



**EUROPEAN SPONSORSHIP
ASSOCIATION**

Sponsorship Presentation

**to 7th Plenary Meeting of
EC Alcohol and Health Forum
18th November 2010**

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Ferran Juncar – Sponsoring Director, Dorna / MotoGP

www.sponsorship.org



INTRODUCTION TO ESA

- **The European Sponsorship Association (ESA) is the voice of the sponsorship industry across Europe.**
 - Established since 1990
 - Members across Europe from sponsors, rights holders, consultancies, associated research and professional firms, and affiliates linked to sponsorship
 - Aim to set standards in sponsorship, with education and representation of the members
 - Regular workshops, training and conferences
 - Annual ESA European Sponsorship Awards
 - Networking opportunities
 - Supporting continued professional development (CPD) through its ESA CPD accreditation scheme
 - Share of knowledge - providing industry information to its members
 - Links to various national sponsorship associations

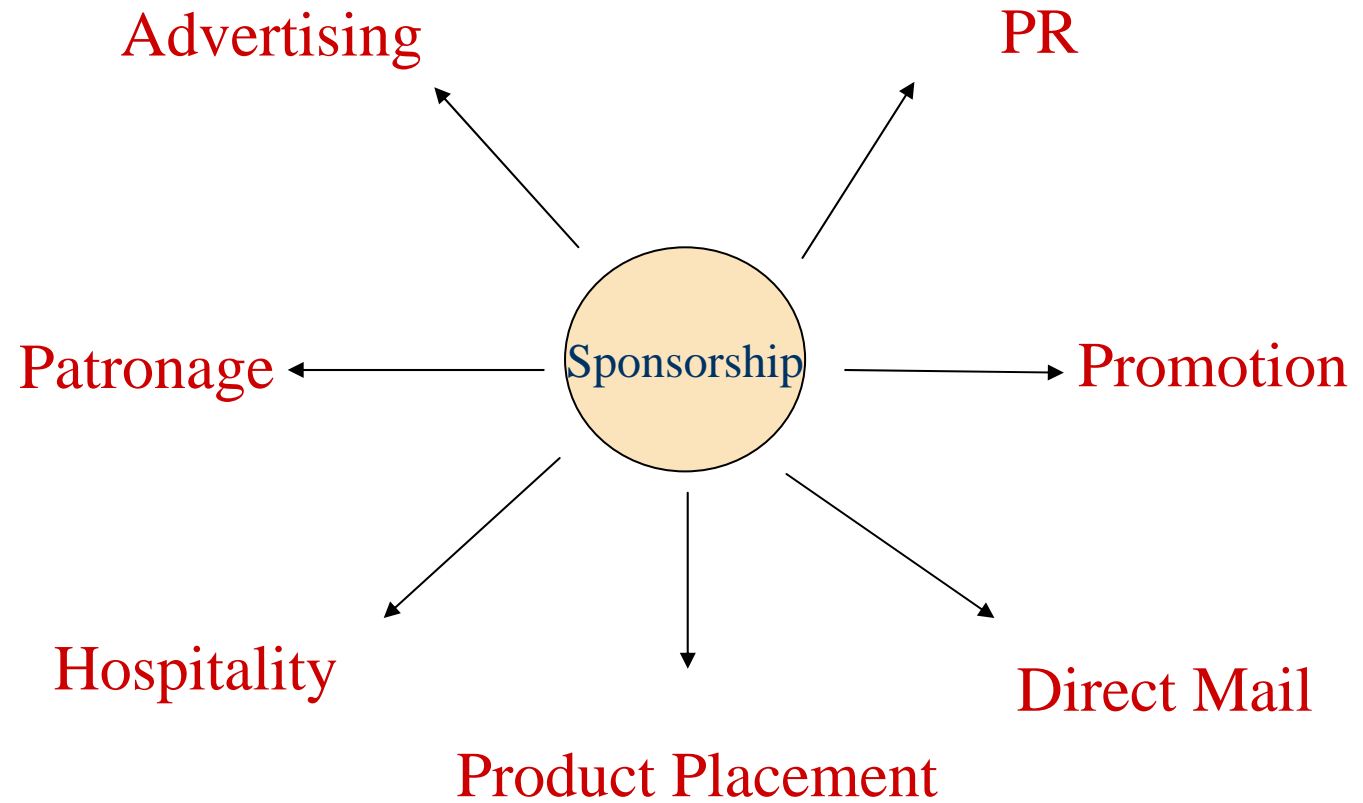


SPONSORSHIP DEFINITION

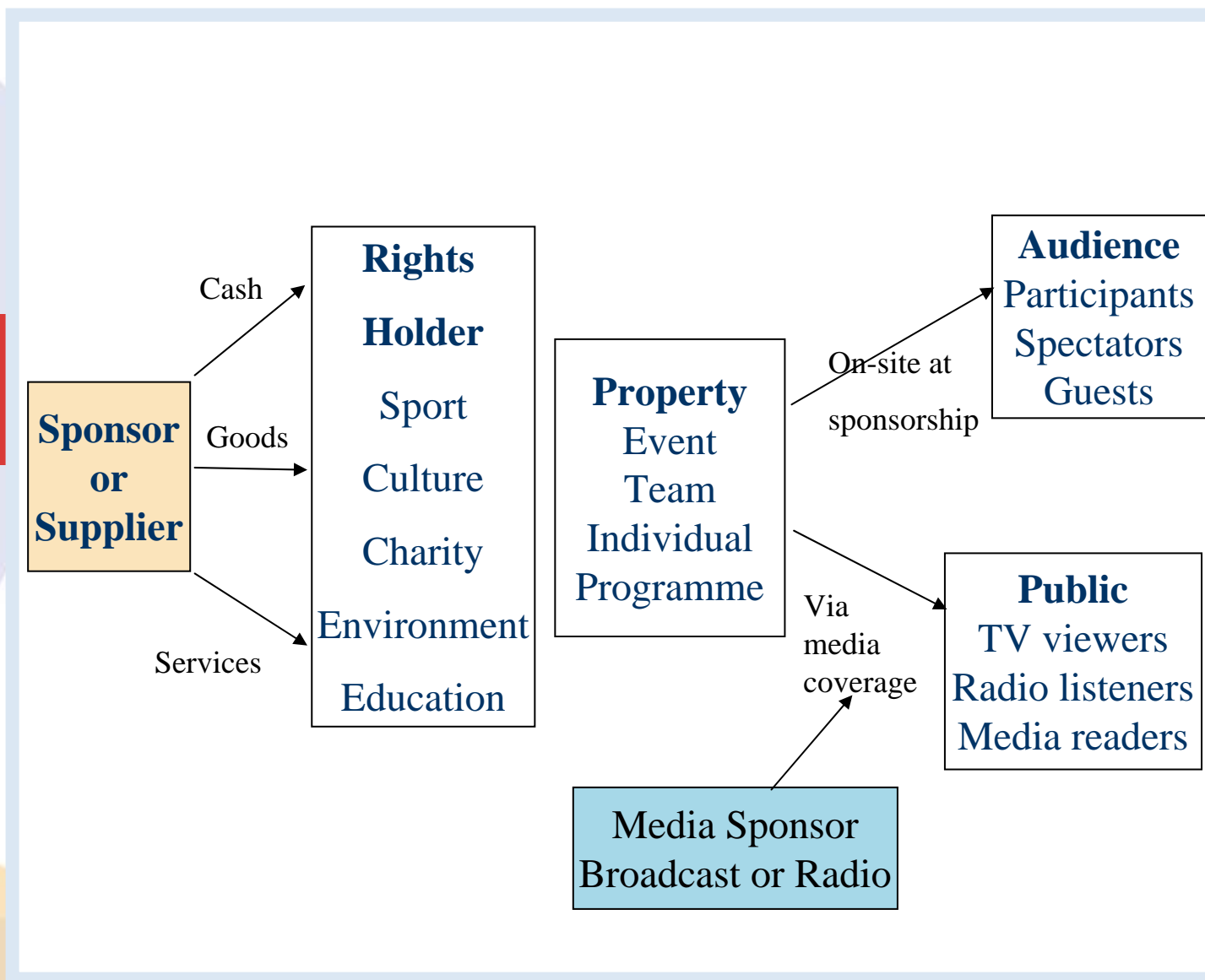
- **ICC (International Chamber of Commerce)
Code of Sponsorship (2003)**

Any commercial agreement by which a sponsor, for the mutual benefit of the sponsor and sponsored party, contractually provides financing or other support in order to establish an association between the sponsor's image, brands or products and a sponsorship property in return for rights to promote this association and/or for the granting of certain agreed direct or indirect benefits.

