

The perfect match

Beer and brewers
sponsorship of sporting
events



foreword/

beer and sport

working together



Alcohol sponsorship at sporting events has become an inherent and important feature of the sporting landscape in the UK. It brings millions of pounds to sport, from the elite level right down to grassroots.

With club finances being tighter than ever, the trickle-down effect that sponsorship from alcohol companies creates is vital if we are to keep sports clubs afloat and achieve the nation's Olympic legacy aims to get more people participating in sport. This investment makes a massive difference at the elite end of the spectrum, too. Many athletes are having their funding cut, and UK Sport has had to face tough decisions about which sports receive funding, if any, in these financially difficult times.

Money from alcohol sponsorship does a great deal of good for the sports sector, both in terms of keeping grassroots clubs solvent and ensuring that different sports can continue to nurture talent and develop our medal winners of the future.

Whilst the financial benefit that alcohol sponsorship brings to sport is huge, the sector also realises that this relationship is only

effective and sustainable if it does good, overall.

We believe that there is nothing wrong with alcohol sponsorship at sporting events – as long as it is presented sensibly and responsibly and benefits local people and communities in the process.

That's why the sector has been working with the Portman Group, the independent regulators of the alcohol industry, to create best practice and a robust code to ensure that high standards are met.

And in March 2011, the alcohol industry signed up to the Department of Health's new Responsibility Deal, which sets out the industry's commitment to marketing and delivering responsible drinking messages in sport, as well as in other sectors. As a result, you will see many great examples in this report of how alcohol sponsorship campaigns are being carried out to a very high standard, adding value to the Government's messages to encourage a more responsible drinking culture in the UK.

In the 2012 FA cup semi-final, for example, Budweiser included a Drinkaware message in every sixth advertisement they displayed around the stadium perimeter. As viewers watched in the stadiums and at home, traffic to the Drinkaware website increased by 30 per cent.

The code also ensures that alcohol sponsors commit to ploughing a

significant amount of money in at grassroots level so that local communities, not just the elite end of sport, benefit.

So, the view from the sports sector is that there is an extremely important place for alcohol sponsorship in sport – as long as we continue to make sure that the relationship is a positive one.

This publication from the British Beer & Pub Association (BBPA) provides excellent examples of socially responsible beer sponsorship campaigns at sporting events and is welcomed by the Sport & Recreation Alliance.

It is important that the government, the alcohol industry and the sports sector work together to ensure that this standard is the norm in every sport, across the UK, from grassroots up to elite professional level.

This publication will also complement the recently launched new Portman Group code, which renews and extends the commitment being made by all parties involved in alcohol sponsorship.

Tim Lamb
Chief Executive
Sport and Recreation Alliance
(2005-2014)

Beer and sport: Working together

Alcohol sponsorship accounts for approximately 12 per cent of sport sponsorship.

The beer industry has for years played a vital role in the expansion and financial backing of British sport, with over £300 million coming from alcohol sponsorship to sport, approximately £50 million of which goes directly to grassroots sports.

Beer is a direct source of investment for sport through sponsorship deals that range from multi-million pound deals with some of the biggest sporting events in the world, to sponsorship of local leagues and clubs which help finance and develop sport at the grassroots level.

Brewers that invest in sponsorship deals with major sporting events do so to develop their brand across a worldwide audience and to increase recognition of their product against other competitors.

In terms of grassroots investment, this is often done to help the progress of various sports at an amateur level – enhancing participation and helping to promote an active lifestyle.

In building brands in an increasingly competitive marketplace, these sponsorship tie-ups are increasingly being deployed to promote responsible drinking messages to mass audiences.

Almost all Britain's largest sporting events have the financial support of a beer company through a major sponsorship deal - from Carlsberg's sponsorship of the England national team to the John Smith's Grand National. The backing of successful brewers helps make these sporting events some of the biggest and most exciting on the planet.

As well as helping to support major sporting events, brewers are regularly investing in grassroots sport to help aid the development of local leagues and clubs that would otherwise struggle, financially. In fact, 30 per cent of grassroots clubs in the U.K have alcohol sponsorship arrangements which net them on average £2,500 per year. When compared to the average of just over £1,000 for non-sponsored clubs the benefit of the sponsorship deals made by brewers at this level are plain to see.

Over £300 million coming from alcohol sponsorship to sport, approximately £50 million of which goes directly to grassroots sports.

This investment in grassroots sport is of even more importance considering that Prime Minister David Cameron has been calling for a continued 'ploughing' of money into sport following the success of Team GB at the London 2012 Olympic Games.

