OHIO STATE TO FORM PARTNERSHIP WITH COCA COLA

COLUMBUS -- The Ohio State University is announcing the selection of the Coca Cola Company as the exclusive beverage partner for the Columbus campus. Although the agreement takes effect July 1, negotiations are still in progress to finalize a 10-year contract. Until the contract is signed, neither the university nor Coca Cola will comment on the total value of the partnership. The contract is expected to be finalized by September. It is expected that the final contract will assist Ohio State in enriching academic opportunities, enhancing services to students, and broadening resources in ways that are consistent with the direction set by the Board of Trustees.

Ohio State students, faculty and staff will begin to see some changes in the next weeks as contracts with other vendors are phased out, new vending machines are brought in and existing machines are replaced or upgraded.

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Contact: Malcolm Baroway, executive director, University Communications, (614) 292-6895.
Memorandum

Subject: Announcement of Beverage and Snack Partners

Date: June 10, 1998

From: Janet G. Ashe, Vice President of Business and Administration
      David Williams, II, Vice President for Student, Urban, and Community Affairs
      and Professor of Law

To: University Colleagues

As you may be aware, since the summer of 1997, the University has undergone a process for the selection of exclusive beverage and snack partners. As a result of extensive research, input from University constituent groups, and a thorough investigation of alternatives, we are pleased to inform you that the Coca-Cola Company is the exclusive beverage partner and AVI FOODSYSTEMS will be the exclusive snack-vending partner for the Columbus campus for the next ten years. Upon request, regional campus deans may opt into these agreements.

Historically, Ohio State has entered into many partnerships with other suppliers. These agreements have proven to be cost effective, and have provided significant benefits to the University community. We are confident that this new partnership will result in the following benefits to students, faculty and staff:

✓ Price stability: beverage prices will remain stable for three years,
✓ Both cans and bottles will be available for purchase on campus,
✓ 100 new beverage machines will be installed,
✓ More juice and water machines will be available,
✓ All snack machines will be replaced with new machines,
✓ Buck ID readers will be installed on many beverage and snack machines,
✓ New program initiatives proposed: health and recreational programs, artistic and cultural events, and leadership opportunities, and
✓ Partner – sponsored promotional events and “give-aways.”

Negotiations are still in process for finalizing the contract. It is expected that the final contract will assist the University in continuing to achieve academic excellence, enhancing the student experience, and broadening resources available to Ohio State, consistent with directions set by the Board of Trustees.

We expect the transition with our partners to begin around July 1, and be complete by the early part of September. Questions regarding implementation during this transition period should be directed to Joanne Markiewicz, Director of Purchasing, Receiving and Stores at 688-8200.

c: William Kirwan
   Richard Sisson

Please see reverse side for media release
COCA-COLA AND OHIO STATE SIGN SPONSORSHIP AGREEMENT

COLUMBUS -- A 10-year agreement, valued at approximately $30 million, was announced today (11/9) by The Ohio State University and Coca-Cola.

The agreement, retroactive to July 1, 1998, and running through June 2008, makes Coke the official beverage provider for the Columbus campus. In return, Coca-Cola will provide cash, services and products that will be used for a wide range of academic and student activities.

"We are very pleased with this contract," said President William E. Kirwan. "Coca-Cola has a long history of commitment to Ohio State, providing support for university programs for over 70 years. This agreement will generate further benefits for our students, faculty and staff. Because our students are the greatest consumers of Coca-Cola products, we will ensure that they are the ones who derive the most benefit from this agreement."

Revenue from the agreement comes primarily from commissions from vending machines on campus and from royalty payments from Coca-Cola. Included in the value of the agreement are noncash contributions such as donations of soft drinks and other products, and services such as student internships and a distinguished speakers series.

Now that the contract has been signed, the university will design a decision-making system that will determine the ultimate use of much of the revenue. Some commitments of funds already have been made, however. Units which received income from vending commissions prior to the exclusive contract will continue to receive that funding. Money brought in over and above the pre-contract level will be allocated through the Office of Student Affairs and the Office of Academic Affairs.

