

# Johnnie Walker Championship

**Drinks Company:**

Diageo

**Rights Holder Partner:**

European Tour

**Brand:**

Johnnie Walker

**Type of Event:**

Sponsorship of Golf Championship

**Main Activity:**

marketing campaign, brand ambassador, free soft drinks, free travel transfers, support for Junior Golf & DrinkiQ



**Overview:**

Directly funded by Diageo since 1999 the Johnnie Walker Championship at Gleneagles has and continues to provide a key platform for Diageo’s marketing, commercial and corporate plans in Scotland, the wider UK and beyond. This has included a number of activities dedicated specifically to promoting responsible drinking.

**Recognisable Commitment Objectives:**

- Utilise the high profile assets available at the Johnnie Walker Championship to communicate a responsible drinking message, both through the Johnnie Walker brand and the DrinkiQ website.

**Brief Description:**

Cards and posters reminding people to drink responsibly were placed around the entire venue with specific posters placed on parking signs and on car park transfer coaches, reminding people not to drink and drive. In addition, in order to support the ‘don’t drink and drive’ initiative, free transfers to Gleneagles station were provided and free soft drinks were offered to designated drivers. Alcohol units were also printed on all drink menus and food was made available wherever alcohol was served The DrinkiQ logo was also included on all relevant materials.

**List of Activities Undertaken by Sponsor:**

- DrinkiQ logo included on all relevant materials
- Responsible drinking reminder cards and posters placed around the entire venue



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- ‘Don’t drink and drive’ reminders placed on parking signs and on car park transfer coaches
- Free transfers to Gleneagles train station
- Alcohol units printed on all drinks menus
- Any soft drinks in a round containing an alcoholic drink given free (to encourage nominated drivers)
- Food available wherever alcohol is served
- DrinkIQ Alcohol Awareness Tent piloted at 2010 event (see opposite)

### **Community/Grassroots Activities Undertaken by Rights Holder:**

A number of activities were carried out to support the Scottish Government’s junior golf platform, ClubGolf. These activities were unbranded or were done in the name of the Gleneagles Hotel, the venue for the JW Championship and the 2014 Ryder Cup. The first of two main commitments is the provision of facilities free of charge to allow ClubGolf to offer free golf lessons to children attending the Championship. We also donate the entire gate receipt from the Friday of the Championship, after reducing the price to £5 to encourage as many as possible to attend. In 2011 £19,500 was gifted to ClubGolf and in 2012 £20,400.