**SPONSORSHIP
AS PART OF
MARKETING**



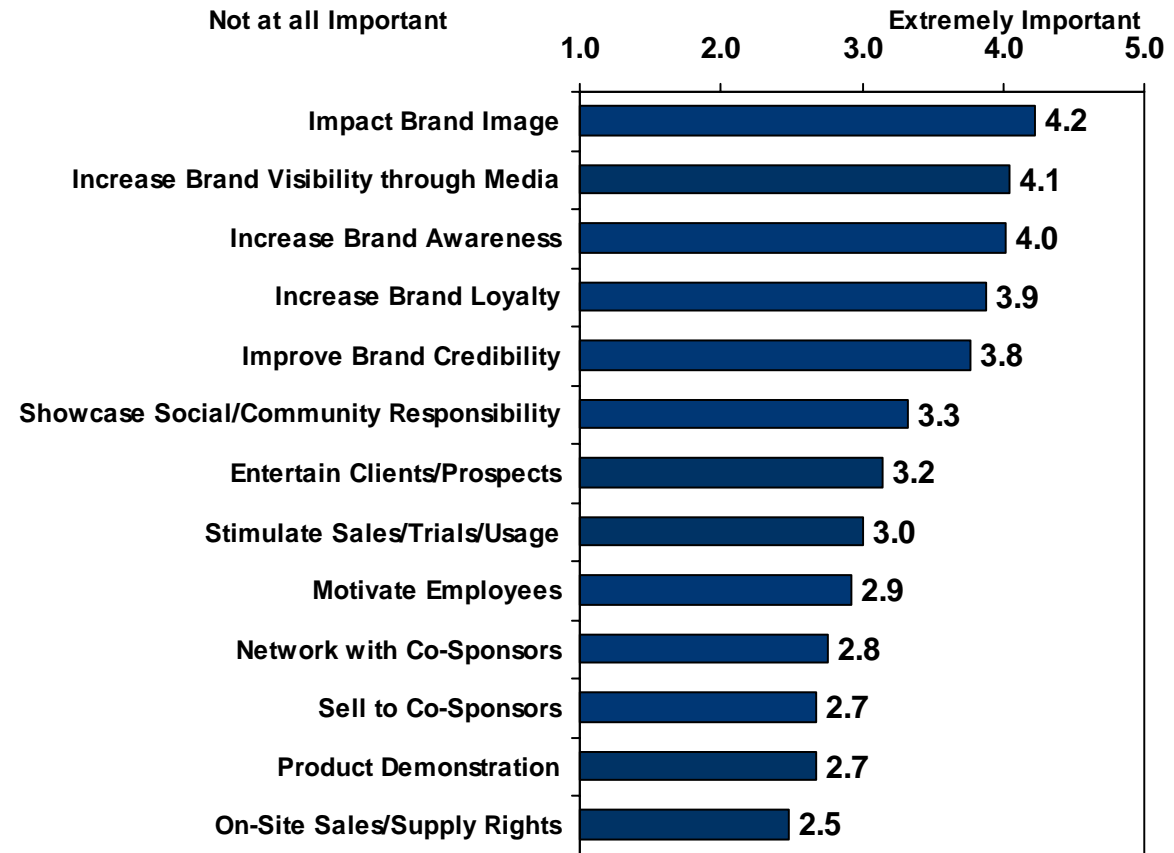
**HOW
SPONSORSHIP
WORKS**





**SPONSOR
OBJECTIVES**

Sponsorship Objectives of Sponsors

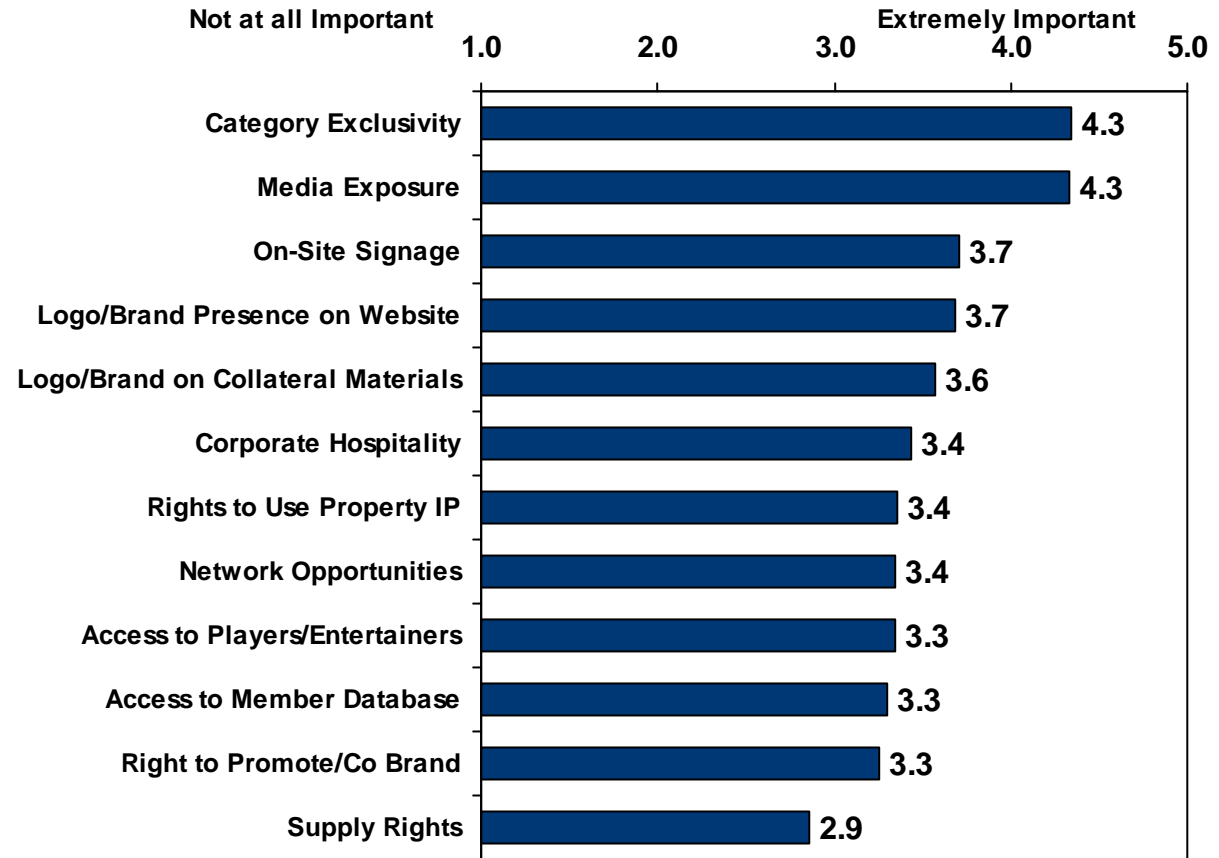


Source: SMS/ESA European Sponsorship Survey 2007



**SPONSORSHIP
BENEFITS**

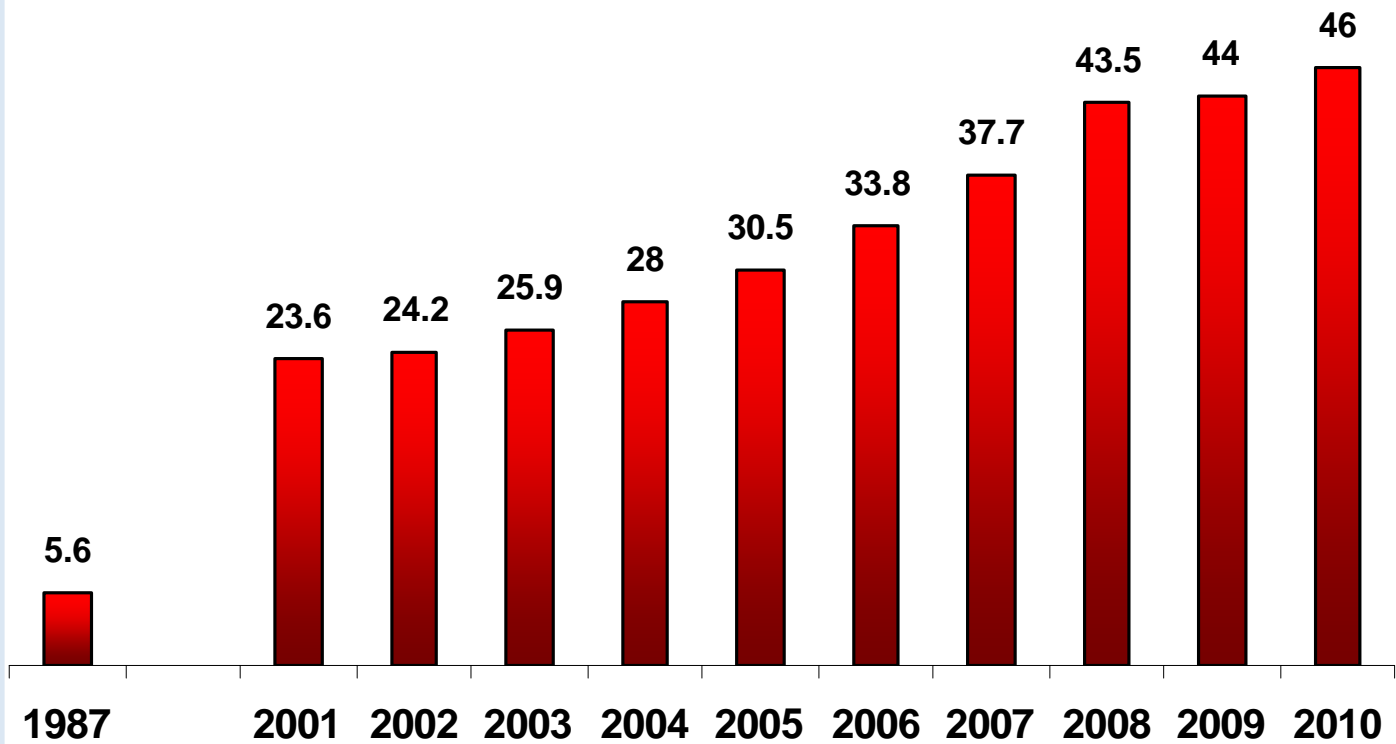
Sponsorship Benefits sought by Sponsors