Participation in sport and physical activity is also an important response to our obesity crisis. The Office of Science & Technology Foresight Report into obesity suggests that half the UK's adult population could be obese by 2050. Encouraging sport and physical activity also has to be a high priority for us all.

Benefits for the brand

The outstanding benefit for a brand sponsoring a sporting event adds value to the product. Companies use sports sponsorship to give themselves a head start on their opponents in competing for market share in a still-declining beer market. Competition over sponsorship deals further enhances investment in sport – with tangible benefits at the grassroots level.

Another key benefit is permanent brand identification, whereby a brand is repeatedly shown and marketed around a sporting event to enhance recognition and to help future sales over other trade names. Brands can be associated with one particular sport through sponsorship, for example S.A. Brains has sponsored Welsh Rugby Union from 2004 to 2009, which

has coincided with the team's most successful period in history. As a result, the brand is now permanently linked to Welsh rugby and Welsh national success (despite no longer being the sponsor).

Companies also report increased trade when associated with a major sporting event. In the case of the FA cup, AB InBev reported in the first half review of 2012 that despite a challenging UK market, Budweiser gained share, helped by FA cup sponsorship. With brands reporting increased trade in a competitive market, this increases the likelihood of future deals which are vital to securing long term investment in sport – especially with continuing pressures on the public purse.

In the case of the FA cup, AB InBev reported in the first half review of 2012 that despite a challenging UK market, Budweiser gained share, helped by FA cup sponsorship.

Sponsorship and responsibility

There are strict and well-managed guidelines for rights holders regarding alcohol sponsorship.

The Portman Group, which regulates alcohol marketing and advertising in the UK, has worked with the European Sponsorship Association, the Governing Bodies of Sport and others on a new sponsorship code of practice which came into force at the end of January. The Code applies to all alcohol sponsorship agreements in the UK and provides a self-regulatory framework for the industry to ensure that sponsorship promotes products in a socially responsible manner.

The European Sponsorship Association also has its own Guidelines on Alcohol Sponsorship for Rights' Holders that provide advice to any sports or cultural body to assist in their dealings with any alcohol company, as a means of improving standards and increasing self-regulation principles.

Many companies also have their own internal corporate sponsorship guidelines. Both these approaches to associated marketing and promotion ensure that young

people are fully protected and that no alcohol sponsorship can be shown where the audience is projected as being over 25 per cent under the age of 18.

These guidelines are followed by brewers when a sponsorship deal is undertaken with a sporting event or at grassroots level. The companies also support the drive to promote responsible drinking and highlight Drinkaware in the UK by ensuring the inclusion of positive responsibility messaging; "for the facts Drinkaware.com" and "enjoy responsibly".

At the FA cup semi-final weekend in 2012, exposure of the Drinkaware campaign by the sponsor Budweiser at the two semi-final matches produced a 30 per cent increase in direct traffic to the Drinkaware homepage. Drinkaware concluded that "this clearly demonstrates the value of support from our stakeholders. Use of their communication channels helps us achieve the quantity and quality of reach we need if we're going to change the way the nation thinks about alcohol".

As well as following these principles, companies often create

At the FA cup semi-final weekend in 2012, exposure of the Drinkaware campaign by the sponsor Budweiser at the two semi-final matches produced a 30 per cent increase in direct traffic to the Drinkaware homepage.

their own responsible drinking campaigns which they promote heavily at their major sporting events in order to express the important messages of responsible drinking to a large audience, both at the event and through the media.

Engaging race-goers in responsible drinking at the John Smith's Grand National

In 2013, Heineken used its sponsorship of the world's most famous steeplechase – the John Smith's Grand National – to promote responsible drinking in an innovative and engaging way. Using John Smith's 'No Nonsense' brand language, the company engaged race-goers through a series of witty, racing-themed creative executions en route to and inside the racecourse such as “get home straight” and “too much makes the going soft”. Cards with top tips on responsible drinking and unbranded water bottles were also provided in free goodie bags for all ticket holders, and all the responsible drinking messages were consistent with Drinkaware's “Why let good times go bad?” campaign.

The John Smith's Grand National was an example of how beer brands can engage consumers in innovative and impactful ways, when it comes to responsible drinking. Using a major sporting event as a platform can give the campaign a wide reach – both to the 150,000 visitors to Aintree every year and the nine million TV viewers.

Case studies

FA Cup, Wembley FC and Budweiser Club Futures programme – Budweiser

In June 2011, AB Inbev signed a ground-breaking deal with the English Football Association which saw Budweiser sponsor the FA cup, one of the most historic and famous domestic competitions in the world. The multi-million pound deal helps the FA progress English football with an increased emphasis on the funding and development of the grassroots game.

