



Prime Minister.

X is a questionable proposition!

Mr 22/2.

Ref. A084/599

MR COLES ✓

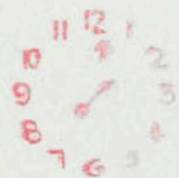
Thank you for your minute of 20 February about commercial sponsorship for the London Economic Summit.

2. I am grateful for the Prime Minister's agreement to our proposals. I have noted her comment. We are very mindful of Deaver's Law, which is that time and money spent on making the press happy is seldom wasted.

ROBERT ARMSTRONG

21 February 1984

22 JAN 1984





20 VC

10 DOWNING STREET

From the Private Secretary

SIR ROBERT ARMSTRONG

London Economic Summit: Commercial
Sponsorship

The Prime Minister saw over the weekend
your minute of 16 February.

She agrees with the proposals which you
make but has commented that it seems as if we
run the Summit for the benefit of the press.

A. J. COLES

20 February 1984

✓



Prime Minister

Content with these arrangements?

A.S.C. 1/2.

Yes ms

Ref. A084/556

MR COLES

London Economic Summit: Commercial Sponsorship

Your minute of 30 January recorded the Prime Minister's view that the use of commercial sponsorship in connection with the London Economic Summit would be acceptable provided it was on the basis of either loans of equipment or provision of equipment at cost price. This will help particularly with some of the requirements in the area of communications and information technology equipment. Firms which help us in this way will no doubt wish to take credit for it in their commercial publicity, and this seems reasonable enough, so long as it is done respectably.

2. I hope that the Prime Minister will be content to extend the "cost price" principle to items other than equipment, and, in particular, to food and drink. We are hoping that the considerable expense of providing traditional free food and drink for attending journalists can be reduced by co-operation with the "Food from Britain" organisation. The Chairman has agreed to consider supplying material at cost price, and would like to promote one or two "British" meals for journalists at minimum cost. They would also like to supply a British meal for Ministers in co-operation with GHF, perhaps for the plenary lunch at Lancaster House on 9 June. I should be grateful for confirmation that we need not turn down such offers.

3. One area of commercial sponsorship in which we should like to go further than your minute seemed to suggest is the traditional supply of gifts to visiting journalists. We expect that a number of British firms would be ready and willing to supply free of charge moderately priced articles in order to obtain some publicity. Example might include:

- (a) Scarves or ties with the Summit logo as gifts for journalists, and junior members of delegations.



Who would buy it?

Answer

(b) The Birmingham Mint have offered to produce a commemorative medallion; the medallion would be on sale, but in exchange for permission to use the Summit logo on the medallion the Mint would provide us with a number of medallions free; these might be used as additional gifts to some visiting delegation members.

(c) Free ashtrays as gifts for journalists.

(d) Other possibilities as gifts for journalists might include calculators, umbrellas, picture-books, and posters and postcards of Lancaster House.

4. In one or two cases we were also hoping to persuade groups of British firms to subsidise the cost of items supplied to visiting journalists or services for them. For example, Ministers in the Treasury have agreed (subject to the Prime Minister's approval) that we could approach the London Clearing Banks to see whether they will sponsor a briefcase which we could present to visiting journalists with the Summit documentation. They would obtain some discreet, but worthwhile, publicity for this: a note in the briefcase or some modest indication on the outside about its origin. If we cannot seek help in this way, the full cost will fall on the Summit budget and the tax-payer.

5. We had also hoped that some of the larger British companies, for example the oil companies, which use the river, might agree to sponsor the hire of boats to take a substantial number of journalists for a trip on the Thames while Heads of Delegation are having dinner on the second day. This would create goodwill, keep them out of mischief, and provide useful publicity for the companies concerned and for Britain generally, but we could not pay for it out of our existing budget.

6. I should be grateful to know whether the Prime Minister would be content with these kinds of sponsorship arrangements which, while avoiding any suggestion of a publicity jamboree, should help to obtain maximum benefit from the fact that London will be in the eye of the world and to show British manufacturing and service industries to good effect. There are



obviously limits on the extent to which we can open the field: we would not, for example, allow all British firms to put displays of their wares at the Press Centre in the Connaught Rooms. Nonetheless, firms which had helped us with supply or loan of goods, or with financial sponsorship for specific items, might be allowed to use the occasion for appropriate publicity. They would benefit and so would the tax-payer.

7. Arrangements of this kind would be well in line with what the Americans did at Williamsburg and the French at Versailles.

8. We need not mount any major operation with the CBI. We can simply keep them informed, and approach potential sponsors direct on an ad hoc basis.

9. I should be happy to discuss this with the Prime Minister on 17 February.

*Agreed. it seems
as if we run the
summit for
the press
mt*

ROBERT ARMSTRONG

16 February 1984