

**Presidential Debate 2000
Fundraising**

Tentative donations

Shaw's Supermarket	25,000
Boston Scientific	10 - 25,000
PricewaterhouseCoopers LLP	10 - 25,000
CVS	10,000
Prof. Firefighters of Massachusetts	5 - 10,000
	<hr/>
	\$60 - 95,000

Interested donors-- received information

Boston Beer
Boston Celtics
Christy's of Cape Cod
Tom Dwyer
The Gillette Company
Goodwin, Procter & Hoar
H.P. Hood
John Childs Associates
Mintz, Levin, Cohn, Ferris, Glovsky & Popeo
Monster.com
Putnam Investments (probably no)
RCN
Schnader, Harrison, Goldstein & Manello
Sovereign Bank

2000 PRESIDENTIAL DEBATE

Donor List *

(9/15/00)

\$100,000

Fidelity Investments (PAID)
FleetBoston Financial (PAID)
Liberty Mutual Group (PAID)

\$50,000

Boston Red Sox (PAID)
New England Carpenters Labor Management Program (PAID)

\$25,000

Arthur D. Little (Invoiced)
Boston Capital Corporation (PAID)
The Boston Globe (Invoiced)
Boston Herald (PAID)
Citizens Financial Group (PAID)
EMC Corporation
Chris and Hilary Gabrieli (Invoiced)
Greater Boston Convention & Visitors Bureau (Invoiced)
Holland & Knight LLP (PAID)
KPMG LLP (PAID)
NSTAR (PAID)
Alan and Susan Solomont (PAID)
State Street Corporation (PAID)
Verizon - \$25,000 plus in-kind (Invoiced)

\$10,000

Massachusetts AFL-CIO (PAID)

\$5,000

Foley, Hoag & Eliot (PAID)
Ropes & Gray (PAID)

\$2,500

Asian American Bank & Trust Company (PAID)

\$1,000

Kevin and Anne Phelan (PAID)

RAISED TO DATE: \$773,500
RECEIVED TO DATE: ~~\$573,500~~
623,500

* Does not include in-kind donors



Presidential Debate 2000 ■ October 3
University of Massachusetts Boston ■ John F. Kennedy Library

Thank You Sponsors!

Special thanks to the Commission on Presidential Debates and to our public and private sector leaders whose partnership made this historic event possible.

Governor Argeo Paul Cellucci, Commonwealth of Massachusetts ■ Mayor Thomas M. Menino, City of Boston ■ The Great and General Court of the Commonwealth of Massachusetts ■ Thomas F. Birmingham, Senate President ■ Thomas M. Finneran, Speaker of the House of Representatives
Senator Edward M. Kennedy ■ Senator John F. Kerry ■ Massachusetts Congressional Delegation ■ Greater Boston Chamber of Commerce

Benefactors

Fidelity Investments
FleetBoston Financial
John Hancock Financial Services, Inc.
The Liberty Mutual Group
Verizon

Patrons

The Boston Globe
Boston Herald
The Boston Red Sox
New England Carpenters Labor
Management Program

Sponsors

Arthur D. Little
Boston Capital Corporation
Boston Police Department
Boston Scientific

Boston Transportation Department
Citizens Financial Group, Inc.
EMC Corporation
Chris and Hilary Gabrieli
The Gillette Company
Greater Boston Convention
& Visitors Bureau
Hill, Holliday, Connors, Cosmopolos Inc.
Holland & Knight LLP
KPMG LLP
Massachusetts Highway Department
Massachusetts State Police
Metropolitan District Commission
Nextel Communications
Northeastern University
NSTAR
Pisces Productions LLC
Alan and Susan Solomont
State Street Corporation

Supporters

Corcoran Jennison Companies
Ericsson/Norstan
Gourmet Caterers
Legal Sea Foods
Massachusetts AFL-CIO
Massachusetts Port Authority
Massachusetts Turnpike Authority
Monster.com
Sovereign Bank New England

Friends

Asian American Bank
& Trust Company
Boston College High School
David I. Finnegan
Foley, Hoag & Eliot LLP
IKON
Krone Inc.

