

Headline sponsorship of London's German Winter Festival; the 'WB Winter Festival'



Drinks Company:

Würtz Brau GmbH

Rights Holder Partner:

Local Authority

Brand:

Würtz Brau

Type of Event:

Headline Winter Festival

Main Activity:

Responsible drinking message integral part of the overall sponsorship



Overview:

Headline sponsorship of annual event through the company's leading brand, Würtz Brau. Providing sponsored bars, music, food and dance. Event open to families attracting 500,000 over the course of the weekend.

Recognisable Commitment Objectives:

Responsible drinking to be promoted as an integral part of the sponsorship with high visibility of responsibility messages at all point-of-sale; emphasis on responsibility at a family event.



List of Activities Undertaken by Sponsor:

- Sensible drinking tips like 'spacing' with soft drinks, eating, unit awareness at point-of-sale
- Event programme with sensible drinking advice and unit information of products being sold at each bar
- Posters promoting Drinkaware and RDM visible throughout site.
- Challenge 25 operated at every bar
- Sampling activity supported by provision of non-alcoholic alternatives and free snacks



* Würtz Brau is a fictional brand used for illustrative purposes only.

Headline sponsorship of London's German Winter Festival; the 'WB Winter Festival'