As part of the agreement all Budweiser branded FA cup communications carry responsibility messaging. From the third round onwards all pitchside perimeter boards carry three messages: 'Please drink responsibly', 'Designate a Driver' and advice to visit Drinkaware.co.uk.

Budweiser has also funded a grant programme 'Budweiser Club Futures', to support grassroots, community football clubs develop and play a greater part in the community. An example of a club which has benefited is Raynes Park Vale who are using funding to encourage participation and develop younger players.

The scheme will also include the AB InBev commitment to promote responsible drinking inside and outside stadiums of clubs that receive the support and work with them on responsibility programmes including a project to encourage parents and guardians to talk to children and young people about responsible consumption.

Heineken encourages consumers to 'Enjoy Heineken Responsibly' at Heineken Cup and Champions League matches

Heineken's flagship sponsorship is the UEFA Champions League and European sponsorship of the inter-club rugby competition, the Heineken Cup (or H Cup as it is called in France). Heineken has sponsored the Champions League since 1995 and recently announced an extension of this deal until 2015. The brewer has also announced they are to sponsor the Rugby World Cup in England in 2015, marking their 20-year relationship with the competition. Heineken uses both sponsorship deals to promote their global responsible drinking campaign, 'Enjoy Heineken Responsibly', by prominently featuring the message on perimeter ads at every game.

'Enjoy Heineken Responsibly' directs consumers to a website which includes tips on responsible consumption. London 2012

Heineken's hugely significant tier three sponsorship deal with the London 2012 Olympic Games made the brand the official lager supplier for the games. The deal saw the company gain exclusive pouring rights and enabled them to launch Olympic-related advertisement as part of the sponsorship. Heineken were also able to promote their variety of beer and ciders including Fosters, Amstel and Strongbow at a range of venues and hospitality events including Heineken Holland Olympic House. The Heineken investment contributed towards the overall £2 billion expected to be raised from sponsorship for the games, which not only pays for the Games themselves, but will provide investment into the Olympic legacy plan which aims at promoting grass roots development.

ECB – Marston’s

Marston’s Beer has had an affiliation with the ECB since 2007 and the most recent deal will see the company continue their sponsorship of English cricket until 2015. The agreement will take them through two Ashes series in 2013 and 2015 which attract large numbers of fans and media coverage and so will help promote the brand name. Marston’s is also known to have been a strong supporter of cricket at all levels. The brewer has commitments at lower league levels as well as providing support for nine county clubs. The head of commercial partners at the ECB said that Marston’s “have provided excellent support for our game from the grass roots through to the international arena.”

As seen previously, Marston’s have used their sponsorship deal with the ECB to help promote their own responsible drinking campaign. The message “drink within your boundaries” is presented around the grounds to encourage supporters to drink sensibly, the message will also reach a wider audience through the media coverage of the cricket.

Wales Rugby Union – S.A. Brain’s

S.A. Brain has had a sponsorship deal with the Welsh Rugby Union since 2004. They were the official beer supplier and shirt sponsor until 2010 and have recently signed a new deal in partnership with Heineken.

The original sponsorship extended Brain’s reach beyond their Welsh heartland at a time of significant Welsh rugby success. The sponsorship is also believed to have had a significant impact on trade with reports that the company had increased its total brand volume by 8% in 2010 from the previous 3 years. The figures also show that in the same year 1.1 million Brains bottles and cans were sold up from 433,000 the previous year and 40,000 in 2007.

Brains also used their sponsorship very cleverly when the Welsh team were playing in France, where they could use their name on the team shirts, so they changed the writing to say ‘Brawn’, a term meaning strength. When they next visited France, the wording was changed to ‘Brawn Again’!

Carlsberg – Official Beer of England and the Barclays Premier League

Carlsberg is a beer brand that is proud of its heritage of supporting football at all levels, from grassroots to international standard.

It’s the Official Beer of the England Football Team and in partnership with the FA also supports football at the grassroots level. Carlsberg sponsors non-league competitions in England as well as helping fund the FA’s referee programme, which helps to recruit and train referees for the benefit of the grassroots game.

Carlsberg is also currently the Official Beer of the Barclays Premier League, a deal which runs for three years from the 2013/14 season. The sponsorship kicked off with ‘Time to Take Your Seats’ – a consumer promotion which gave something back by enabling football fans to win tickets to matches of their choice.

Looking ahead, Carlsberg will continue its support of the domestic and international game with its sponsorship of England and the Barclays Premier League by placing fans and their enjoyment of football at the heart of its sponsorships and campaigns.