Kevin and Anne Phelan
Rear Window Recording Studio
Ropes & Gray
Shaw's Supermarkets, Inc.
Shields Health Care Group
Xerox

Media Bag Contributors

Belmont Springs Water
Cape Cod Potato Chips
John F. Kennedy Library & Museum
Massachusetts Archives
Office of Mayor Thomas M. Menino
Philips Candy House
UMass Boston
UMass President's Office
WUMB Radio

HILL | HOLLIDAY

September 7, 2000

Annemarie Lewis-Kerwin
Assistant Chancellor – University Communications
U Mass Boston
100 Morrissey Blvd.
Boston, MA 02125-3393

Dear Annemarie:

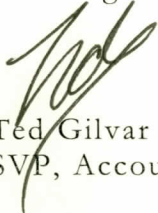
I'm sure the last several days have felt like a surreal tug-of-war. In the event that the course of events changes quickly, I wanted to make sure we are ready to act fast from an advertising perspective.

To that end, I've enclosed layouts of a billboard, a logo, a transit card and newspaper ads at two sizes. Obviously, we would still need to address sponsor logos as we discussed.

I do want to make you aware that the clock is now ticking in regards to production time of whatever advertising elements we might pursue. If the debate goes on, you'll need to act quickly in order to have materials ready in time for material closing dates. As I mentioned when we last spoke, we can provide any elements to you on disk to expedite the process.

Please call once you have an official update on the status of the debate. And good luck on the yo-yo ride.

Best Regards,



Ted Gilvar
SVP, Account Director

cc: Katie Rizzo
Nancy Spelbrink

Amenaire

University of Massachusetts Boston
100 Morrissey Boulevard
Boston, MA 02125-3393

**UMass Boston
Chancellor's Office**

Tel: 617 287-6815
Fax: 617 265-7243
Email: donna.smerlas@umb.edu

Fax

To: Katy Rizzo	From: Donna Smerlas
Fax: 572-3435	Pages: 5
Phone: 572-3481	Date: 9/18/00
Re: Ads	CC:

Hi Katy,

Here is the list of our donors by giving level. I've included \$ amounts as an FYI only; they are not to be included in the ad. We definitely want to distinguish donors by their level of giving. I'm faxing as an FYI the proposed ad that Paul Kirk did on his home computer last winter when we thought we would run the Herald and Globe ads as a thank you for our selection as a host site.

I'm also faxing you the mock up for the ad and the billboard with our suggested changes. Ted mentioned this morning that we probably now only have time to do the Globe and Herald ads. Our suggestions for the billboard make it much simpler if you decide to push ahead with that.

David Weinstein from Fidelity, one of our Benefactor-level donors, offered to help us with the placement of public service ads in the Community Newspapers group. Should I pursue with him?

I have your message re logos and I'll put staff to work tomorrow on getting them for you. My goal is to get them to you no later than first thing Wednesday morning.

Rick Gulla wants everything ASAP. He wants to run the ad next week. He also asked me to remind you of their new format because you will need to resize.

I left a message for Kathleen Murphy at the Herald.

Let's chat first thing Tuesday morning

Donna

P.S. I'm coordinating all with *Amenaire Press - Keen.*

Donor List *

We also need to feature the Commonwealth of Massachusetts prominently as we received a \$900,000 appropriation. We also need to recognize the Commission on Presidential Debates.

Benefactor (\$100,000 and above)

Fidelity Investments
FleetBoston Financial
Liberty Mutual Group

Patron (\$50,000 - \$99,999)

Boston Red Sox
Nextel Communications
New England Carpenters Labor Management Program

Sponsor (\$25,000 - \$49,999)

Arthur D. Little
Boston Capital Corporation
The Boston Globe
Boston Herald
Citizens Financial Group
EMC Corporation
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Greater Boston Convention & Visitors Bureau
Holland & Knight LLP
KPMG LLP
NSTAR
Pisces Productions LLC
Alan and Susan Solomont
State Street Corporation
Verizon

Supporter (\$10,000 - \$24,999)

Greater Boston Chamber of Commerce
Massachusetts AFL-CIO

Friend (below \$10,000)

Asian American Bank & Trust Company
Foley, Hoag & Eliot
Gourmet Caterers
Krone
Ropes & Gray
Kevin and Anne Phelan

* Hill, Holliday, Connors, Cosmopolus Inc. has made an in-kind donation of marketing and public relations services; Corcoran Jennison Companies has made an in-kind donation of parking facilities; Boston Scientific has pledged – amount not yet determined.

