. The Sports Support Syndicate will sponsor/produce radio and TV Public Service Announcements with star athletes of all sports saying "Read Books" vs. "Read Magazines" vs. "Read Newspapers" (much like the Taste Great vs. Less Filling campaign).
  2. We will sponsor printed public service announcements and articles customized for the sport's publications on literacy / new readers / improving reading / improving math / etc.
- B. We want to approach the sports leagues, NHL, NBA, NCAA, etc. and get them involved in the reading day at the ball park promotions.
- C. We want to approach state organizations throughout the USA and have them consider our approach to sports participation with social responsibility messages to the grass-roots programs in their states.

#### **XI. Goals for the late 1990's**

- A. We want to generate enough funds through the sale of T-shirts, holiday cards and book sales to allow the revenues of this program to pay for all of the operational expenses of this program. We want to run this sports/literacy operation like a business that can be self-sufficient and not a long-term drain on state government budgets.
  1. Our program can "Pull Its Own Weight" in terms of funding.
- B. We want to establish a network of Co-Sponsors for an Olympic contest that encourages high school graduation by rewarding winners with a free trip to the Olympic Games.
  1. We want to take at least 50 students to the Olympics.
  2. Theme is established, such as, "Olympic efforts in cross-cultural expression and understanding." -- i.e., so general that almost anything can fit.
  3. Companies sponsor a category of the contest.
    - a) Categories might include:
      - (1) Self-expression with a piano

- (2) Cartoon art
- (3) Cooking contests
- (4) Writing a bilingual short story
- (5) Special efforts will be made to encourage participation by the physically and communicatively challenged.
- b) The company can nominate/judge the top finalists
- c) The company's donation (approximately \$5,000) pays for the trip for the winner of the contest + overhead + media exposure
- d) Companies sponsor/reward an employee to accompany the group on the trip (optional).
- 4. The winning selections are packaged together in different products and marketed for resale.
  - a) Publishing companies are given the right to bid on different packages/products (i.e., the Olympic Contest Cook Book).
  - b) The resulting products could be presented in a wide range of media
    - (1) Presentations could be part of a video package.
    - (2) Performance could be part of a TV special.
    - (3) New articles could be sold as a syndicated column to major daily newspapers.
    - (4) Paintings could be built together for calendars.
    - (5) Computer software can be published.
    - (6) Books of short stories are possible too.
  - c) The students who are not rewarded with the trip do get the recognition within the published product.
  - d) Each product that is marketed for resale includes some self-promotion about the next contest for the next Olympics.
  - e) The resale of the products stand to make a profit. This profit money is put into an operational foundation that continues the program so one-day it can become a self-funding venture.

## **XII. Tentative Schedule**

### **A. April**

- 1. Business plans completed
- 2. Initial grant obtained for further development from the State of Illinois.
- 3. Seek sponsors with presentation of the sponsorship plan
- 4. Seek involvement from the various sporting teams

### **B. May**

- 1. Finalize plans for the special event and Kick-off in June in Chicago.
- 2. Finalize a few sponsors for the first years.

### **C. June**

- 1. Hold a kick-off in Chicago with national media coverage, painting a

billboard mural and sponsorship mentions.

D. July

1. Produce the materials for the upcoming year.
2. Get dates established for special events at each of the parks for the following year.

E. August

1. Special event held at the Prairie State Games
2. Special advertising program with the TV media at the Prairie State Games.
3. Special event with the State Fair and first comic book challenge is issued.

F. September

1. Program becomes operational in full-force with the first edition of the comic book getting school distribution.

**XIII. Interaction Ideas and tasks for Jeff Sunderlin**

A. Give us more specific information on some of the message's you want included in our educational mission.

1. Use of steroids in scholastic sports
2. Nutrition
3. Family fitness

B. Obtain a major sponsor / advertiser list and contacts so we can begin to build a business plan for each corporation.

1. What sponsors do you think we should approach first?
2. What types of money do you think we can obtain from what sponsors?

C. Let's talk about the job responsibilities, and a compensation plan that we can cover costs for the Sports Support Syndicate's involvement.

1. The Sports Support Syndicate will become your production coordinators/agents.
2. What type of operational budget can be obtained from the state of Illinois so we can get the start-up activities moving forward?

D. Let's work together to get all the ball teams together on our All-Illinois First Team. We need to get to first base with the owners and front-office staff to develop a model application that fits their needs as well as ours.

1. Provide me with some tools to get the various teams' attention.
2. Let's plan a date and approach the Tribune Company (& Cubs) together as they are already involved in some literacy programs.



3. Let's use the Illinois sports teams and special events to sell these same ideas to the other cities / and all the big leagues.
  - a) NFL, NBA, Big 10, MLB, PGA, NHL, Marathons, State Games, Triathlons, etc.