

R. J. Reynolds Tobacco Company

AUTHORIZATION REQUEST

Revised

2/12/87

SUBJECT

The Vintage Seniors Tournament

DATE ROUTED: 2/12/87

ORIGINATOR: Greg Littell

START DATE: 3/19/87

AR NO:

DEPT. REF. NO: MK-796

OPERATIONAL DATE: 3/31/87

APPROVAL REQUEST SUMMARY

Approval requested to enter agreement with Vintage Properties for a two-year sponsorship of PGA Seniors Tournament to be held at the Vintage Club in Palm Springs, CA. RJRT to receive up to 12 spots in the Pro-Am tournament and may purchase up to 4 additional spots at \$3,500 each. RJRT will also sponsor the Black Tie Tribute Dinner. RJRT to receive other publicity rights as outlined in the attached contract.

AUTHORITY REQUESTED

	Previously Approved	This Request	Total Request
Capital	\$	\$	\$
Expense		\$425,000	\$425,000
Other			
Total Request	\$	\$ 425,000	\$ 425,000

Will subsequent proposals be required?

☐ Yes ☐ No

Previous Proposals:

Lease or Other Continuing Commitment:

Minimum \$ For Total \$ 425,000 For 2 yrs

AUTHORIZATION TYPE

- ☐ Capital
- ☒ Contract Special Events Operations
- ☐ Product Modification/Introduction
- ☐ Other

Cost Justified At %ROI

FINANCE DATA

Authority Requested Covered By:

Budgeted Department # 856 Capital \$ Expense \$ 425,000

Funds Required From:

Department # \$

Corporate \$

Capital ID#

Project ID#

Expense Code 04-73-4400-8125-856

contract # 87-856-003

FINANCIAL IMPACT

	19 87	19 88	19	19	Average Thereafter
Operating Earnings/(Loss)	\$ (200,000)	\$ (225,000)	\$	\$	\$
Corporate Funds Requested	\$	\$	\$	\$	\$

REVIEWS

Dept.	Initials	Date
SEO		
TWR		
FSM		
LAW		
ASSET & RISK		
TOB INS		

APPROVALS

Dept./Initials	Signature	Date
GTB		
CFO		
Operations		
Fin. & Admin.		
Pres. & CEO		

Implementor/Project Manager:

Rich Habegger

Project Client Representative:

Department Management:

T. W. Robertson