

# Secondary Alcohol Sponsorship deal with an NGB<sup>1</sup> Partner

**Drinks Company:**

AN Other

**Rights Holder Partner:**

National Governing Body for Sport

**Brand:**

Beer sponsorship

**Type of Event:**

Non-title sponsorship of a competition or sporting team

**Main Activity:**

Responsible drinking messages and NGB investing in diversionary sporting activities. (No alcohol branding at the supported events).



**Overview:**

AN Other has a sponsorship agreement in place with a National Governing Body for Sport covering a national sporting competition and/or national team.

It is not a title sponsorship but a secondary partner that sees some limited exposure given to the AN Other brand and allows use of the NGB logo and competition name in associated marketing.

**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 NGB that a considerable portion of the sponsorship fees paid will be ring-fenced for investment in diversionary activity including grassroots programmes and projects that increase opportunities for young people to play sport. Examples include national training programme of coach training, investment in recreational grounds, investment in kits, equipment, club events and excursions.

Responsible drinking messages are promoted where possible at point of sale and in materials such as programmes.



<sup>1</sup> NGB National Governing Body

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### **Portman Group:**

All AN Other branded materials used in conjunction with the NGB brand carries responsible drinking messaging including Drinkaware.co.uk and Over 18s only.

AN other has specific agreement with the NGB partner that a portion of sponsorship revenues are invested in grassroots 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 displayed and on other platforms 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.