According to David Williams II, vice president for student and urban/community affairs, plans are to use Coke income to assist in funding construction of a new student recreation center and in renovating the Ohio Union. Student organizations and activities are also expected to benefit, primarily through product donations and other in-kind support.
Edward J. Ray, executive vice president and provost, said examples of Academic Affairs programming that could benefit from Coca-Cola income include, among others, academic computing, recruitment and retention of a diverse group of outstanding faculty and students, the Honors & Scholars Program, and International Studies.

Also included in the total value are commitments from Coca-Cola for specific funding of these Ohio State initiatives:

- The University Honors & Scholars Program.
- The Critical Difference for Women program, which provides scholarships and grants for women returning to college.
- Internships and career development, offering 50 paid internship opportunities over the course of the agreement to work at local, national and international Coca-Cola offices.
- A recycling program, including new collection containers and a project management plan.
- A new scholarship fund -- the Coca-Cola Bottling Company of Ohio Scholars Program -- to provide scholarships for Ohio high school seniors who will attend Ohio State.
- A new speakers series bringing 25 notable persons to campus over the next nine years.

Coca-Cola will also contribute toward community service activities such as Make a Difference Day, and provide in-kind support for educational conferences and international programs.

"As a local business, based out of Columbus, we take great pride in our ongoing relationship with Ohio State," said Bob Mietz, vice president, Coca-Cola Bottling Company of Ohio. "With this extended agreement, we helped map out a comprehensive plan to generate funding for major university projects and to ensure that beverage sales contribute to student programs for many years to come."

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Contacts: David Williams II, vice president for student and urban/community affairs, (614) 292-9334

Kim Price, The Coca-Cola Co., (404) 676-4942
Lee Scott, Coca-Cola Bottling Co. of Ohio, (517) 322-7402
GLBTIA Awareness Week Has A Number Of Events That Will Be Taking Place During The 17-29. Please See The Front Page Of This Newsletter For More Details, Or Call Sile Singleton At 292-6200.

The Taste Of OSU Will Take Place In The Exhibition Gym of Larkins Hall, From 6-9 pm. Please See The Front Page Of This Newsletter For More Details Or Contact Kim Diehl At <diehl.36@osu.edu>.

The Winter 2000 Martial Arts Expo Will Take Place in the Ohio Union from 5:00 until 9:00 pm. For Additional Information, Please Contact Kevin White at 268-2201.

African-American Student Services Will Be Hosting the United Black World Kickoff Reception at the Hale Center. For Additional Information, Please Call Ethnic Student Services at 688-4988.
Coca-Cola is kicking off the year 2000 by continuing to assist campus and student organizations in coordinating their events.

This January, the Taste of OSU, hosted by the Office of International Education, is one of the many different events that Coca-Cola is supporting across campus for students, faculty, and staff. Similar to the Diversity Festival that took place during Homecoming weekend at Mirror Lake Hollow and Browning Amphitheatre on South Oval, Taste of OSU is “an international festival,” offering “cultural music and food,” said Kim Diehl, an event coordinator for the Office of International Education.

“Last year there were more than 1000 people” in attendance for Taste of OSU, said Diehl. Aside from the Office of International Education sponsoring this event, it is also supported by the nationality clubs on campus.

Taste of OSU takes place from 6:00-9:00 p.m. in the Exhibition Gym in Larkins Hall, on Friday, January 28th. There will be a .50 admission charge. For more information, contact either Kim Diehl at diehls6@osu.edu or Wayne Yu at yu.148@osu.edu.

Beginning January 17th, and lasting until January 29th, GLBTIA (Gay Lesbian Bisexual Transgendered Intersexed and Ally) Awareness Week will be taking place on the OSU campus. This event, in its 11th year, was expanded last year to last for two weeks instead of one.

Several of the programs will be taking place every night during the two weeks. Those include the Awareness Week Exhibit, The Residence Life Initiative, and UNITS television programming.