Source: SMS/ESA European Sponsorship Survey 2007

**GLOBAL
SPONSORSHIP
MARKET**

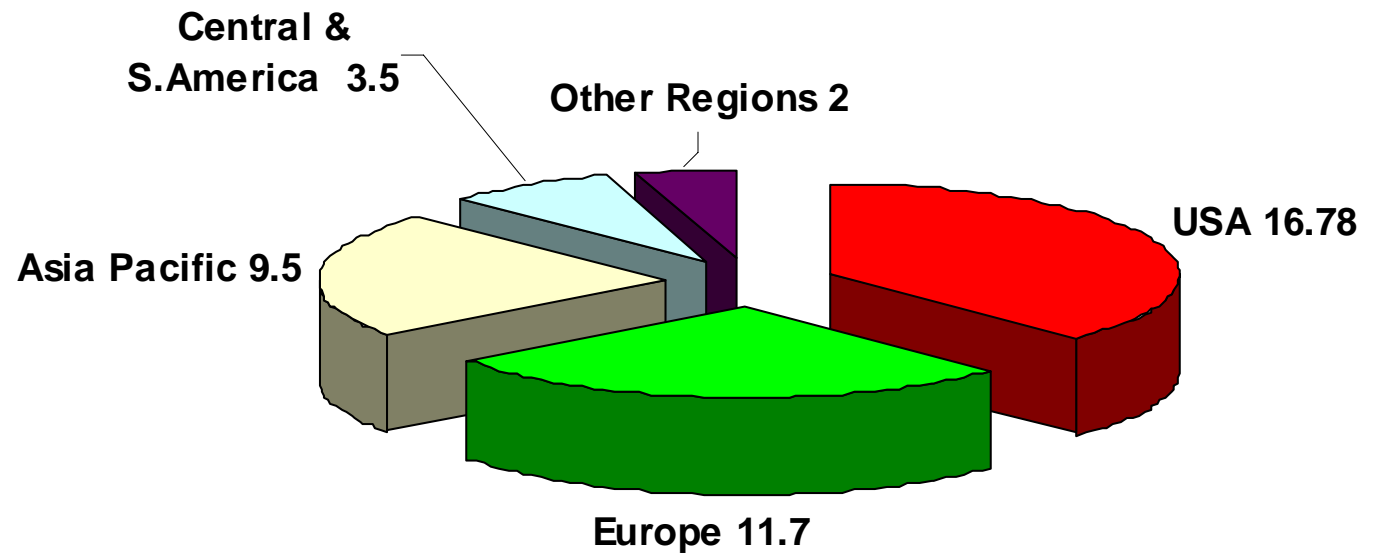
Global Sponsorship Rights Spend \$USb. 1987-2010



Source: IEG/ WARC/ Zenith Optimedia

**BREAKDOWN
OF GLOBAL
SPONSORSHIP**

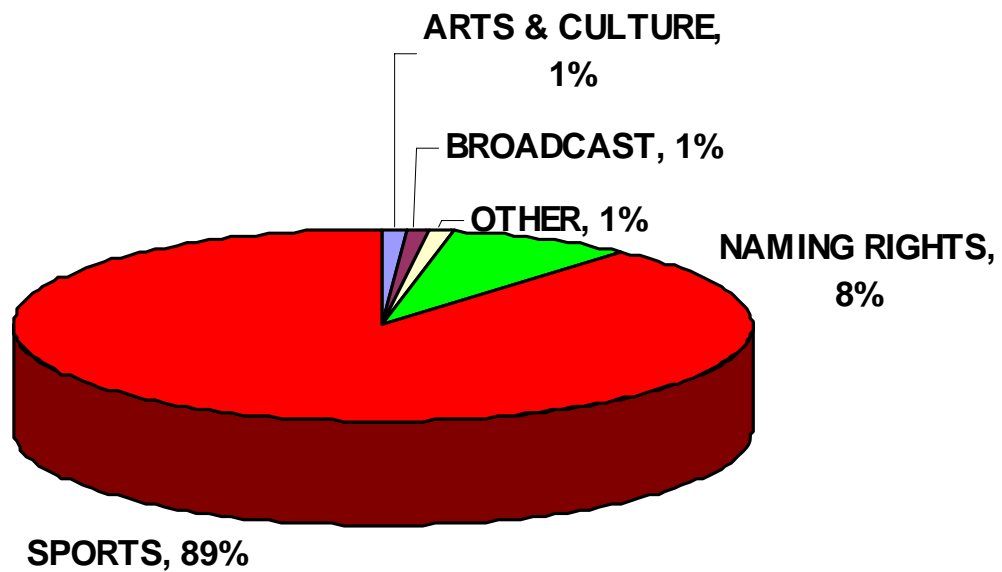
Worldwide Share of Sponsorship 2009
\$US billion



