

# Scottish Pipe Band Championships

**Drinks Company:**

Chivas Brothers Ltd

**Rights Holder Partner:**

Royal Scottish Pipe  
Band Association

West Dunbartonshire Council

**Brand:**

100 Pipers

**Type of Event:**

Pipe Band Competition

**Main Activity:**

Music competition attracting competitors from all over Scotland, Ireland and England.



**Overview:**

Chivas Brothers Ltd, through its 100 Pipers brand, supported the Pipe Band Championships in Dumbarton for many years until 2010. This support was mostly a cash donation to enable the event to take place and as providers of beverages in the hospitality marquee.

**Recognisable Commitment Objectives:**

Responsible Drinking messages to be displayed throughout the hospitality area and wherever branding was displayed across the whole competition field.

CBL staff on hand to engage with visitors to the hospitality area and demonstrate unit calculators and drinks diaries.

**List of Activities Undertaken by Sponsor:**

- Responsible drinking messaging at bar. Unit calculators and drinks diaries were on every table in hospitality and CBL employees actively discussed their importance with visitors
- A responsible drinking advertisement was taken out in the official event programme
- Funding partners West Dunbartonshire Council encouraged to support responsible drinking ethos
- Community/Grassroots activities undertaken by rights holder (where appropriate)



Responsible drinking messages in the hospitality bar.



Staff were on hand to engage with visitors. The event attracted 15,000 visitors, 2,000 of whom enjoyed the facilities in the hospitality village.