

June 1996 Rider Memo

Date: June 10, 1996
To: Odyssey 2000® Registered Riders
From: Tim Kneeland & Associates, Inc. (800) 433-0528 or (206) 322-4102
Re: Leap-years, Millennium beginnings, Web page, Sponsorships

Odyssey facts

- As of today, we have 270 folks registered.
- We're up to 40 couples.
- The gap between women and men is narrowing, with only 6 more women than men.
- The average age will still be 48 when we leave LA on 1/1/2000. The age range will be from 12 (the exception made because both her parents will be along) to 81. The oldest is from Florida.
- In 2000, the age grouping will be as follows: 80's = 1 rider; 70's = 6; 60's = 38; 50's = 78; 40's = 75; 30's = 42; 20's = 18; and 5 will be under 20 (all accompanied by parents). The total is less than 270 because we are missing a couple of birthdays.
- We will have 284 birthdays (250 riders and 34 staff) while on Odyssey. Specifically: Jan = 20; Feb = 15; Mar = 22; Apr = 26; May = 26; Jun = 18; Jul = 16; Aug = 30; Sep = 25; Oct = 25; Nov = 26; and Dec = 14. We are exploring the idea of celebrating birthdays once a month.
- We have 3 generations in one family signed up: grandmother, daughter and son-in-law, and 2 sons.
- Odyssey occupations cover the spectrum of careers and jobs. Currently we have 27 teachers, 18 students, 13 engineers, 7 doctors, 6 attorneys, 2 dentists and one bike messenger registered. Sometime later, will be sending out a questionnaire to capture lots of details about who we all are.

Leap-year and millennium questions

Recently, a couple of riders have called and challenged our "claim" that the year 2000 is a leap-year and that the millennium starts on January 1, 2001. They site knowledgeable friends as the source of doubt. TK&A has, of course, known from the initial planning stages of Odyssey that there will be 366 days in 2000 and that the millennium does not start on Jan. 1, 2000, even though most will consider 2000 the year to celebrate.

However, for those needing documentation from a higher authority (just under Divine resources), we have enclosed the Royal Greenwich Observatory Information Leaflet No. 52: 'The Year AD 2000' for your files. We took it off the web. Its URL is printed at the top of the page for those interested in such things.

Please keep it posted to your refrigerator for quick retrieval when asked if TK&A has its facts straight!

TK&A has a new Web page

Check us out @ <http://www.kneeland.com/timtka/>. Thanks, Les, for a job well done. Watch for updates.

Sponsorship

Each day brings new opportunities to explore the philosophical, psychological, physiological and logistical aspects of Odyssey as we speak with riders, inquiries, vendors, travelers and global resource

people. These conversations provide plenty of ideas and thoughts to sift through; many good ones promising to add to the Odyssey experience and others better suited for another adventure.

As we evaluate these various bits of Odyssey input, we try to anticipate the overall impact of each idea or suggestion on Odyssey 2000®. This is no easy task, but an important part of TK&A's responsibility.

Though Odyssey was designed as a self-funding event, TK&A has always planned to involve corporate sponsors as "partners" in making Odyssey more successful. The right sponsor or sponsors can enhance media involvement, provide product, organize receptions and special events in countries where they have operations, build vehicles to our specs, air freight our vehicles, build a state-of-the-art communications center, etc. Though we are not promising any of these things, we know sponsors can add many positive benefits to Odyssey.

The process of attracting and negotiating with potential sponsors may take a couple of years to finalize. Then, making sure that both the sponsor's and Odyssey's expectations are met will require a fair amount of time and flexibility, from the time a sponsor signs on through the completion of Odyssey. Our initial read of sponsorship possibilities is very encouraging and we expect to attract several international companies to participate. We are, of course, excluding tobacco as a possible sponsor.

A few Odyssey participants have inquired about approaching companies to underwrite some of their individual expenses. This is a very sensitive area and cannot be pursued until TK&A finalizes its corporate sponsorship programs. You can appreciate the conflict we will face if an individual rider promises to wear a Pepsi shirt around the world if Coca Cola is an Odyssey sponsor. If for some reason you foresee a problem with this, you'd better discuss the particulars with TK&A (ASAP) to save everyone a good deal of embarrassment.

As the year 2000 approaches and Odyssey becomes better known, you may find yourself approached by a company or individual promising you product or cash in exchange for promoting their goods while you are participating in Odyssey. This is considered a form of "ambush marketing" and dilutes the value of any official sponsorship associated with Odyssey. This, of course, would have an extremely negative effect on Odyssey and will not be acceptable in any form.

As our Odyssey sponsorship program develops, we will keep everyone informed and clarify issues as they come up. If you have any questions, please give us a call.

WWIII™ (Wheeling Washington III™)

If you've got the time and \$450, we have an extraordinarily beautiful event for you, WWIII™. The response has been fantastic and it looks like we will have 200 to 300 riders participating. Mark your calendars from August 11 to 17 and have a ball with several other Odyssey riders. Checkout the enclosed brochure for more details.

Ride cross-country

Even though time is hard to find, if possible, try to schedule one of our cross-country riders in 1996, 97 or 98. Traveling for 48 days will give you a good feel for being part of a mobile community and will be excellent training for Odyssey. We have enclosed Southern Cross Bicycle Classic™ and next year's Coast to Coast Bicycle Classic™ information for your files.