The Awareness Week Exhibit will be available for the OSU community to view at the Exposures Gallery, on the second floor of the Ohio Union. This exhibit presents “creative works by the GLBTIA community,” said the Office of Student Gender and Sexuality Services. The Gallery will be open from 8 am to 9 pm.

In selected halls, the Residence Hall Initiative will provide information sites that include the event calendar for the GLBTIA Awareness Week programs, office information, educational resources, stickers, and this year’s ally pin. These sites will be open from 5-6:30 pm in the main lobby of the selected halls.

For those in the OSU community with UNITS Television Programming, GLBTIA movies will be playing during Awareness Week. Check your UNITS TV Guide for further details.

“This event is open to anyone who wants to participate,” said coordinator for the GLBTIA Awareness Week, Sile Singleton. A calendar of the daily programs involved in this event is listed below, and look for daily calendars in issues of The Lantern for the two weeks. All events are free.

For more January event information, please see page 4.

**Calendar of Daily Programs for GLBTIA Awareness Week**

**Monday, January 17:** 16th Ave. Methodist Church; 10 am-3 pm  
Serving the Legacy: Out With Your Clothing  
Working with Project Open Hand to help with community service.
Highlights from Fall Quarter

Autumn Quarter, ’99 marked significant milestones for Ohio State, and Coca-Cola was proud to be a part of them. From Move-In to Finals Week, OSU and Coca-Cola worked together to bring a refreshing college experience to the students.

Even before the quarter began, students wanted to participate in community service all around Columbus. Community Commitment was a program organized by the Office of Student Activities and Undergraduate Student Government that served as “the students’ first opportunity to engage in service at Ohio State,” said Teniell Trolan, representative for the program. Coca-Cola was able to assist by funding advertising for the program in the Lantern’s Buckeye Bound edition.

The University Blood Drive also took place before Autumn Quarter officially began. After donating, participants in the drive received complimentary food and beverages, and Coca-Cola was on-hand to help refresh the donors.

The Turkish Student Association, with the Office of International Education, hosted the Turkish Earthquake Relief Dinner in order to raise funds to aid Turkey after the devastating quake hit this past summer. Coca-Cola was a supporter of the dinner to help send relief to Turkey.

On September 10, the University Staff Advisory Committee held its annual pep rally for staff appreciation. Brutus Buckeye was there, and so was Coca-Cola, to take part in this enthusiastic kick-off to the new academic year.

Coca-Cola also helped the Office of Student Activities kick off the new academic year during Welcome Week by donating product and volunteers to bring down the cost of the events.

Also during Welcome Week, Coca-Cola supported the Bazaar Bazaar by donating advertising for the event in the form of a banner and an ad in the Lantern. Product was also available for the estimated 500 people in attendance.

The Lane Avenue Park held its grand opening on October 1, and Coca-Cola was there to offer its support by providing Coke, Diet Coke, Sprite, and Dasani water to 300 members of the University and local communities.

Another grand opening celebration took place this past quarter: that of Tuttle Park Place, new home to shops such as Buck-I-Mart, Cop-Ez, Unicomp and Oxleys By The Numbers. Free Coke was provided to more than 250 students, staff, and faculty as they toured the new shops.

The Halle Black Cultural Center hosted its annual Thanksgiving dinner for members of the OSU community and for the public. Coca-Cola assisted with this program by donating beverages for the 250 to 300 people who may not have been able to celebrate Thanksgiving had it not been for the coordination of this event.

Everyone needs a break during Finals Week, and Coca-Cola was in the residence halls and on West Campus parking lots to help refresh the students while they studied for the exams.

To help introduce the glass 8-ounce bottle to a new year of Ohio State University students, and to give students a relief from the books, Coca-Cola donated 8-ounce Coke classic along with Papa John’s pizza during Finals Week.

