

AB InBev UK



Drinks Company:

AB InBev UK

Rights Holder Partner:

The FA

Brand:

Budweiser

Type of Event:

Title sponsorship of The FA Cup

Main Activity:

Budweiser Club Futures, a community programme that provides funding to grassroots football clubs to help them become more sustainable.



Overview:

In 2011 AB InBev announced a three year agreement between Budweiser and The Football Association, with the brand becoming Lead Partner of The FA Cup. This sponsorship of the oldest domestic football competition in the UK gives Budweiser the opportunity to connect with football fans and to share in their passion for the beautiful game. The FA Cup is open to all clubs in the UK, both league and non-league, and for those clubs who progress through the rounds, it can provide a financially valuable lifeline, as well as much needed publicity and public support.

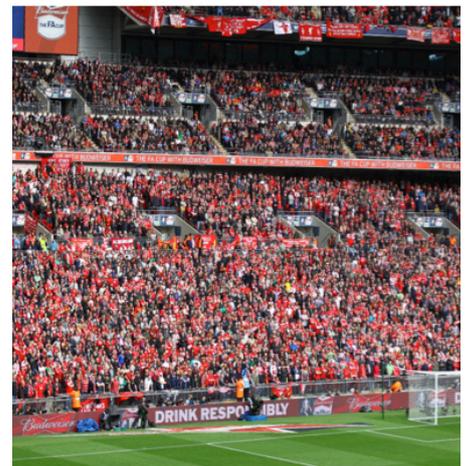
2011-2012 Season:

Budweiser's responsibility messaging was seen by 1.28 million people in UK stadiums and an estimated 50 million TV viewing audience. It saw:

- a 30% increase in direct traffic to the Drinkaware homepage
- a 58% increase in unique visitors to Drinkaware
- a 46% increase in Drinkaware page views

Recognisable Commitment Objectives:

At AB InBev we are committed to promoting responsible drinking as part of our dream to be the Best Beer Company in a Better World. We use our sponsorship of The FA Cup to promote and encourage responsible behaviour. We have also partnered with The FA to develop a bespoke programme to support grassroots



football in the local community, as well as to promote responsible drinking to football fans, inside and outside the stadium.

List of Activities Undertaken by Sponsor:

- All Budweiser branded FA Cup communications carry responsibility messaging: 'Please Drink Responsibly', Drinkaware.co.uk and Over 18s only.
- From the third round onwards, responsibility messaging appears on pitchside perimeter boards.
- LED pitchside perimeter boards carry three messages 'Please Drink Responsibly', 'Designate a Driver' and a call to action to visit Drinkaware.co.uk.
- Budweiser's Club Futures is a grant programme that supports grassroots and community football clubs. The programme is designed to 'help clubs to help themselves' by encouraging them to become more sustainable and to enable them to play a bigger role in the community.
- Clubs who have benefitted from Club Futures include Raynes Park Vale who will be using their grant award to improve facilities to encourage the participation of younger players.
- The grant winning clubs will also play a role as 'responsibility ambassadors' within their community. Budweiser will work with each club to implement responsibility programmes including 'Family Talk' - a programme that encourages parents and guardians to talk with their children about alcohol responsibility and responsible drinks bartending training for those clubs with licensed facilities.