We salute the

Commission on Presidential Debates

for selecting the

John F. Kennedy Library

and the

University of Massachusetts, Boston

co hosts of the

1st Presidential Debate of General Election, 2000

and the

1st Presidential Debate in "America's Most Historic City"

October 3, 2000

This historic event was made possible by a partnership of our public and private sector leaders

**MAYOR MENINO GOVERNOR CELLUCCI
SENATORS KENNEDY & KERRY
MASSACHUSETTS CONGRESSIONAL DELEGATION**

**The Greater Boston Chamber of Commerce
Fidelity Fleet Boston Liberty Mutual**

BOSTON RED SOX

**BOSTON CAPITAL THE BOSTON GLOBE BOSTON HERALD
CITIZENS BANK of MASSACHUSETTS
GREATER BOSTON CONVENTION & VISITORS BUREAU**

NSTAR Alan Solomont State Street

Massachusetts AFL-CIO

Foley, Hoag & Eliot Ropes & Gray

Asian American Bank

Proposed Change



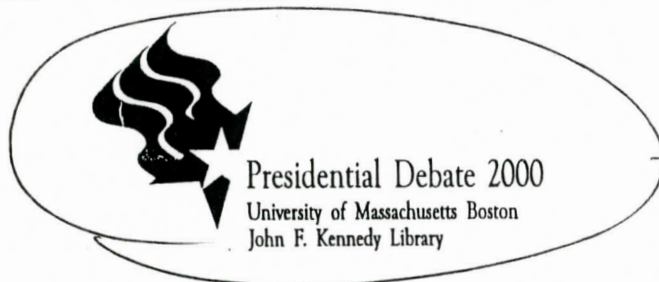
IT ALL BEGINS



WHERE IT ALL BEGAN

THE FIRST PRESIDENTIAL DEBATE 2000

add / UNIVERSITY OF MASSACHUSETTS BOSTON
Tuesday, October 3, 2000



delete

Special thanks to the following individuals and organizations who made this possible:

Proposed change

delete

IT ALL BEGINS

—————★ ★ ★ ★ ★ ★ ★ ★ ★ ★—————
WHERE IT ALL BEGAN

THE FIRST PRESIDENTIAL DEBATE 2000

add

UNIVERSITY OF MASSACHUSETTS BOSTON

Tuesday, October 3, 2000



Presidential
University of Ma
John F. Kennedy

SCALE 1/2" = 1'

14 x 40 Billboard

8/31

University of Massachusetts Boston
100 Morrissey Boulevard
Boston, MA 02125-3393

**UMass Boston
Chancellor's Office**

Tel: 617 287-6815
Fax: 617 265-7243
Email: donna.smerlas@umb.edu

Paul's response

*Donna S,
I have to return to DC
on Monday. Back this P.M.
Thanks for all your help
Paul
(These updates helpful)*

Fax

From: Paul Kirk	To: Donna Smerlas
Fax: 508-420-0028	Pages: 8
Phone: 508-420-0432	Date: 9/16/00
Re: All Debate All The Time WADATT in Boston!	CC: Tom McNaught, Annemarie Lewis- Kerwin

Hi Paul,

Congratulations to you and others on a job well done! We are so excited and pumped up on this campus. I told the Steering Committee yesterday that all shore leave and sleep are cancelled through 10/4!

Here are a bunch of updates in no particular order: *— Thanks*

DONORS

Tom McNaught and I agreed that I would handle all correspondence, calls, etc. to donors regarding their benefits. We, of course, run everything past Tom before anything goes out.