Source: TWSM Annual Review 2008

**SHARE OF
REPORTED
SPONSORSHIPS**

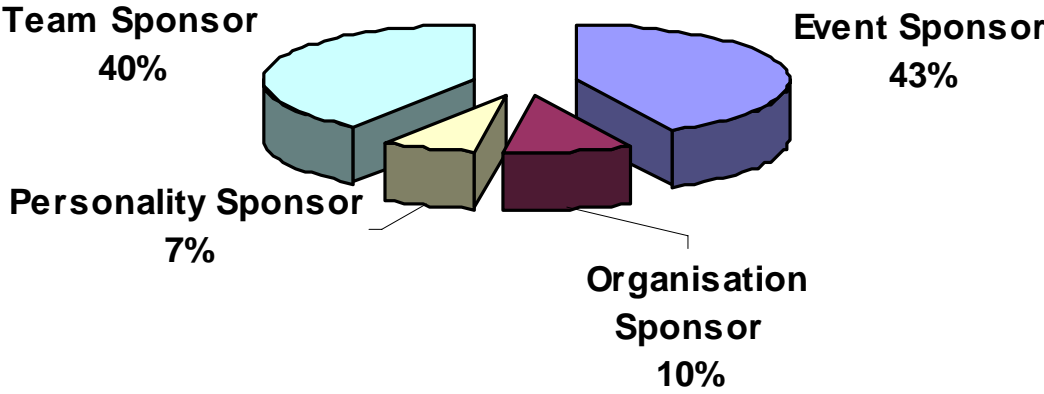
Share of Reported Deal by Category 2009
in % total committed investment



Source: TWSM Annual Review 2009

**TYPE OF
REPORTED
SPONSORSHIPS**

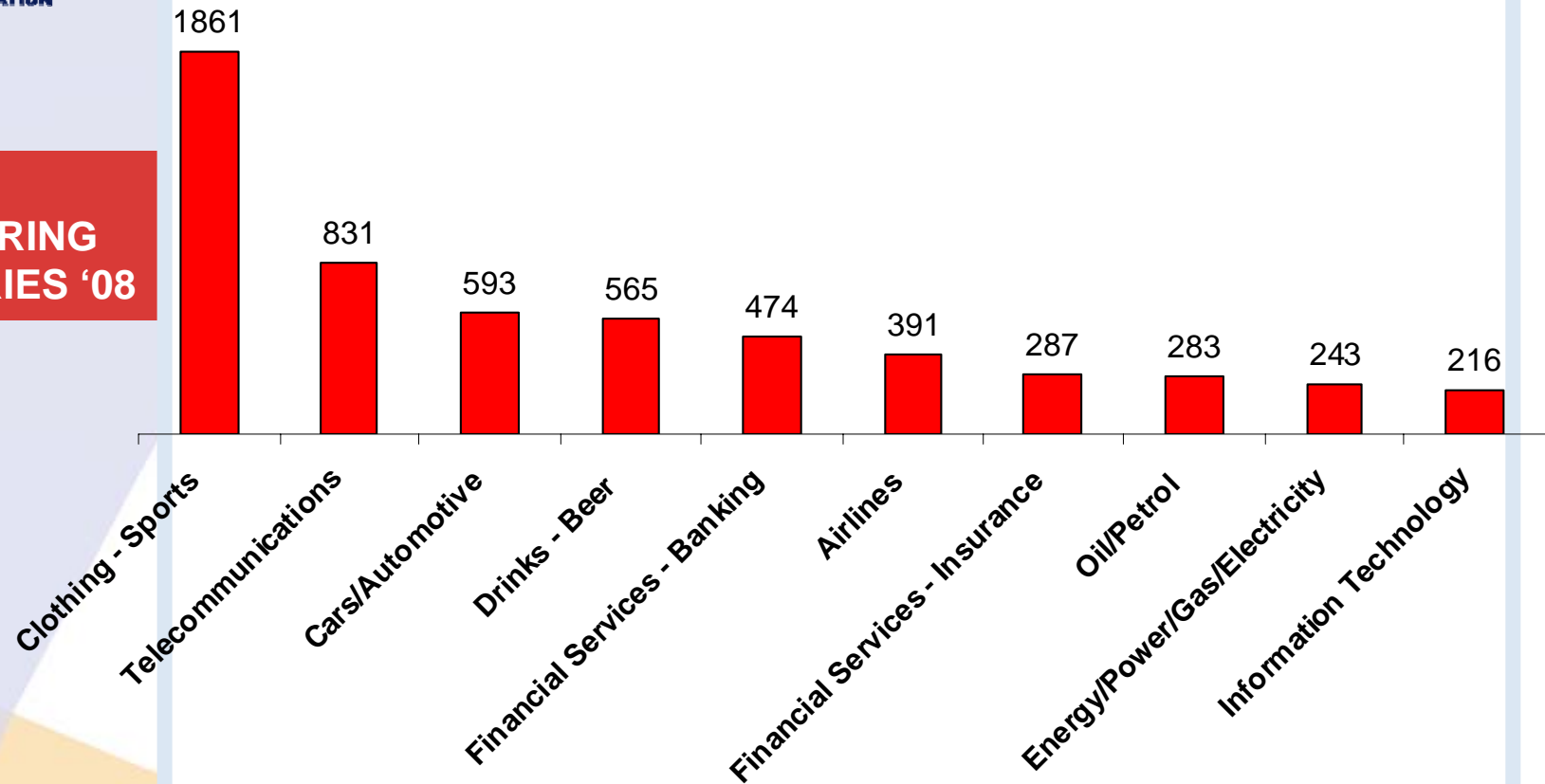
Share by Type of Sponsorship 2009
number of deals



Source: TWSM Annual Review 2008

**TOP 10
SPONSORING
INDUSTRIES '08**

Top 10 Spending Industries in Total Reported Value 2008 \$m.

