

Alcohol Sponsorship Guidelines for Scotland



Ministerial Foreword

The Scottish Government is committed to tackling the significant problem of alcohol misuse in Scotland. But we are not anti-alcohol; we are anti-alcohol misuse. We acknowledge the alcohol industry has a legitimate interest in promoting and marketing its products. But, any promotion and marketing activity must be carried out in a responsible way.



Sponsorship is used by many alcohol companies to promote their brands, and can provide helpful support to arts and sporting groups, particularly at the local level. It is only right and proper, however, that there are appropriate guidelines to ensure that sponsorship is carried out in a responsible way, and more importantly that sponsorship opportunities are used to promote responsible drinking.

I therefore very much welcome the development of these guidelines, an initiative from the Scottish Government and Alcohol Industry Partnership and a further demonstration of what can be achieved by Government and industry working together to tackle alcohol misuse. I also welcome the fact that these voluntary guidelines require commitments and standards which go further than existing codes. The Scottish Government has always recognised the alcohol industry is an important stakeholder in the drive to create a culture where the responsible consumption of alcohol is the norm. We look forward to the roll out of these guidelines and will monitor their implementation with interest.

Shona Robison MSP
Minister for Public Health

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Introduction and Statement Of Purpose

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These voluntary guidelines have been drawn up as part of the Scottish Government and Alcohol Industry Partnership (SGAIP) encouraging responsible attitudes to alcohol. They establish best practice for the promotion of alcohol brands through sponsorship in Scotland.

Member companies and organisations have undertaken to adopt these guidelines, to ensure that they are adhered to and maintained within their respective businesses. The guidelines are also recommended to all those alcohol brand companies who are not members of the Scottish Government and Alcohol Industry Partnership.

The alcoholic drinks industry, makes an important contribution to the economy of Scotland through commercial sponsorship and other support, and supports a wide range of art, sport and cultural events that benefit and bring enjoyment to many. Sponsorship is also regularly used by alcohol companies as a vehicle to promote responsible drinking and/or anti drink drive messaging.

In addition, the industry and the Scottish Government are working to foster a culture in which responsible, moderate alcohol consumption is part of a modern, healthy society. Both parties are committed to reducing misuse of alcohol.

The guidelines set out in this document relate specifically to commercial sponsorship by brands and are not intended to encroach on local community support initiatives undertaken by the drinks industry, e.g. by a village pub or local distillery. Sponsorship means the terms of an agreement or part of an agreement to support a live sporting or cultural product, event or activity, in return for which the sponsored party agrees to be associated with or promote the sponsor's brands.

Core Principles

The following voluntary code of practice seeks to create best practice in this area in both promoting responsible consumption and protecting those below the age of 18.

- As an integral part of each new sponsorship, the sponsor will make a recognisable commitment to activities or events which promote responsible drinking or support diversionary / community activities.
- Alcohol brands must not be used to sponsor teams, brands, celebrities or events with particular appeal to those under the age of 18.
- Alcohol brands will not be used to sponsor or support an individual who is under 18. This does not prevent alcohol brands being used to sponsor teams and events, where the team or event includes participation of a person or persons under 18; although any team members under the age of 18 will not be used individually, in any promotional or brand activation activity.
- Prior to sponsorship of any individual or team, the owners of the alcohol brand should make all appropriate efforts to check if there is any known reason why an association with an alcohol brand would be inappropriate.

- All reasonable effort must be made to obtain historical (or anticipated, if a new event) demographics for the sponsored events. For association with an alcohol brand, demographics must indicate that 75% of the event participants, audience and spectators are over 18.
- Competitions for tickets, which include hospitality involving the service of alcohol, must only be open to those over 18.
- Alcohol branding must not appear on children's replica sports shirts or clothing under sponsorship agreements signed after 1 January 2008.
- At sponsored events or events associated with the sponsorship; event organisers and all on and off trade alcohol providers (where the level of sponsorship and/or contractual relationship allows) will comply with the standards of good practice and advice contained in the 'Social Responsibility Standards for the Production and Sale of Alcoholic Drinks: Scotland' Guide.

Sampling at sponsored events or events associated with the sponsorship

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- Sampling should not encourage illegal, irresponsible or immoderate consumption such as binge drinking, drunkenness or drink driving and should not have a particular appeal to under 18's.
- Anyone carrying out sampling activity with consumers must comply with current licensing legislation and be trained in the serving of alcohol.
- Every effort should be made to restrict samples in line with the government sensible daily drinking guidelines, i.e. no more than 3 units for women and no more than 4 units for men and all reasonable steps taken to ensure that the sample is to be consumed by the person receiving it.
- Challenge 21 principles should be applied and age verification sought if doubt exists as to the consumer's age.
- Samples must not be given to anyone who appears to be intoxicated.
- Water / soft drinks and snacks should be provided wherever possible.

Integrating responsible drinking messages

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- All print/paper based point of sale communications should carry prominent and appropriate responsible drinking messaging. For example, the www.drinkaware.co.uk logo or a responsible drinking reminder.
- Any sporting sponsorship activity must not imply that it is acceptable to consume alcohol before, or while playing sport. Nor should it suggest that alcohol enhances sporting performance, social or sexual success.
- There should be no implication that bravado, aggressive, violent, dangerous or anti-social behaviour is advocated or condoned by the brand.

Children

- Alcohol brands will not be applied to children's clothing, toys, games or other items with primary appeal to under 18s.
- Owners of alcohol brands shall not license brand names, logos or trademarks for use on clothing, toys, games, or other materials intended for use primarily by, or have a particular appeal to under 18s.

Compliance

These guidelines will apply to all new sponsorships signed after 1 January 2009.

Compliance with the guidelines will be monitored by the Scottish Government and Alcohol Industry Partnership, any comments, queries or complaints should be sent to:

The Scottish Government and Alcohol Industry Partnership
Area 3EN
St Andrew's House
Regent Road
Edinburgh
EH1 3DG

email: SGAIPenquiries@scotland.gsi.gov.uk

A report on the operation of the guidelines will be published on an annual basis.

Scottish Government and Alcohol Industry Partnership

SCOTTISH RETAIL CONSORTIUM



BACARDI BROWN-FORMAN BRANDS



GIN & VODKA ASSOCIATION

DIAGEO



THE NATIONAL ASSOCIATION OF CIDER-MAKERS



THE WINE AND SPIRIT TRADE ASSOCIATION



Scottish & Newcastle UK



The Scottish Licensed Trade Association



Pernod Ricard