Celtic and Rangers sponsorship by Tennents

Tennents, owned by C & C, sponsored both Celtic and Rangers football clubs in Glasgow. It is a shirt sponsorship, but they have worked very hard to take it beyond just being a 'logo on a shirt'. Responsible messaging is delivered to fans as part of the ground sponsorship. This was praised by Drinkaware as an excellent example of how to reach out to fans. The programme has been extended to 'Could have been a player' which offers the community the opportunity to play on the hallowed turf of Ibrox or Celtic Park. In fact, all the grounds in the SPL are dry, with no alcohol being served during matches. This has not deterred Tennents from being a sponsor, as it is also recognised that many people will enjoy watching football while having a drink of beer, but underlines the power of sponsorship for companies like Tennents to promote their brand while using it to portray responsible drinking messages. Both clubs have strong charitable foundations which Tennents supports. They have used signed players shirts and appearances to raise significant funds for charitable causes. Research shows year on year increases in the understanding by fans that Tennents cares about football in Scotland. Additionally, they pay money to Scottish football which is specifically contracted to be used to develop grassroots football for young people, but it does not have the Tennents name on it at all, even though that is the source of the funding.

Supporting South West rugby, football and now cricket – St Austell

St Austell brewery focuses their sponsorship efforts on South West sport from grass roots to county level. Their beer 'Tribute' is the "official beer of South West rugby" due to their sponsorship of 14 grass roots leagues across the region and the company also supports the Cornwall County rugby team as well as having shirt sponsorship deals with numerous South West rugby union clubs. Sponsorship investment from the brewery plays a vital role in the running and funding of the local rugby leagues and clubs as well as many local football teams including Exeter City and Plymouth Argyle.

In 2013 St Austell Brewery extended into cricket sponsorship with a 3-year shirt sponsorship and bar deal with Somerset County Cricket and a 5-year sponsorship of Gloucestershire County Cricket. These latest sponsorships have proved very popular with the cricket clubs and their supporters and fit with the Brewery's strategy to grow its presence in Somerset, Bristol and Gloucestershire. In late 2013, the English Cricket Board awarded their "Best Sponsorship Activation" award to Somerset CCC and St Austell Brewery.

Shepherd Neame supporting local communities coming together through sport

Kent brewer and pub operator Shepherd Neame is an avid supporter of local sport, bringing communities together and encouraging adults to participate in sport. Televised coverage of both Kent and Essex County Cricket teams give the brewer good exposure and helps in the battle for market share with other brewers. Their sponsorship ranges across nine different sports in their heartland, from angling to rugby union, and from County Cricket clubs to village leagues. Sports sponsorship totals around £500,000 per annum with much of this going right down to grassroots level.

At a local level Shepherd Neame support the Kent Village Cricket League. Encompassing seven divisions and over 70 clubs throughout the county this gets over 1,000 people playing sport on a weekly basis throughout the British summer.

Without support from Shepherd Neame many of these village teams would cease to exist and villages would lose a valuable asset. The presence of a village cricket team helps to build a sense of community and pride, as well as boosting the rural economy.

Bath RFC – Wadworth's

Wiltshire's Wadworth Brewery sponsors Bath rugby club, offering professional sportspeople a taste of the 'real world' for post career work through their academy. There is a focus on working with the community and local rugby clubs which is mirrored with supermarket activity encouraging exercise. Where at all possible Wadworth focuses on the professionalism of sportsmen and women and health and fitness.

Wadworth are also key sponsors of Wiltshire County Cricket Club and the West of England Premier Cricket League. They support Devizes town Football Club, Devizes Hockey, Wootton Bassett Rugby Club and local skittles, darts and pool leagues.

Daniel Thwaites

Daniel Thwaites support 350 grass roots sports clubs in the North West with a total investment of hundreds of thousands of pounds per annum in 2013/14.

The sponsorship supports a variety of regional and local competitions at all levels, subsidising the cost of prizes, presentation and awards and the operational cost of such events. It provides support for many traditional local sporting fixtures.

For cricket and rugby in particular, shirt and league sponsorship plays an important part in funding the running cost and expenditure for players at grass roots level and the brewery retains pouring rights.

Thwaites also supports and sponsors Lancashire County Cricket Club.

The ethos of sponsorship raises the profile of the business at the heart of the county and provides a catalyst for bringing together business and public bodies in jointly funded campaigns.

**British Beer &
Pub Association**
Brewers' Hall
Aldermanbury Square
London EC2V 7HR

T: 020 7627 9191
F: 020 7627 9123
E: contact@beerandpub.com
www.beerandpub.com

Registered in London
Company number: 1182734