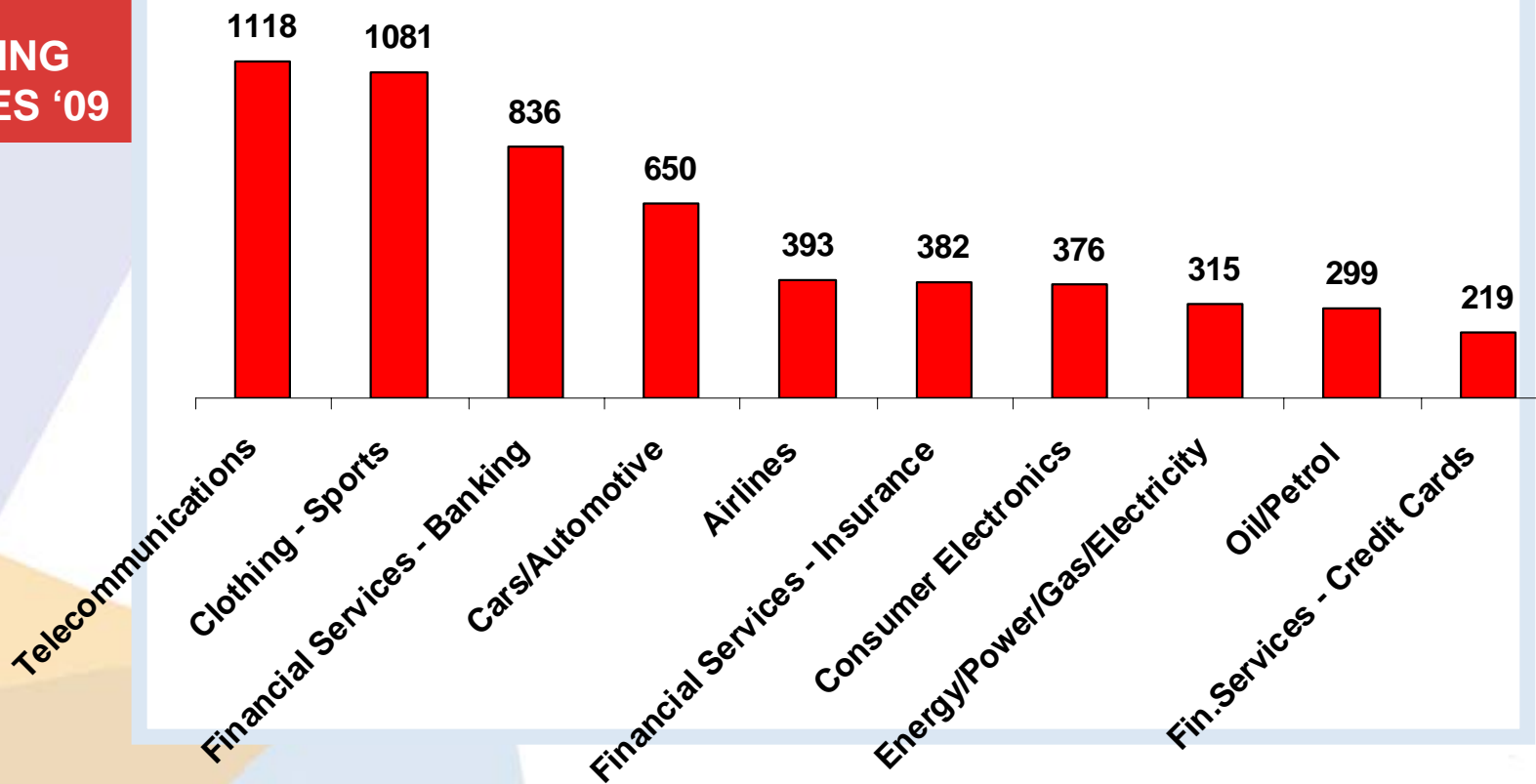


Source: TWSM Annual Review 2008

**TOP 10
SPONSORING
INDUSTRIES '09**

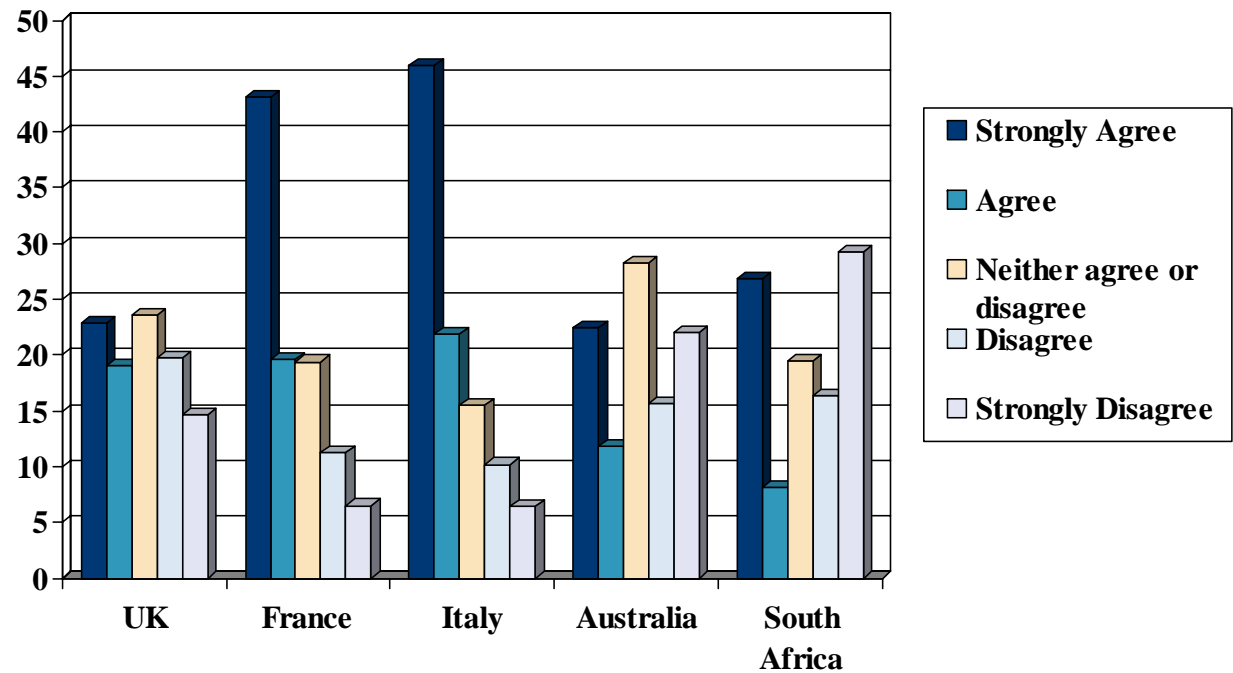
Source: TWSM Annual Review 2008

Top 10 Spending Industries in Total Reported Value 2009 \$m.



**PUBLIC
PERCEPTION**

**Public Perception Survey
“Sponsorship by an Alcohol Company is Acceptable”**



Source: Comperio Research 2007



**EC ALCOHOL &
HEALTH
FORUM**

- **Membership from the Advertising Process**

- Economic Operators
- Advertising Agencies
- Media (TV, publishers)
- the Advertisers
- the Organisers
- the Display Medium

- **Membership from the Sponsorship Process**

- Economic Operators
- Sponsorship Agencies
- *Rights holders*
- the Sponsors
- the Organisers
- *the Event / Property / Venue*

➤ **ESA represents all parties involved in sponsorship**



ESA's 1ST COMMITMENT

- **An online survey developed for distribution to a range of sponsorship rights holders around Europe (sports governing bodies, major event/tournament organisers, cultural venues etc).**

- **The aim of the survey**
 - Gain better data on the views, rules, policies, case histories, and /or contractual obligations that the rights holders might have relating to alcohol sponsorship.
 - Use this data to understand what variation of self-regulation already exists due to rights holders imposing their own parameters on alcohol sponsors
 - View opinions on current legislation and regulations on alcohol sponsorship
 - Assess willingness to support responsible drinking campaigns and own self-regulation in future
 - Analyse this data to draw out any key learnings and explore potential follow-up action



INDEPENDENT SURVEY

- **Process**

- Dec '07 Appointed independent specialist sports and entertainment research agency Comperio (part of the IMG Group)
- April '08 On-line survey of 22 questions developed to sample rights holders across Europe
- Sept '08 Distribution through ESA members, mailings, publicity, website links, reminders etc
- Jan '09 Analysis of responses
- Mar '09 Publication of findings

- **Outcomes**

- 238 responses were recorded
- Respondents in a wide range of European countries including the UK, Portugal, France, Germany, Spain, Hungary and The Netherlands.
- The margin of error of this sample size at a confidence level of 95% is: +/- 6.3%.

- **Full survey results** published at:

<http://www.sponsorship.org/freePaper/alcoSurveyFull09.pdf>

**SURVEY KEY
FINDINGS - 1**

- **Current situation**

- Self-regulation is commonplace within rights holders
- This ranges from a total ban on alcohol sponsorship to partial bans (eg on spirits but not beer or wines)
- Decisions are made on a case-by-case basis, depending on variables such as the age of the target audience of the event and ethical / healthy lifestyle commitments of the sponsor and event.

- **Some statistics**

- Two-thirds of respondents (66.7%) who have policies regarding alcohol sponsorship have banned one or more of the three categories (beer, wine or spirits)
- More than half will only accept it for events targeted at the appropriately aged audience (55.6%)
- More than half of those who have an alcohol sponsor have regulations relating to how it is activated by a sponsor (57.3%)
- 60.3% of those who would consider an alcohol sponsor in the future would impose policies upon sponsorship they took up
- One-third of those with alcohol sponsorships currently include clauses in their contracts relating to responsible marketing by alcohol sponsors
- 90.0% of those with alcohol sponsorships who don't currently include a clause in their contracts, would consider doing so

**SURVEY KEY
FINDINGS - 2**

- **International events** (regional / global)
 - Significantly more likely to have an alcohol sponsor than local or national ones
 - If restrictions were imposed upon alcohol sponsorships, international events would be more noticeably affected
 - More likely to have clauses in their contracts relating to responsible marketing by an alcohol sponsor, but both national and international events would be prepared to do so in the future
 - Most likely to have self-imposed policies regarding sponsorship, and to have policies related to alcohol sponsorship activation
- **Future obligations**
 - Whilst clauses in sponsorship contracts are not currently commonplace, there is a willingness within the industry to instigate such policies in the future.
 - More than 9 out of 10 (90.7%) of all respondents either do, or would consider in the future, including policies relating to responsible marketing by an alcohol sponsor
 - 87.8% of respondents strongly agree or agree that alcohol sponsors have a responsibility to promote good practice and responsible drinking in relation to an alcohol sponsorship
 - 80.3% believe that rights holders also have a responsibility in this area, indicating that both partners of the sponsorship deal are committed to the mutual responsibility of promoting good practice

**SURVEY KEY
FINDINGS - 3**

- **Views on current situation**

- General consensus that right holders are responsible for the way they self-regulate sponsorship programmes (73.9% agree or strongly agree with this notion).
- Reluctance to agree with the notion that there should be legislation controlling which events or organisations are sponsored by alcohol brands. Almost half of respondents disagree or strongly disagree with the introduction of legislation (49.2%), while only 28.2% agree or strongly agree.
- Both rights holders with and without alcohol sponsorship believe strongly that self-regulation is the best option overall (65.3% vs. 63.8% agreeing or strongly agreeing with self-regulation), compared to legislation on the matter.
- Those without alcohol sponsorship are more in favour of legislation regarding alcohol sponsorship than those with alcohol sponsorship, 35.0% agreeing or strongly agreeing with the notion, compared to 13.3% of those with sponsorships. In both cases this is far less than those that favour self-regulation.