Coca-Cola was able to assist many more events on campus this past quarter, including the West Campus Celebration, an event focused on providing commuter students with information about campus, the Graduate Student Welcome Picnic; the Men’s Initiatives Program’s Brother to Brother Orientation; the Sister Series, meetings that specifically address the issues that African-American women students face; Make a Difference Day, a program geared toward aiding in community service; various Homecoming events, including participation in building a float for the parade with OSU Business Operations.

If you would like to have Coca-Cola assist with your organization’s event in the future, please see page 3 of this newsletter for further information about donation guidelines.

Taking tradition into the new millennium

The shape for which Coca-Cola is best known is making a special appearance for the new millennium. Many students may not be old enough to remember when the 8-ounce glass bottle, made exclusively by Coca-Cola, was still around. That’s why it’s appearing again. Coca-Cola wants to bring the tradition and nostalgia of the 8-ounce bottle to the younger generation who haven’t had a chance to experience it.

The glass bottle will only be available for a limited time on campus throughout the month of January, 2000. Students can purchase these bottles for $5.99 each at the Mirror Lake Cafe and Buck-I-Mart. See page 3 of this newsletter for details on how to win a Spring Break trip at 8-ounce bottle display.
WIN WITH OSU & COKE!

THE GREAT B-BALL CHALLENGE

You can win a year's worth of FREE gas, Coca-Cola, and pizza! Look for the GREAT B-BALL CHALLENGE in the Columbus Dispatch and play for other great prizes as well. Visit your local Donatos Pizza or Shell Oil locations and get more information at the Coca-Cola displays. Runs now until March, 2000.

SURGE POWER PLAY

During men's and women's hockey home games, SURGE POWER PLAYS will be announced. If the Bucks score, a section of fans will receive a Surge Power Play coupon for a FREE 20 oz. bottle of Surge! Runs now until March, 2000.

POWERADE PICK-A-PUCK

During selected men's and women's ice hockey home games, contestants will try to find the lucky POWERADE PUCK. Winners will receive OSU/Powerade merchandise. Runs now until March, 2000.

BLOCKBUSTER VEND AND WIN

Look for the winning sticker on specially-marked cans and 20oz. vended bottles of Coca-Cola classic for the chance to win a $5.00 BLOCKBUSTER GIFT CARD! Just mail in your winning sticker and receive a Gift Card for use at any Blockbuster location! Runs now until February, 2000.

Want Coca-Cola to help your organization with its next event? HERE'S HOW:

In accordance with Ohio State's guidelines for donations, please follow these instructions:

- A donation request form must be completely filled out. Request forms are available at 33 W. 11th Ave., or call 292-9334.
- The donation request form must be turned into the Vice President of Student Affairs two weeks prior to the event.
- The group must be a registered student organization or department office at Ohio State. If the group is an outside group, it must be performing a function that is directly benefiting students, faculty, and staff.
- The event must be on or extremely close to campus.
- Please return any unused product.

Here's what your organization can receive:

- donated beverages up to one per person. In the event of an all day event, more than one beverage per person will be considered
- 1/4 page ad in the Lantern
- banners to use for advertising
- assistance in event planning
Still no word on future of Coke money

By Andy McBride
Lantern staff writer

The end of another quarter has arrived, and there is still no decision on exactly where the funding given to Ohio State by Coca-Cola Inc. will be allocated.

The 10-year contract was signed late Winter Quarter, said Ron Meyers, president of the Council of Graduate Students. The deal gives OSU at least $10 million, with additional funds to come in the future.

In December, Eric Busch, assistant vice president for student affairs, said that most of the money was sitting in an interest-bearing account.

"We hope to have the decisions made before much longer," Busch said. Five months later, there is still nothing.

USG President B.J. Schuerger said it will likely be Autumn Quarter or later before any allocations are made.

"Various departments and the student governments are putting in proposals for what they would like the money to be used for," Schuerger said.

He pointed out that the purpose of the money is to benefit the student body, and to help the university.

Schuerger has been lobbying for undergraduate students to receive the majority of the benefits reaped from the money.

