



Portman Group

# Code of Practice on Alcohol Sponsorship

First Edition



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# **Code of Practice on Alcohol Sponsorship**

## **First Edition**

This is the first edition of the Portman Group's Code of Practice on Alcohol Sponsorship. It applies to all alcohol sponsorship agreements activated in the UK and provides a procedural framework for influencing, regulating and controlling industry practice.

The alcoholic drinks industry is committed to promoting its products in a socially responsible manner and only to those over 18. The Code is supported throughout the industry, including producers, importers, wholesalers, retailers and trade associations.

Anyone can make a complaint against any sponsorship agreement which is subject to the Code that they consider is in breach of this Code. Complaints are considered by an Independent Complaints Panel and its decisions are published. Effective sanctions are in place to ensure that the Panel's decisions are enforced.

Companies are encouraged to use the free Advisory Service before undertaking sponsorship to check that they comply with the Code.

# 1. Introduction

- 1.1 This Code seeks to ensure that alcohol is promoted in a socially responsible manner and only to those over 18.
- 1.2 The Code complements and is consistent with the Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks and the Codes should be read in conjunction with each other.
- 1.3 Both Codes also complement and are consistent with the Broadcast Committee of Advertising Practice UK Code of Broadcast Advertising (BCAP Code)<sup>1</sup> and the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code), both of which are administered by the Advertising Standards Authority (ASA)<sup>2</sup>. The Code Secretariat may refer a complaint received under this Code or the Code of Practice on Naming and Packaging to the ASA if it considers that the complaint is more appropriately dealt with under the BCAP or CAP Codes.
- 1.4 This Code applies to all new<sup>3</sup> sponsorships undertaken by the UK alcohol drinks industry for an alcoholic drink which is marketed for sale and consumption in the UK, where such activity is activated in the UK, is primarily UK-focused, and is not already subject to regulation through the ASA or Ofcom.
- 1.5 The Code applies to all companies owning or representing alcohol brands or products. All companies in the alcohol industry, including retailers, are encouraged to indicate their support for the Code and their willingness to abide by the decisions of the Independent Complaints Panel by becoming Code Signatories. Not doing so, however, does not mean that their products are outside the provisions of the Code.

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<sup>1</sup> This Code replaces the previous separate Codes that existed for TV and radio.

<sup>2</sup> Ofcom contracted out day-to-day responsibility for broadcast (TV and radio) advertising to the ASA and BCAP in November 2004, Ofcom acts as a backstop regulator to the ASA for TV and radio advertising. Ofcom retains responsibility for regulating TV programme sponsorship.

<sup>3</sup> The Code applies to all agreements agreed, including those periodically reviewed or renewed, after 31 January 2014.

- 1.6 This Code does not apply to any materials or activities whose sole purpose is to educate about the use and misuse of alcohol. Educational materials targeted at under-18s should not be branded with either a company's corporate or product branding; whereas educational materials and responsibility campaigns aimed at over-18s may feature either<sup>4</sup> unless they are already subject to regulation through the ASA or Ofcom.
- 1.7 The Code does not apply to commercial pouring or supplier agreements in their purest form.
- 1.8 The Code does not apply to international sponsorships which are outside the control of a UK subsidiary company<sup>5</sup>.
- 1.9 The Code is to be applied in the spirit as well as in the letter and to both direct and indirect claims and associations. In judging compliance with the Code, the matter should be looked at broadly and with regard to all the circumstances, including the overall impression conveyed.
- 1.10 It is the responsibility of all companies connected with the alcoholic drinks industry in the UK (whether as producers, importers, wholesalers or retailers) to comply with this Code. This includes the provision of adequate and appropriate briefings to external agencies from whom companies may commission design or promotional work.

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<sup>4</sup> This does not prevent companies from including their company name in material to help protect their copyright.