- **Conclusions**

- 9 out of 10 respondents either do, or would consider in the future, including policies relating to responsible marketing by an alcohol sponsor.
- Responsible drinking is an area that organisations and events appear keen to promote with almost half of respondents involved in campaigns at present. Almost four out of five respondents either currently support a responsible drinking campaign, or would do so in the future (79.4%).
- These outcomes support the notion that the industry is looking to be proactive in its commitment to delivering responsible sponsorship to its audience.
- The majority of respondents would prefer to self-regulate their alcohol sponsorship under guidelines by an industry body such as the ESA rather than an external body unrelated to the marketing sector.
- Around half of the organisations surveyed would be affected if legal restrictions were imposed upon alcohol sponsorships (significantly more for those with current alcohol sponsorship deals), suggesting that a commitment to self-regulation and responsibility amongst rights holders and sponsors may be a more suitable way to tackle the issue of alcohol sponsorship in Europe.



CASE HISTORY - MotoGP

The logo for DORNA is written in a bold, black, sans-serif font. The letter 'O' is stylized with a colorful, multi-colored border.



- Dorna is the exclusive holder of all commercial and TV rights of the MotoGP World Championship since 1992.
- MotoGP is the longest running motorsport world championship. It was originally founded in 1949.
- More than 80 riders from 18 different nationalities participate in the 3 categories.
- The world's premier motorcycle manufacturers design prototype bikes incorporating the highest technology to participate in the championship.
- MotoGP has at present 2 alcohol sponsors in the “wine” category.

**CASE HISTORY
- MotoGP**

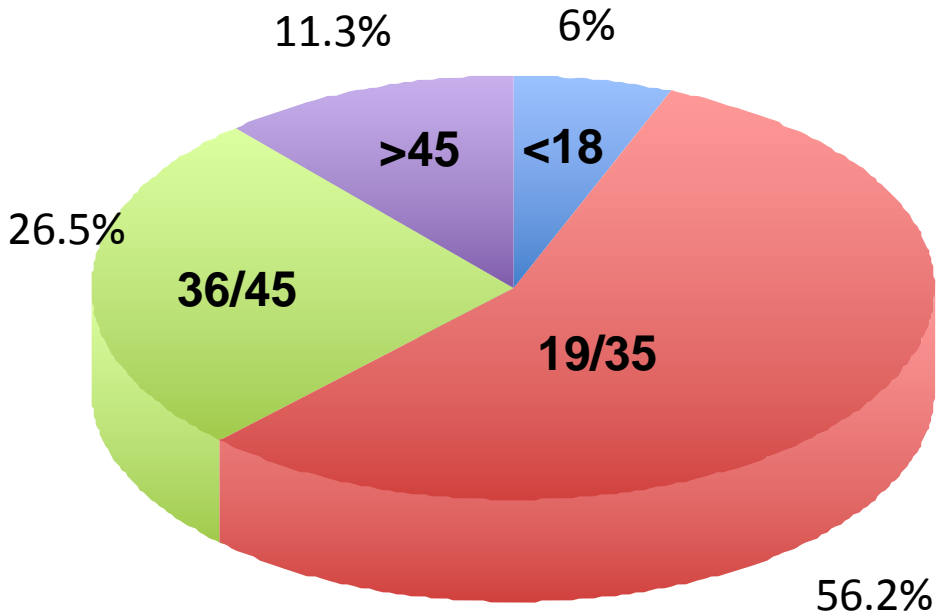
MotoGP in the world

18 Events
4 Continents
9 Months of competition

**CASE HISTORY
- MotoGP**

MotoGP Audience demographic

AUDIENCE AGE



Average Age: 32.8
Average by Gender
Female: 33.6
Male: 30



C.S.M. International

C.S.M. International:
MotoGP Track Visitors – Europe and USA 2010



DORNA



**CASE HISTORY
- MotoGP**



- **2.3 M On-Site Spectators on 2010**



**CASE HISTORY
- MotoGP**

DORNA



- 2 out of 18 Title Sponsors are alcohol related

CASE HISTORY
- MotoGP

DORNA



Dorna's attitude to alcohol sponsorship

- No alcohol branding in any merchandising that can reach under age.
Eg: Textil event merchandising does not include sponsors logo or name.



- This also includes compulsory contract clauses to be signed by the merchandisers willing to sell their products in MotoGP events.



Dorna's attitude to alcohol sponsorship

Contract Clauses for Merchandisers

CASE HISTORY - MotoGP

In the event any of the products produced and/or sold by contains any trademark, trade name, logo, term, reference or any other sign related to or evoking (i) alcoholic products, (ii) tobacco products, (iii) betting services of any kind or (iv) adult entertainment,..... shall remove such signs from any and all products intended for children. It is hereby expressly agreed that any and all products targeted at children shall be free from any logo, trademark, term or any other sign or reference related to alcoholic and/or tobacco products and/or betting services of any kind and/or adult entertainment. Parties acknowledge that should any of the products intended for children contain any such signs or references, IES shall have the right to immediately terminate this Agreement and Shall remain liable to pay IES the amount mentioned in clause in whole. In addition,shall indemnify and hold harmless IES from and against any liabilities, claims, demands, actions and expenses whatsoever arising out of or connected with the inclusion of signs or references to alcoholic and/or tobacco products and/or betting services of any kind and or adult entertainment on the products intended for children.

DORNA



Dorna's attitude to alcohol sponsorship

- No alcohol branding in Official Licensed MotoGP videogame (unbranded versions)



DORNA



Dorna's attitude to alcohol sponsorship



DORNA



Dorna's attitude to alcohol sponsorship

- Example of self regulation in podium protocol: Under age riders do not receive the cava (Champagne) bottle for celebration.





**WORLD
ROWING
- FISA**

- **FISA - Fédération Internationale des Sociétés d’Aviron**



- International rights holder for all world rowing
- Membership by national associations
- 65% male/35% female with 80% over 16
- Over 50% are professionals or key-decision makers
- Traditional, with values of team spirit, respect, commitment, integrity

- **Attitude to Alcohol Sponsorship**

- Would take an alcohol sponsor if below 14%
- Krombacher brewery was sponsor of Rowing World Cup in 1998
- Guinness was sponsor of World Masters in US in 2006
- Would not allow alcohol sponsorship of youth regattas

“As an outdoor sport with its accompanying water-side hospitality facilities, FISA acknowledges that drinking – provided it is conducted in a responsible manner - is very much part of the leisure/pleasure ambience at an international regatta.”

Andrew Couper, Marketing Director



FISA REGULATIONS

FISA Advertising Rules



- **1.3 Prohibited Advertising**

Any form of advertising (including body advertising) which is not specifically permitted by this bye-law is prohibited. In addition, all advertising must comply with the laws and the rules of the country where the regatta is being staged. Even if otherwise permitted by such laws and rules, **there shall be no advertising which is inappropriate or harmful for the image of rowing such as tobacco and strong liquor (more than 15%)** or in contradiction with FISA rules, especially with Article 3 of the Statutes [Article 3 – No Discrimination, Demonstrations or Propaganda FISA shall not allow political, religious, racial or gender discrimination. No demonstrations, or political, religious or racial propaganda are permitted in any rowing venue or in connection with any rowing activity]. In case of doubt, the Executive Committee shall decide.