"One of the areas we are looking for money is non-alcoholic events and speakers," he said. He said that he is optimistic that the money will go to the undergraduates.

"We are the 40,000-plus here at the university. We are the reason Coke is here in the first place," Schuerger said. "We are the students who are pumping the majority of the money into the product, therefore I believe the majority of the benefits should come back to the students who are the reason that Coke is here."

Meyers said he too has been working hard to see that the money benefits the students. However, he said he isn't convinced that all of the money will be used for that purpose.

"We are looking at using a small part of the funds to help graduate students go to conferences to present their research," Meyers said.

Meyers also likes the Beverage Marketing Fund, a program where Coke has offered to serve free Coke products at certain university events. He mentioned that there will be internship opportunities for OSU students to work with Coke.

Each section of the student body, along with certain departments, is being represented at the meetings involving the Coke funding. Some of the allocations will be made over the summer.

Schuerger pointed out that the money can't be utilized until July 1, when the contract goes into effect.
Fog clearing for future of Coke contract cash

By Elizabeth N. Smith
Lantern staff writer

Ohio State’s 10-year contract with Coca-Cola raised financial questions from the campus community, and answers are now being promised.

"I think people should feel free to ask questions about the contract and get straight answers," said Executive Vice President and Provost Edward J. Ray.

After competitive bidding from both Coke and Pepsi, OSU signed a $30.3 million vendor contract with Coca-Cola on October 1998, giving the soft drink giant exclusive vendor rights to the OSU campus.

The terms of the contract were put into effect July 1, 1998 with the anticipation of a successful negotiation.

Over the next 10-year period, a projected $16.5 million will be distributed to the original units that combined to develop a single contract. $2 million will be designated to support such programs as the Critical Difference for Women Program, the Coca-Cola Honors Enrichment Program and the Coca-Cola Scholars Program.

The amount of money assured by the 10-year contract will also include another $6.6 million of in-kind support for the university, including educational conferences and lectures from prominent speakers.

OSU received $11.5 million in up-front money in November 1999, but as much as $3.9 million of that amount could be required for taxes. The university has been advised to hold that amount in reserve, leaving $7.9 million to be allocated.

Although there are uncertainties about where and how much of the $7.9 million will be distributed, there is a "memorandum of understanding" that was adopted in November of 1997 stating that no more than one-half of the available cash would be spent in the first year and that recommendations for spending two-thirds of the money would come from Student Affairs and one-third from Academic Affairs. It was also agreed that the money should be used to provide direct benefits to students.

According to Ray, negotiators are in the process of discussing the best uses for the up-front money and he has selected recommendations from the leaders of the three student government, the Office of Student Affairs and from the deans of undergraduate and graduate studies.

"I expect to share my recommendations with them and all other interested parties before the board is asked to approve proposed uses for the funds," he said. "I do not think anyone should feel that they were not able to participate in the process by the time we wind things up."

"Provost Ed Ray has done an excellent job in including us in recommendations for the money," said USG President Robert "BJ" Schrueger. "I'm very pleased."

Ron Meyers, President of the Council of Graduate Students, said that one of the major catalysts that increased student involvement in the distribution of the Coke funds was the Council’s December 30, 1999 letter to Bill Shirkuti, senior vice president of business and finance, stating that they wanted some input and a record of the accounting involved with these funds.

Meyers also said that Provost Ray has made a great effort to get their recommendations, but that they would like to see the process move forward quickly so that student programs can rapidly be funded to benefit students.

Recommendations will be taken to the Board of Trustees for consideration no later than the August Board of Trustees meeting. Final decision-making regarding the use of the up-front funds rests with the Trustees.

"It is my responsibility to make recommendations to the President and, if he supports these recommendations, to the Board of Trustees," said Provost Ed Ray.
For release

August 30, 2000

Coca-Cola partnership will benefit Ohio State students

Funds will promote diversity, academic excellence and the student experience

COLUMBUS – Ohio State’s Board of Trustees today approved the use of $8 million in royalties from Coca-Cola’s 10-year contract with The Ohio State University that will be spent strategically on student programs and initiatives designed to improve the university’s academic excellence, promote diversity and enhance the student experience.