- ✓ Donors received letters re pre-debate reception via fax yesterday. Copy of letter and list of donors with ticket allocations (total of 166) are attached. As you'll see, I want to take extra care of our fundraising team of Weinstein, Gasson and Guzzi for all their efforts, above and beyond the call of duty.
- ✓ I'm holding a block of 125 seats at 9/27, 10/1 and 10/2 JFK events for donors. They are RSVPing to this office, and we're keeping Alice Powers posted.

September 16, 2000

BUDGET/FUNDRAISING

Paul G., Sherry and I had a conference call yesterday morning. We are pushing ahead with our fundraising efforts and hope to bring in some more pledges in the next few days. Ditto for David Weinstein and David Gasson, both of who were unavailable yesterday. I spoke with them before the conference call, and they are moving ahead.

I'm faxing you the latest budget - though I think it will be difficult for you to read. Right now we anticipate a \$418,000 deficit - conservative estimate - if no more pledges are forthcoming. That's with Sherry's \$200,000 contribution - and no contribution from either President Bulger or the JFK Library Foundation. I will check with Sue Kelly on the former. Is the Foundation planning to contribute anything? There had been some talk a while ago about JFKLF contributing towards the \$100,000 marketing budget. I wasn't involved in the discussion, but will check on the status. We hope our fundraising efforts will produce at least another \$100,000.

ADS

Neither good. Let me know what you learn! Is JFKL included in all marketing work that is being purchased?

I am faxing you the cover letter from Ted Gilvat at Hill Holliday and mock-ups for the billboard and full-page ads. Tom, Annemarie and I discussed the ads, and they will call Ted to review. I spoke with Ted Thursday because I wanted to make sure we could deliver what he needs in time to meet production deadlines. He told me they had not touched the project for 10 days, and he couldn't answer my questions until he talked with his colleagues.

Tom told me it was okay for me to tell you that he hates the mock-ups. I'm in agreement because the slogan overshadows everything else. [I'll let Annemarie speak for herself.]

see attached

My priority is to showcase the debate, our institutions and the donors, and all three take a back seat to the slogan. These ads appear designed to win graphic design awards instead of conveying information. I know they're pro bono which means diplomacy will be the order of the day in any discussions with Ted et al.

I also think we need to distinguish donors by level of giving. Do you disagree?

No! I agree!

HOTELS

- Where are Gore, Bush + CPD in Four Seasons staying?

We're making progress, and I'm confident by arrival time everyone will have the room accommodation he or she needs.

DEBATE TICKETS

At Annemarie's suggestion and with okays from Sherry and Jim Julian, I'm the debate ticket point person. I assume you'll pay my cleaning costs for detarring and defeathering.

Let's stay in close touch on this.
Donna



IT ALL BEGINS

WHERE IT ALL BEGAN

THE FIRST PRESIDENTIAL DEBATE 2000

Tuesday, October 3, 2000



Presidential Debate 2000
University of Massachusetts Boston
John F. Kennedy Library

Special thanks to the following individuals and organizations who made this possible:

Commission on Presidential Debates

*I assume it is their
hope to try to attract
attention, but I
agree that it may
preclude displaying
\$ donor levels (which
we should do).*

← Don't forget!

*Also let
me see copy of
muck up w/ sponsor
list when
ready. Thanks*

Full Page - Globe size
A131

University of Massachusetts Boston
100 Morrissey Boulevard
Boston, MA 02125-3393

**UMass Boston
Chancellor's Office**

Tel: 617 287-6815
Fax: 617 265-7243
Email: donna.smerlas@umb.edu

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Fax: 508-420-0028	Pages: 8
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Presidential Debate 2000

University of Massachusetts Boston
John F. Kennedy Library

VIA 1-PAGE FAX TO «Fax»

September 15, 2000

«Title» «FirstName» «LastName»
«JobTitle»
«Company»
«Address1»
«Address2»
«City», «State» «PostalCode»

Dear «Salutation»:

I know by now you've heard the great news – there will be a presidential debate in Boston on Tuesday, October 3, at the Clark Athletic Center at UMass Boston. The University and its debate cohort, the John F. Kennedy Library, are delighted that the Commission on Presidential Debates and the Bush and Gore camps reached an agreement yesterday afternoon to proceed with the debates as scheduled.