<sup>5</sup> For further clarification see section on 'Code Exclusions' in Guidance on Interpretation of Alcohol Sponsorship Code available to download from [www.portmangroup.org.uk](http://www.portmangroup.org.uk)

- 1.11 Rights holders can indicate their support by adding their signatures to a rights holders endorsement letter<sup>6</sup>. This reaffirms their expectation that alcohol sponsors adhere to the high standards and best practice of the industry as outlined in the Code and rights holders support for the Code as it is taken forward.
- 1.12 Drinks industry trade associations, and their members, should express their support for the Code by becoming Code Signatories.
- 1.13 This Code comes into force on the 31 January 2014.

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<sup>6</sup> Available to download from [www.portmangroup.org.uk](http://www.portmangroup.org.uk)

## 2. Definitions

The Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks includes additional definitions of marketing activity. Where complaints are received about those additional areas of activity the complaints will be considered under that Code.

For the purposes of this Code, the following definitions apply:

- 2.1 *Sponsorship*<sup>7</sup> means the terms of any commercial agreement or part of an agreement by which a sponsor, for the mutual benefit of the sponsor and the sponsored party (rights holder), contractually provides financing or other support in order to establish an association between the sponsor's image, brands or products and a sponsorship property in return for rights to promote this association and/or for the granting of certain agreed direct or indirect benefits<sup>8</sup>.
- 2.2 *A rights holder* is any individual or legal entity owning the relevant rights in the sponsorship property and receiving direct or indirect support from a sponsor in relation to the sponsorship property.
- 2.3 *Sponsorship property* can include, but is not limited to, for example, a team, individual, group, awards ceremony, event, activity, organisation or venue in return for which the sponsored party agrees to be associated with or promote the sponsor's brand(s).

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<sup>7</sup> This definition of sponsorship is consistent with the one used by the International Chamber of Commerce in its Advertising and Marketing Communication Practice Consolidated Code.

<sup>8</sup> For the purposes of this Code, sponsorship is the agreement to support any specific sporting or cultural event or activity, where such activity is not already subject to regulation through the PG Code on Naming and Packaging, or regulation through ASA or Ofcom. Cf. Code rule 1.4.



- 2.4 A *drinks company* includes a wholesaler or retailer, which holds the trademark rights for a brand within the UK or has contractual rights to distribute a brand within the UK to wholesalers and retailers, or produces a pre-packaged product which includes an alcoholic drink (i.e. a gift pack containing alcohol) even if they have no rights pertaining to that alcohol brand.
- 2.5 A *child or young person* is anyone under the age of 18, which is the minimum legal age for the purchase of alcohol in the UK.
- 2.6 *Sampling* is an offer of an alcoholic drink, free of charge, to members of the public in a public place (including licensed premises), unless the premises are being used for a private function.
- 2.7 A *responsible drinking message* may include a Drinkaware logo and links to the Drinkaware website, a responsible drinking statement, for example ‘please drink responsibly’ and/or reference to the Chief Medical Officers’ sensible drinking guidelines<sup>9</sup>. The brand name may be included in the responsibility statement (e.g. “Please drink Brand X responsibly”) provided this is not done in a way that might undermine the sentiment of the statement.
- 2.8 *Diversionary/community activity* means any activity or intervention that diverts people away from anti-social activities into pro-social, organised and constructive activities by either preventing them from falling into such activity, or as a route out of such activities towards more positive lifestyle behaviours.
- 2.9 For the purposes of this Code the *UK* covers the Isle of Man and the Channel Islands. Only marketing activity and promotional material primarily targeted at the UK market is subject to the Code.

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<sup>9</sup> The UK Chief Medical Officers recommend that men should not regularly drink more than three to four units of alcohol per day and women should drink no more than two to three units per day. For more information, see [www.drinkaware.co.uk](http://www.drinkaware.co.uk)