Ohio State President William E. Kirwan said more than half the revenues of the contract will be directed toward student activities. Line items include a fund to be spent in consultation with student groups on speakers and events; funds to support diversity initiatives; additional monies to renovate Larkins Hall, the student recreation center; and endowments for student governments, Ohio State’s study abroad program and implementation of proposals to improve Greek life.

“WE’re pleased to partner with Coke in developing programs that will directly benefit our students,” Kirwan said. “With much of the money being placed in endowments, the funds will grow beyond their currently specified amounts and will help fund many student activities over time.”

Edward J. Ray, executive vice president and provost, said the programs chosen are of great interest to the university’s student population while also meeting strategic goals of improving diversity, academic excellence and the experience students have on campus.

“We want students to benefit from this agreement on all levels – as quickly as possible and for as long as possible,” Ray said.

The university and Coke announced the more than $30 million agreement late last year. Retroactive to July 1, 1998, and running through June 2008, the contract makes Coke the official beverage provider for the Columbus campus. In return, Coca-Cola provides cash, services and programs that will be used in a wide range of academic and student activities.

While essentially all of the $30 million will fund student activities, Ray said the $8 million currently allocated is derived from the royalty fee Coke pays for its association with Ohio State.
Another approximately $13 million will be derived from commissions on vending machines, which go to the university’s general fund and auxiliary units. And Coke has promised in-kind contributions of $3.6 million to support speakers, internships and events.

In addition, Coke has a specific interest in providing funds for certain programs, such as Critical Difference for Women, which will receive $1.2 million over the life of the contract; the university’s Scholarship Program, which will receive $500,000; the Honors Program, which will receive $300,000; and $50,000, which will go to the Ohio State Medical Center over the next 10 years. The remaining $4 million in the contract will be held in reserve to be distributed at a later date, consistent with university policy of effectively managing previously unbudgeted funds.

The royalty fees will be distributed as follows:

**Office of Student Affairs – $5.4 million**

- A $1.5 million endowment to be used by the student governments – $1 million to the Undergraduate Student Government, and $500,000 to be shared by the Council of Graduate Students (CGS) and the Inter-professional Council (IPC).
- $2 million for the Larkins Hall and Ohio Union renovation projects, which are heavily used by students.
- $100,000 for diversity initiatives.
- $500,000 for programs in support of the Greek Life Task Force proposals. Most of this money will be placed in an endowment.
- $450,000 for programs and events. $400,000 for student affairs assessment to conduct student-centered research directed toward improving programs and services.
- $200,000 to living-learning programs on campus.
- $100,000 for the Ohio State Parents’ Association.
- $150,000 in an endowment for study abroad programs.

**Office of Academic Affairs – $2.7 million**

- $1 million in an endowment for academic programs in diversity.
- $1 million for instructional technology.
- $300,000 endowment for CGS and IPC academic-oriented activities.
- $400,000 in seed money for diversity initiatives.
The Coca Cola Contract

Academic Affairs Distribution ($2.7M)

- Seed money, diversity initiatives ($400,000)
- Endowment, CGS/IPC academic-oriented activities ($300,000)
- Endowment, academic programs in diversity ($1M)
- Instructional technology ($1M)
The Coca Cola Contract

Student Affairs Distribution ($5.4M)

- Student-centered research ($400,000)
- Parent Association ($100,000)
- Endowment, Study Abroad ($150,000)
- Programs in support of Greek Task Force proposals ($500,000)
- To be determined in consultation with student groups ($450,000)
- Living Learning Programs ($200,000)
- Endowment for student governments ($1.5M) ($1M USG, .5M CGS/IPC)
- Larkins Hall and Ohio Union renovation ($2M)
- Diversity initiatives ($100,000)