The success of our debate preparations, both logistical and educational, over the past months would not have been possible without the support and commitment of our donors. Thank you again for «Company»'s recognition of the importance of this endeavor.

On behalf of the University and the Library, I am pleased to extend you a personal invitation to a special pre-debate reception honoring the Commission on Presidential Debates and the corporate and individual sponsors of Presidential Debate 2000 - Boston. It will be held on Tuesday evening, October 3, from 6:30 to 8:30 p.m. at the Kennedy Library. There will be a theater viewing of the televised debate from 9:00 to 10:30 p.m.

As «Company» is a debate donor at the XYZ level, we are pleased to offer you X tickets to the reception. Please send us the names, addresses and phone numbers of those individuals who will attend by Friday, September 22. We will be mailing tickets and parking information to guests beginning Monday, September 25. Due to security requirements, no one will be admitted to the event without a ticket, thus it is very important that we have your names by the 22nd.

At this time, we have no information on tickets for the debate itself. We will update you as details become available.

If you have any questions or need additional information, please contact Donna Smerlas, our Executive Assistant Chancellor, at 617-287-6815. You may send us your names by regular mail, by fax at 617-265-7243, or by E-Mail at donna.smerlas@umb.edu.

Most sincerely,

Sherry H. Penney
Chancellor

2000 PRESIDENTIAL DEBATE Donor List *

Benefactor	(\$100,000 and above) — 12	PRE-DEBATE RECEPTION INVITES
Fidelity Investments — I told David he can have FleetBoston Financial Liberty Mutual Group	more if needed.	$12 \times 3 = 36$
Patron (\$50,000 - \$99,999) — 8		
Boston Red Sox New England Carpenters Labor Management Program		$8 \times 2 = 16$
Sponsor (\$25,000 - \$49,999) — 6		
Arthur D. Little Boston Capital Corporation — 8 bec. of Gasson's The Boston Globe Boston Herald Citizens Financial Group EMC Corporation Chris and Hilary Gabrieli Greater Boston Convention & Visitors Bureau Holland & Knight LLP KPMG LLP NSTAR Pisces Productions LLC (in-kind) Alan and Susan Solomont State Street Corporation Verizon	work	$6 \times 15 = 90$ Gasson 2 extra = 2
Supporter (\$10,000 - \$24,999) — 4		
(Greater Boston Chamber of Commerce Gourmet Caterers (in-kind) Massachusetts AFL-CIO	(in-kind) — names already given + sent invites	$4 \times 2 = 8$
Friend (below \$10,000) — 2		
Foley, Hoag & Eliot Ropes & Gray Asian American Bank & Trust Company Kevin and Anne Phelan		$2 \times 4 = 8$ $6 \times 1 = 6$
Hill, Holliday, Connors, Cosmopolus Inc. has made an in-kind donation of marketing and public relations services; Corcoran Jennison Companies has made an in-kind donation of parking facilities; Boston Scientific has pledged — amount not yet determined		Total 166
I valued @ \$25K = 6 tickets Corcoran pledge may fall through Paul Donova to call no weekday with # of pledge		