In events, regattas and championships solely for juniors [under 18 years] advertising relating to alcohol is totally prohibited. Where an advertiser or sponsor deals mainly in products which are prohibited by this clause, but also produces some other (not prohibited) product or service, it may have identifications, provided that the identification is clearly associated with the product or service that is not prohibited and cannot be seen as advertising the prohibited product (for example, Marlboro Wear or Memphis Timing would not be prohibited).



FISA – SELF REGULATION

- **FISA Rowing events**

- Broadcast worldwide by television and shown in media
- All advertising must abide by laws and rules of the country where regatta is staged
- If host county's rules are more lenient than those of FISA, then FISA rules will apply



- **Self-Regulation principles**

- Avoids any sponsorship from 'controversial' categories
- For instance, would not accept any gaming or gambling sponsor
- Agrees with findings of ESA survey that rights holders are mostly very responsible and should retain the decision-making capacity to choose their own sponsors within their own specific guidelines

“ We would welcome a suitable drinks company as a sponsorship partner, whilst at the same time, encourage it to activate the commercial rights it will have purchased, in a responsible way. We would self-regulate this via the sponsorship contract and oversee any exploitation to ensure that any campaigns or on-site activities are targeted at the 18+ age group, and are tasteful and handled responsibly”

Andrew Couper, Marketing Director



WORLD BASKETBALL - FIBA

- **FIBA – Federation Internationale de Basketball**



- International world rights holder for amateur basketball
- 2nd most popular team sport with 450m followers
- Young audience than average population around 70% male, with higher than average disposable income and levels of education
- ‘Cool’ image, with few image problems of poor behaviour etc.

- **Attitude to Alcohol Sponsorship**

- Would take an alcohol sponsor, but not a hard liquor brand
- Had San Miguel as sponsors for Eurobasket in Spain in 2007, but due to national laws, sponsoring brand was alcohol-free beer
- Would not allow any beer sponsorship of youth events
- Has a gambling sponsor BWin

“We believe that beer can be a part of a fan’s enjoyment of a game at the arena or on TV and therefore we are comfortable being associated with a beer brand as a FIBA sponsor. We also believe very strongly in responsible drinking and recognise we have a role in encouraging this.”

Matthew Osman, Commercial Director



**EUROPEAN
SWIMMING
- LEN**

- **LEN - Ligue Europeenne de Natation**



- Members are all the national swimming associations, and all their constituent swimming bodies
- Rights holder for all swimming events in Europe, including European Championships
- LEN rules are used as basis for all national swimming rules throughout Europe, at national, regional and local level
- Many competitive swimmers are under 18

- **Attitude to Alcohol Sponsorship**

- LEN Regulations - Advertising Regulation A3 reads:
No names of products involving tobacco or alcohol or articles relating to sex or issues to political parties shall be used.
- No alcohol company would be allowed to sponsor any swimming event at any level throughout Europe



CRICKET – LORD'S TAVERNERS CHARITY

- **Lord's Taverners - "Giving young people, particularly those with special needs, a sporting chance"**

- Supports grass roots cricket in UK
- Stages fund raising social events linked to cricket
- Has raised over £30m to schools, clubs and special needs organisations in UK in last decade



- **Marston's Beer**

- Major sponsor of the England cricket including:
 - Official beer of England Team (Ashes Ale)
 - Twenty20 Cup umpire sponsor
 - Sky broadcast sponsor of World Cup
 - County ground sponsorships and beer supplier
 - 'Drink Within Your Boundaries' campaign for responsible drinking



- **Attitude to Alcohol Sponsorship**

- New sponsorship by Marston's announced in June 2009
- LORD'S TAVERNERS ALE to be produced - 4.2% beer
- Guest ale on sale at cricket grounds and in Marstons pubs
- Percentage of all sales to be given to the charity



DANCE - CHARITY

- **dance4life**

- Building an active youth movement for social change
- Charity started in Netherlands in 2004
- Encourages young people (13 -19) to take action to push back HIV and AIDS
- Uses dance to inspire and ignite interest, empower and educate, and encourage action to change lifestyles
- Has reached almost 500,000 youth in 20 countries



- **Attitude to Alcohol Sponsorship**

- Partners who support dance4life gain visibility, so the rights holder would not have any alcohol partners due to the age of the target group
- ***“If an alcohol company wants to fundraise for dance4life, or make a donation without receiving any promotion from dance4life, then we would accept this money. The support or donation would remain anonymous and would not be mention in any dance4life communications.”*** Rupert Springfield, Fund-raising Manager
- However, alcohol brands can promote elsewhere their support for charity
- For instance, Heineken provided free drinks at a major fundraising invitation dinner in Amsterdam for adults only without any credit to be given



PHILHARMONIA ORCHESTRA

philharmonia
orchestra

- **Philharmonia Orchestra**
 - Leading orchestra founded in 1945 with over 80 musicians
 - Around 40 concerts in London and 60 in its Residences each year
 - Tours around the world
 - World's most recorded orchestra with over 1000 releases to its credit
 - Community and educational programmes attract thousands of young people
- **Attitude to Alcohol Sponsorship**
 - Hardy's Wine sponsor for 5 years providing free product for private bar and fund-raising events, gaining benefits and in-kind partnership
 - Would not accept alcohol support for any educational programmes
 - Need to get sign-off from Board of their main venue (Southbank Centre, London) for any 'controversial' sponsors like gambling or fast food, but not for any alcohol sponsor

“For UK arts organisations that are experiencing diminishing subsidy and a critical reliance on a limited pool of private donors, alcohol sponsorships can make the difference between a successful fund-raising campaign or one that does not cover its costs. And private fund-raising is key to an arts organisations’ survival” Jennifer Davies, Development Director



T IN THE PARK

- **T in the Park**

- In 1994, leading promoters DF Concerts, teamed up with InBev brand Tennent's Lager as 'founding partner' to create a new live pop music festival
- In its 17th year, with 180 artists performing on 11 stages over 3 days
- Over 85,000 music fans from all over world daily, mostly aged over 18
- Generates c£21million for the Scottish economy



- **Attitude to Alcohol Sponsorship**

- Responsible drinking messages fully promoted, with 50% of advertising space given to The Drinkaware Trust to raise consumer awareness
- 500 bar staff specifically trained by Servewise
- July 2007 consumer tracking scores of 18-24's showed:
 - 93% spontaneous awareness of T in the Park
 - 97% know that Tennent's Lager is the sponsor of T in the Park
- T in the Park is the largest CarbonNeutral festival in the world and in addition to posting responsible alcohol messages, it also promotes healthy eating and drugs education

“T in the Park is now one of the most successful festivals in Europe. It has developed into one of Scotland's most prominent cultural gatherings, and provides the perfect opportunity to nurture home-grown talent.” Alex Salmon, First Minister of Scotland



**WORLD HEART
FEDERATION**

- **World Heart Federation**



“The World Heart Federation has a clear policy on working with the corporate sector, and does not work with business whose activities are incompatible with its values, or has a non-healthy public positioning. So for example the World Heart Federation would not work with alcohol companies.”

- **Attitude to Alcohol Sponsorship**

“However, it is up to each property to decide its own policy on engaging with sponsors, and there are situations where an event or activity has an adult audience (like horse racing or the theatre) where, in this example, alcohol sponsorship would not be at odds with the property”

Graham Minton, Director of Corporate Relations



GOVERNMENT SOCIAL SPONSORSHIPS

- **Sponsorship used by UK government for Social Marketing**
 - THINK! Drink Drive campaign
 - Title sponsorship of the Think! British Superbikes Championships
 - Previous sponsors of the Football League and the Great Britain Rugby League teams, using THINK! Road Safety message
- **Joint Government Campaigns with Alcohol brands**
 - With Carlsberg:
 - COI production of 3 posters with messages such as 'We want you here, not down the nick' linked to Carlsberg football sponsorship
 - Placed in football stadiums and printed in match day programmes
 - Reach over 2 million football fans
 - With Bacardi Martini:
 - UK Dept of Transport support of Bacardi global campaign with Michael Schumacher as ambassador, to promote responsible drinking
 - 18,000 leaflets supporting THINK! distributed at the Grand Prix
 - With InBev:
 - Becks Alcohol Free beer support of the THINK! campaign



