

Professional Sports Team Sponsorship

Drinks Company:

AN Other

Rights Holder Partner:

Professional Sports Team

Brand:

Alcohol

Type of Event:

Sponsorship of a Professional Sports Team

Main Activity:

Promotion of Responsible Drinking messages and investing in diversionary sporting activities (no alcohol branding)

Overview:

AN Other has a sponsorship agreement in place with a Professional Sports team. It is not a title sponsorship but related to secondary tier support and/or enhanced pouring rights exercised at the venue where the Sport team plays.

Recognisable Commitment Objectives:

AN Other is committed to promoting responsible drinking messages and encouraging diversionary activity. The Sports club invests in coaching opportunities for young people and community schemes that create diversionary activity, predominantly for young people.

Brief Description:

AN Other has an agreement from the Sports team that a portion of the sponsorship fees paid will be ring-fenced for investment in diversionary activity including opportunities for young people to play sport and investment in local community initiatives. Examples include working with local authority youth services, team ambassadors visiting local schools, providing kits and equipment to community centres. Responsible drinking messages are promoted where possible at point of sale and in materials such as programmes and by using materials created by drinkaware and other sectors of the alcohol industry.

Portman Group:

All AN Other branded materials used in conjunction with the Sports Team carry responsible drinking messaging including Drinkaware.co.uk messaging and Challenge 21.



Professional Sports Team Sponsorship

AN other has specific agreement with the Professional Sports Team partner that a portion of sponsorship revenues are invested in local community projects and promoting opportunities for young people to play in the sport.

Responsible drinking messages are included in any matchday programmes produced where the AN Other brand is also covered and on any other platform created by the Sports Team when the alcohol brand is promoted.

The Professional Sports Team seeks to promote responsible drinking messages in the bar areas of any events where it stages matches.