### **3. Rules for Responsible Alcohol Sponsorship**

- 3.1 As an integral part of each new<sup>10</sup> alcohol sponsorship agreement, drinks companies must ensure there is a recognisable commitment to promoting responsible drinking and/or supporting diversionary/ community activities; taking into account the size, scale, reach, and length of the sponsorship.
- 3.2 Drinks companies must not sponsor or support individuals under the age of 18. Though companies may sponsor a team, band or group which includes a player or member who is under-18 years of age provided that at least 75% of the overall participants are aged over 18. Any under-18 participants should not be used individually in any promotional material or activity.
- 3.3 Drinks companies must not sponsor individuals, activities, teams, events, tournaments, competitions, bands or celebrities which have a particular appeal to, or are primarily aimed at, under-18s.
- 3.4 Drinks companies must not allow the placement of their brand names, logo or trademark (including the non-alcoholic version of the alcohol brand) on merchandise which has a particular appeal to/intended for use primarily by under-18s.
- 3.5 Prior to sponsoring an event, team or activity, drinks companies must use their reasonable endeavours to obtain data on the expected participants, audience or spectator profile to ensure that at least the aggregate of 75% are aged over 18.
- 3.6 Sponsorship at events or tournaments which do not meet the 75% threshold are permitted but only if restricted to defined areas to which

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<sup>10</sup> The Code applies to all agreements agreed, including those periodically reviewed or renewed, after 31 January 2014.

at least 75% of attendees are aged over 18. In such cases, the drinks company must not be the main sponsor but may be one of a number of sponsors. The drinks company may be the main sponsor of an age-restricted area.

- 3.7 There must be no implication that bravado, aggressive, violent, dangerous or anti-social behavior is advocated or condoned by a drinks company or brand.
- 3.8 Drinks companies must not sponsor individuals, groups or events associated with sexual activity or sexual success.
- 3.9 Drinks companies must not sponsor individuals, groups or events which encourage illegal, irresponsible or immoderate consumption.
- 3.10 Anyone carrying out sampling must comply with current licensing legislation.
- 3.11 Sampling must not encourage illegal, irresponsible or immoderate consumption such as binge-drinking, drunkenness or drink driving and should not have a particular appeal to under-18s<sup>11</sup>.
- 3.12 Drinks companies must not use images of people who are, or look as if they are, under twenty-five years of age, where there is any suggestion that they are drinking alcohol or they are featured in a significant role. Images may be shown where people appear only in an incidental context.
- 3.13 Sponsorship must not imply it is acceptable to consume alcohol before or while playing sport or suggest alcohol enhances sporting performance or social success.

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<sup>11</sup> Cf: Sampling Guidelines available on [www.portmangroup.org.uk](http://www.portmangroup.org.uk)

## 4. Complaints

### The Independent Complaints Panel

- 4.1 The Chair of the Independent Complaints Panel (Panel) is appointed through an open and transparent process consistent with the standards used in making public appointments. The Chair appoints other Panel members following a national recruitment process. The Panel shall not include any person employed by the Portman Group or any of its member companies.
- 4.2 Details of the Panel's membership are available on the Portman Group's website or on request. The Chair plus two members of the Panel constitute a quorum and decisions are made by majority voting. In the case of a tied vote, the Chair shall have a casting vote. Panel members must declare any interest in a case before considering it, whereupon the Chair will decide if it is appropriate for that member to consider that complaint.

### Making complaints

- 4.3 Complaints can be submitted via the complaints form on the Portman Group's website or emailed to **[complaints@portmangroup.org.uk](mailto:complaints@portmangroup.org.uk)**. Complaints may be sent in writing to: The Secretary to the Independent Complaints Panel, Portman Group, Fourth Floor, 20 Conduit Street, London W1S 2XW. If possible, evidence to support the complaint should be enclosed, such as details of the activities involved, or a product sample if the complaint is in relation to the Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks (Naming and Packaging Code).
- 4.4 Before processing a complaint, the Portman Group will seek confirmation that no legal action between the complainant and the company is underway or is intended to be initiated by either party with regard to the subject matter of complaint. The Portman Group will not normally get involved in matters that are the subject of legal action.

- 4.5 In the absence of a formal named third party complaint, the Portman Group<sup>12</sup> will investigate all matters brought to its attention. The only exception to this being advice given by the Portman Group Advisory Service, which is provided on a confidential basis. The Portman Group can, if appropriate, refer an issue to the Independent Complaints Panel, in which case the Portman Group will act in lieu of a complainant.