FOOTBALL – EUROPEAN CHAMPIONSHIPS

- **UEFA –**

- Rights holder for all European Championships
- Official Sponsorship packages
- Premium price charged to sole alcohol sponsor
- Extensive expenditure to support sponsorship investment



- **CARLSBERG –**

- Official exclusive alcohol sponsor in 2008
- 1.3 m were in the stadia and 5.2 m people visited the fan parks
- Live attendance was pre-dominantly over 18 years old.
- Only non-alcoholic beer provided in stadia, and also made available in all fan parks, being sold by concessionaires (not Carlsberg)
- Promotion of 'Carlsberg supports fair play on and off the pitch. Please drink responsibly' within stadia, on fan park cups etc.
- UEFA reported good fan behaviour at most matches and virtually no incidents of crowd disorder or obsessive drinking

(Other brewers like Heineken, Amstel and Bavaria were not official sponsors nor linked to the event at all, but solely did promotions associated to football or general advertising at the same time that the European Championships were being staged)



CARDIFF RESEARCH

- **Cardiff Business School – Research into effects of sporting involvement and alcohol Sponsorship on underage drinking**
 - Undertaken in 2009 by Marketing Lecturer as independent peer-reviewed research
 - Detailed investigation into drinking habits of 322 14 and 15 year olds, comparing findings for boys and girls, looking at sport, alcohol and sponsorship
 - Considered their attitude and behaviour in relation to sporting participation and marketing by alcohol brands
- **Key Findings**
 - “There may be some difference between the effects of advertising and sponsorship – young people exposed to alcohol sponsorship without associated persuasive advertising may not be drawn towards alcohol.”
 - “A ban on alcohol sports sponsorship would have little effect on youth alcohol consumption, unless it was part of a much larger campaign designed to break the longstanding links between sport and alcohol in the masculine culture of the UK.”
 - “A ban would have severe consequences for sport, so should not be implemented without evidence that it would have a noticeable effect on drinking”
 - “Public service advertising highlighting the detrimental effects of alcohol on sporting performance, and a requirement for sporting events that alcohol sponsorship should be balanced by health-related marketing communications, could be more effective than a ban in challenging the alcohol and sport culture.”



NEW ZEALAND RESEARCH

- **New Zealand – Research Report in Alcohol Sponsorship**

- Undertaken by Foundation for Advertising Research in October 2006
- Consortium appointed independent academics (Harker and Harker, Wiggs and Eames) to research:
 - Literature review of alcohol sponsorship and its impact (NZ and overseas)
 - Levels of alcohol sponsorship
 - Impact of alcohol sponsorship on recipients and their community
- Extensive research (56 papers reviewed) and interviews undertaken

- **Key Findings**

- “Organisations and events went out of their way to minimise exposure of alcohol messages to minors and they showed a high level of responsibility in regard to their use and exposure of alcohol generally.”
- “The take-up of alcohol by adolescents and its abuse by some drinkers are multi-dimensional problems where the intense pressure from peers and environmental influences are of paramount importance.”
- It found little support for the contention that alcohol promotion contributed to alcohol consumption. (Makowsky and Whitehead 1991)
- “The literature review found that the careful evidence suggests that alcohol sponsorship is an insignificant variable in the alcohol take-up or abuse equation.”
- “If alcohol sponsorship was removed social, economic, environmental and cultural capital of New Zealand communities would be eroded.”



**NZ GOVT.'s
SPORTS
AGENCY**

- **New Zealand – Alcohol and Sport: What is the nature of the relationship and is there a problem?**
 - Undertaken by SPARC, the NZ government's sports funding agency
 - Published in August 2010 to provide evidence and make an informed contribution to the government's work on alcohol regulation
 - interviews, desktop research and online survey of 211 sports clubs
- **Key Findings**
 - “Sports clubs hold around 13% of all liquor licenses in force.... and on average, around 34% of club's income is received from sale of alcohol.”
 - “Research does not provide evidence that sports have more of a problem with the misuse of alcohol than NZ society in general.”
 - “There have been a number of programmes... designed and implemented to counteract harmful alcohol consumptions behaviours in sports and clubs.”
 - “Any proposals to ban all alcohol-related sponsorship would have the most impact on sports clubs, with 43% considering this would have a 'large to very large' impact.”
 - “Any reduction in revenue or additional compliance costs may put many clubs' viability at risk or will result in reduced activities. In turn, this may have implications for the social capital that having strong, community-centred clubs provides.”



**SPONSORSHIP
CODES
- Some examples**

- **EFRD Sponsorship Guidelines**
 - Commons Standards recently re-launched which include sponsorship issues
 - No sponsorship of events with less than 70% adult audience (at event or of broadcast media coverage)
 - Sponsorships accompanied by message promoting responsible drinking
- **Portman Group (UK)**
 - Threshold of at least 75% adult audience overall for events
 - Not using sporting personalities used in promotions or alcohol brands placed on children's replica football shirts
- **Ireland Code for Sponsorship by Alcohol Companies**
 - Complementary guidelines to those of ICC Code on Sponsorship
 - Monitoring Body set up collectively by government and industry
- **Scottish Executive and Alcohol Industry Partnership**
 - Voluntary code of practice with government
 - Not sponsors events with primary appeal to under 18s (meaning having special attractiveness to under 18s beyond the general attractiveness for persons over 18)



EUROPEAN SELF REGULATION

- **Sponsorship Complaints**
 - Normally would be made by the public to the rights holder
 - Limited issues known or publicised
 - Contractual terms normally allow for sponsorship to be cancelled due to disrepute of either sponsor and sponsored party
- **EASA (European Advertising Standards Alliance)**
 - European national network of SROs
 - Membership of advertisers, agencies and the media
 - Principles of best practice
 - Competence to handle complaints within advertising
 - Limited sponsorship remit, occasionally for broadcast
- **ESA joined EASA in 2008 to establish pan-European sponsorship self-regulation process**
 - Complaints made to national SROs to be passed on if necessary
 - Joint Arbitration Panel to adjudicate on issues
- **NO sponsorship complaints have been referred in past 2 years**

**ESA's 2ND
COMMITMENT**

- **Building on outcomes from 1st Commitment**
 - Research what contract clauses right holders currently use and what other principles they have which cover alcohol sponsors
 - Develop 3 papers for future recommendation to rights holders:
 - a. Generic contract clauses for use with alcohol companies
 - b. Principles and guidelines for rights holders to require any alcohol sponsors to execute within the sponsorship
 - c. Ideas for rights holders to implement themselves (whether or not they have an alcohol sponsor) to promote best practice relating to sale and provision of alcohol at their events
 - Distribute and promote these proposals to all rights holders
 - Research the take-up and impact of these clauses and principles

- **The aim of the commitment**
 - Provide advice and recommendations to rights holders on their future relationship with alcohol sponsors
 - Increase self-regulation principles from the rights holder perspective
 - Encourage more responsible drinking messaging within sponsorship



STATUS - 2ND COMMITMENT

- **Action so far:**
 - Research completed within rights holders
 - Legal clauses drafted, covering areas such as:
 - Legal and regulatory compliance
 - Age profile of sponsorship subject matter
 - Age profile of sponsorship activity
 - Official supplier obligations
 - Responsible drinking messages
 - Compliance monitoring
 - Creative contact
 - Outline principles being drafted and under discussion
- **Next Actions:**
 - Complete principles for issuing by rights holders to alcohol sponsors
 - Circulate drafts for approval and any amendments by range of organisations and stakeholders
 - Issue clauses and principles to all rights holders and publicise
 - Monitor the response

CONCLUSIONS

- **Self Regulation has already been working for many years within rights holders, with them each establishing their own differing specific appropriate levels for alcohol sponsorship**
- **Rights holders often rely on alcohol sponsorship support as vital source of income and supply, which helps them provide enhanced community benefit**
- **No direct link has been established between sponsorship and alcohol-related health issues**
- **Best practice is being shared amongst rights holders to improve contractual deals with alcohol sponsors and encourage them to assist in promoting responsible drinking messages**



**EUROPEAN SPONSORSHIP
ASSOCIATION**

Sponsorship Presentation

**to 7th Plenary Meeting of
EC Alcohol and Health Forum
18th November 2010**

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