PRESIDENTIAL DEBATE BUDGET

9/15/00

	APPROPRIATION	FOUNDATION	UMB	JFK LIBRARY	PLEDGE/OTHER	TOTAL
REVENUES						
Appropriation	\$900,000					\$900,000
UMass Boston			\$200,000			\$200,000
Fidelity Investments		\$50,000		\$50,000		\$100,000
FleetBoston Financial		\$100,000				\$100,000
Liberty Mutual Group		\$100,000				\$100,000
Boston Red Sox		\$50,000				\$50,000
N.E Carpenters Labor Mgt. Program		\$50,000				\$50,000
Arthur D. Little					AdL - \$25,000	\$25,000
Verizon					Verizon - \$25,000	\$25,000
Boston Capital Corporation		\$25,000			Globe - \$25,000	\$25,000
The Boston Globe						\$25,000
Boston Herald		\$25,000				\$25,000
Citizens Financial group		\$25,000				\$25,000
EMC Corporation				EMC + Gabrieli	\$25,000	\$25,000
Chris and Hilary Gabrieli				mailed	\$25,000	\$25,000
GB Convention & Visitors Bureau				clocks	\$25,000	\$25,000
Holland & Knight LLP		\$25,000				\$25,000
KPMG LLP		\$25,000				\$25,000
NSTAR		\$25,000				\$25,000
Alan and Susan Solomont		\$25,000				\$25,000
State Street Corporation		\$25,000		Friday		\$25,000
Massachusetts AFL-CIO		\$10,000			Bureau	\$10,000
Foley, Hoag & Elliot LLP		\$5,000				\$5,000
Ropes & Gray		\$5,000				\$5,000
Asian American Bank & Trust Co.		\$2,500				\$2,500
Kevin and Anne Phelan		\$1,000				\$1,000
Porta-John reimbursement					\$10,000	\$10,000
Gourmet Caterers (in kind)				\$7,500		\$7,500
Total	\$900,000	\$573,500	\$200,000	\$57,500	\$160,000	\$1,391,000
EXPENDITURES						\$0
Payment to CPD		\$550,000				\$550,000
Electrical and HVAC	\$150,000					\$150,000
Production related					\$550,000	\$550,000
Roadway/paving	\$260,500					\$260,500
Marketing Plan					\$100,000	\$100,000
Education Programs					\$1,400	\$1,400
Transportation VIPs					\$50,000	\$50,000
Reallocation of Athletics					\$50,000	\$50,000
Telecom Cabling	\$110,631					\$110,631
Rental of Six Trailers	\$30,000					\$30,000
Cablevision	\$40,000					\$40,000
Porta-John Rentals					\$10,000	\$10,000
Pre-debate event at JFK Library				\$57,500		\$57,500
Post-debate event						\$0
Learning Center Activities						\$0
Public Safety Overtime	\$50,000					\$50,000
Misc. UMB Overtime	\$30,000					\$30,000
Telecom Supplies	\$10,000					\$10,000
Temporary Designers	\$55,000					\$55,000
UNNICO: Cleaning/moving	\$50,000					\$50,000
Outside electrical labor	\$35,000					\$35,000
Fiber Optical equipment	\$11,243					\$11,243
Monitor Rentals	\$11,900					\$11,900
Fencing	\$2,735					\$2,735
Utility Building Paving	\$75,000					\$75,000
Weight room & glass panel removal	\$18,000					\$18,000
Total	\$940,009	\$550,000	\$0	\$57,500	\$761,400	\$2,308,909
BALANCE	(\$40,009)	\$23,500	\$200,000	\$0	(\$601,400)	(\$417,909)

HILL | HOLLIDAY

September 7, 2000

Annemarie Lewis-Kerwin
Assistant Chancellor – University Communications
U Mass Boston
100 Morrissey Blvd.
Boston, MA 02125-3393

Dear Annemarie:

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Please call once you have an official update on the status of the debate. And good luck on the yo-yo ride.

Best Regards,



Ted Gilvar
SVP, Account Director

cc: Katie Rizzo
Nancy Spelbrink

IT ALL BEGINS



WHERE IT ALL BEGAN

THE FIRST PRESIDENTIAL DEBATE 2000

BOSTON
Tuesday, October 3, 2000



Presidential Debate 2000
University of Massachusetts Boston
John F. Kennedy Library

Logo could be eliminated

SCALE 1/2" = 1'

14x40 Billboard
8/31

We think this is much more important than the slogan + the 2 should be flipped.

I'm concerned that donors, particularly in full-page ad, will be lost. Also the plan is to use logos + not distinguish donors by size of donation.



IT ALL BEGINS



WHERE IT ALL BEGAN

THE FIRST PRESIDENTIAL DEBATE 2000

Tuesday, October 3, 2000



Presidential Debate 2000
University of Massachusetts Boston
John F. Kennedy Library

Special thanks to the following individuals and organizations who made this possible:

Full Page - Globe size
2/21