

c/o Sports One, Inc.
1231 NW Hoyt Street
Suite 306
Portland, OR 97209



Become A
Eugene 08
Partner

Contact:
SportsOne Inc.

Tom Etzel
(503) 721-7477 ext. 11

Mike Kollas
(503) 721-7477 ext. 15



Place
First Class
Stamp
Here



Join the
100 Meter Club
today at Eugene08.
com.



GOLD PARTNERS



SILVER PARTNERS



Sacred Heart
Medical Center
PeaceHealth



BRONZE PARTNERS



THE WHOLE
WORLD IS
WATCHING



2008 U.S. Olympic
Team Trials —
Track & Field

Eugene 08 Festival

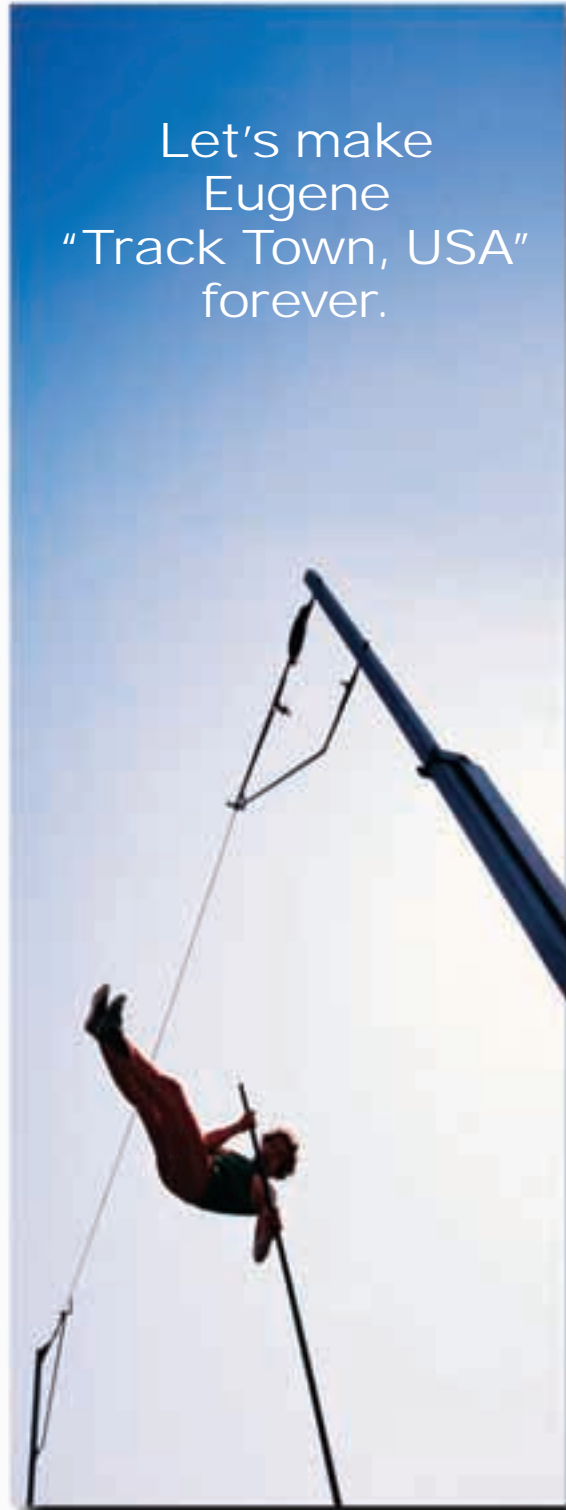
JUNE 27 – JULY 6, 2008

The fast track to
the Olympics runs
through Eugene, as
we host the 2008
U.S. Olympic Team
Trials – Track &
Field.

For ten days the
eyes of the world
will focus on
“Track Town, USA.”
1000 athletes
will compete for
the chance to
represent the
United States at
the 2008 Summer
Olympic Games.
And more than
900 media
members from
30 countries
will cover the
event — also
broadcast live
on NBC and the
USA Network.

It's an unprec-
edented opportu-
nity to show why
we were selected
for the 1972, 1976,
1980 and 2008
Olympic Trials and
why — more than
any other city — we
deserve the title of
“Track Town, USA.”

Let's make
Eugene
“Track Town, USA”
forever.





The Eugene 08 Festival: A Superblock Party.

While world-class athletes compete inside Hayward Field, the surrounding Eugene 08 Festival will connect fans to the entire Olympic Trials

experience. For ten great days this “Superblock” complex will be rocking with interactive fun for all comers.

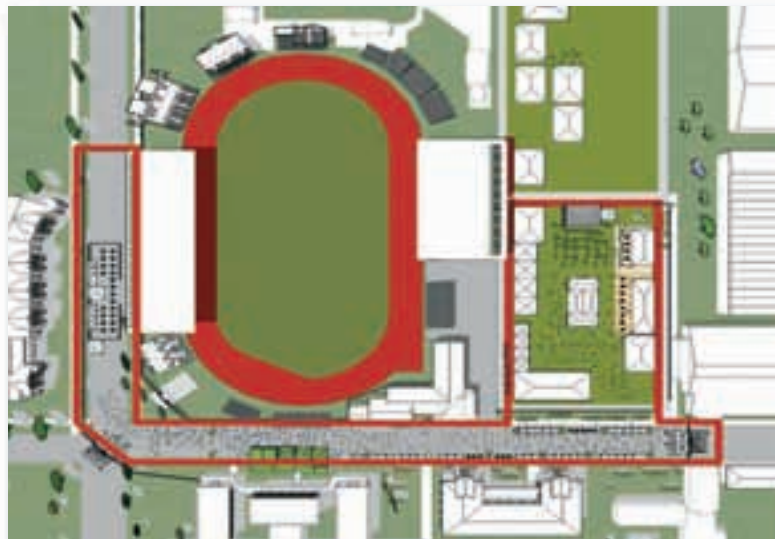
It promises to be the best party Eugene’s ever thrown, and should become a world-class venue for future celebrations.

Step up and invest for the long run.

We’ve already invested close to \$8 million in renovating and upgrading Hayward Field. More

than 250 volunteers are hard at work laying the groundwork for the Eugene 08 Festival, and more than 1200 other volunteers will be trained to ensure that the Festival delivers an unforgettable experience for athletes, coaches, fans, their families, sponsoring partners and media.

Help build on the Hayward Field legacy. Put Eugene on a positive footing to attract prestigious future events. And boost economic opportunities for everyone in Oregon.



Join the 100 Meter Club today.

Private support is crucial to creating a world-class impact.

Your investment in the Eugene 08 100-Meter Club will make you an active participant in keeping our legacy on track.

100-Meter Club contributions can be made at several levels and will give you a host of exclusive benefits.

In addition, you may consider a Eugene 08 Champions Partnership — offering access to Hayward’s Championship Suite and other amenities. Further options include VIP seating, as well as private skyboxes, “Club” skyboxes, and one-day private hospitality suites.

With your help, Eugene 08 will be the best U.S. Olympic Trials in history. And just the beginning of making this Track Town, USA, forever.

Please Put Me On The Team.

Please contact me about joining the 100 Meter Club and being part of the Eugene 08 Festival.

Name _____

Address _____

City _____

Phone _____

Email _____

State _____

Zip _____

For volunteer information please go to Eugene08.com



- Jumbo Video Screen simulcast of competition
- Live concerts
- Entertainment Stage
- Sports Bar
- Food Court
- Partner Exhibits
- Kid's Zone