

PRIME MINISTER

ECONOMIC SUMMIT: COMMERCIAL SPONSORSHIP

You asked (attached minute) what we had done in respect of commercial sponsorship on the last occasion. The answer is that there was none. It was a smaller affair and the habit of commercial sponsorship had not yet been adopted.

Are you now content for Sir Robert Armstrong to proceed as proposed in the enclosure to his minute of 19 January?

A.J.C.

28 January, 1984

I think loan
and cost price
would be all right,
ms

009

Prime Minister

Content that we should encourage commercial sponsorship in such a way will be attached note?

Ref. A084/220

MR COLES

A.J.C. 20/1

Economic Summit 1984

At previous Summits, and most notably recently at Williamsburg, the host Government has made use of commercial sponsorship in support of the Summit meeting in various ways. For instance, commercial firms have assisted with transport, with the installation of special communications (for example, the electronic intercommunications facilities between note-takers and delegation offices which proved of considerable value in Versailles and Williamsburg), and with souvenirs and such like.

2. We should like similarly to make use of commercial sponsorship for the London Economic Summit in June. I attach a note which sets out what is proposed.

3. I hope that the Prime Minister will agree that we may proceed accordingly. If so, I shall write myself to Sir Terence Beckett to seek the formal blessing of the CBI; informal contacts enable us to ascertain that the CBI would be ready to give that blessing.

Did we do so on the last occasion?

RTA

ROBERT ARMSTRONG

19 January 1984

no

I have asked the Cabinet Office (Dr. Hatfield) to let me have a minute meeting the Prime Minister's quarters.

B/F.

RTA's office say that A.J.C. + HATFIELD HAVE SPOKEN

A.J.C. 24/1

SPONSORSHIP FOR THE LONDON ECONOMIC SUMMIT (7-9 JUNE 1984)

1. In reporting to us on the Williamsburg Summit senior American officials said that commercial sponsorship had made an important contribution to its success: costs had been reduced and the business community gratified. Similar arguments apply for the London Summit, viz:

- (a) We need to keep costs to the minimum, and to show that we have done so.
- (b) We should use the opportunity presented by the Summit to give a boost to British industry and products. The Prime Minister's Press Secretary has pointed out that this could be a useful argument to counter possible carping questions about the value of a Summit which costs money, causes disruption and produces (as is possible) little tangible result in popular terms.

2. To achieve these objectives we do not want a free for all. Sponsorship should be directly related to our needs, i.e. the efficient running of the conference and gifts to visitors that have become traditional. Products must be British, and reputable. The CBI and trade associations include foreign-owned companies and find it hard to discriminate between their members. We should therefore seek their blessing and co-operation, but keep control in Government hands. We have already identified the following areas for sponsorship:

- (i) Transport. Westland may loan 2 or 3 helicopters at cost price (out of the 6 required). British Leyland will loan some cars for back-up use free of charge, for which we hope to obtain Ministry of Defence drivers.
- (ii) Communications. British producers of information technology can be encouraged to provide facilities at the Press Centre (Connaught Rooms) for information retrieval, closed-circuit TV etc. Photocopiers will be needed. ICL are loaning some word-processors.

/(iii)

- (iii) **Gifts.** It has become traditional to offer gifts to members of visiting delegations and small mementoes to the visiting press. We should not be lavish but we must not be mean. Porcelain manufacturers might produce for us a variety of gifts including for example ashtrays with the Summit logo. Medals with the logo could also be produced and other simple consumer items. Banks and similar institutions may be prepared to sponsor the basic briefcase that is customarily presented to visiting journalists.
- (iv) **Food.** It has become customary to provide food and soft drinks free for journalists attending summits. British food manufacturers could be encouraged to supply the raw material to the caterers thus reducing what would otherwise be a major cost.
- (v) **Miscellaneous.** We hope to obtain a free loan of a machine for security screening of parcels at Lancaster House. Companies may be prepared to pay for a boat trip to take visiting journalists one evening on the Thames. The British Tourist Authority will be asked in any case to provide special facilities.

3. In all cases sponsors will be able to state that their gifts are being supplied for the London Economic Summit. They will be able to use the Summit logo if appropriate. A condition of any franchise would be that a certain number of items would be produced free for presentations etc. Unfortunately the Inland Revenue have said that they are unlikely to be able to offer companies any tax relief for gifts (as happened in the US).

4. If the above is agreed we shall approach potential sponsors, direct or through trade associations as appropriate. We shall work closely with the CBI. By working with the CBI and trade associations we shall guard against any accusations that we might be unfairly discriminating against any particular firm. Control of sponsorship and franchises might be exercised by a small committee consisting of Mr Barrington (Summit Co-ordinator) and representatives of the DTI and CBI, drawing in other Departments as required.