## Preliminary investigation

- 4.6 Upon receipt of a third party complaint, the Secretary to the Independent Complaints Panel (Code Secretariat) will acknowledge receipt of the complaint and at the same time, seek an affirmation from the complainant that they would be willing to resolve the matter on a Fast Track basis provided it is appropriate to do so (see paragraph 4.12 below). The complainant will have five working days to agree to proceeding in this way.
- 4.7 In the absence of a formal complaint, but where a matter is brought to its attention, the Portman Group will act in lieu of a third party complainant and will seek to resolve the matter on a Fast Track basis in the first instance.
- 4.8 The Code Secretariat will identify the section(s) of this Code and/or the relevant section(s) of the Naming and Packaging Code, under which the particular issue appears to fall. The Code Secretariat may also highlight any other factor(s), which may be relevant.
- 4.9 The Code Secretariat will then contact the company which appears to be responsible with the above information to inform them that a complaint has been received. This will normally be the producer. The company will have five working days to respond indicating whether

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<sup>12</sup> For the purposes of sections 4 and 5 of the Code, the 'Portman Group' refers to the Portman Group Executive only and not to its member companies.

they would be agreeable to Fast Track process<sup>13</sup> in the event that this was appropriate (see paragraph 4.12 below).

- 4.10 Both the company and complainant must consent to proceeding on a Fast Track basis. If either party refuses, the matter will then be considered as part of the formal complaints process.

## Fast Track process

- 4.11 In instances where both parties agree to Fast Track process, the Code Secretariat will forward the matter to the Chair of the Independent Complaints Panel (the Chair) for consideration. The Code Secretariat will highlight the relevant Code(s)<sup>14</sup> section(s) that the matter should be considered under as well as any other relevant factor(s).
- 4.12 Provided there is complete co-operation on the part of the company, the Chair has the discretion to allow matters to be resolved on a Fast Track basis. The Chair may decide that a matter is suitable for Fast Track resolution where an apparent or possible breach:
- is clear cut and a company offers to take appropriate remedial action to address the issue;
  - is unlikely to be of interest, in terms of an Independent Complaints Panel ruling setting a future precedent for the activity of other producers;
  - has been resolved by a company taking immediate and relevant action before or immediately after being contacted by the Portman Group;
  - can be resolved and there is no prior history of non-compliance with the Code on the part of the company concerned.<sup>15</sup>

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<sup>13</sup> The number, nature and severity of any previous Code breaches, in relation to the size of the company, will be taken into consideration.

<sup>14</sup> Refers to both this Code and the Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks (fifth edition).

<sup>15</sup> The number, nature and severity of any previous Code breaches, in relation to the size of the company, will be taken into consideration.

- 4.13 If Fast Track is deemed appropriate, the Chair will delegate responsibility for resolving the matter to the Portman Group.
- 4.14 In instances where the Chair of the Panel decides that a matter is appropriate for Fast Track, the company must provide an assurance that the sponsorship, (or promotion or piece of marketing material if the complaint also captures activity falling under the Naming and Packaging Code) will be suitably amended or withdrawn. The company will be encouraged to seek assistance from the Advisory Service in this regard. The complainant will be notified of the proposed changes.
- 4.15 Wherever possible, the Portman Group aims to agree an outcome for all Fast Track cases within 35 working days of receipt of a complaint.
- 4.16 Any timescale agreed for remedial action is at the discretion of the Portman Group and will vary depending on the nature of the action to be taken.
- 4.17 Where a complaint is resolved through Fast Track, the case will be published as such on the Portman Group's website, which will give the name of the company, the category of complainant,<sup>16</sup> the date and the type of activity.
- 4.18 The Panel is the final arbiter of the Code(s); if a subsequent complaint is received about activity that has previously been amended following Fast Track, the matter will automatically be referred to the Panel for decision<sup>17</sup>.

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<sup>16</sup> The categories of complainant will be: i) member of the public ii) competitor (if the company is also a member of the Portman Group, this will be specified) iii) an organisation or individual with a direct or specialist interest in either the alcohol industry or the product/ company concerned, such as an NGO or public health body, iv) the Portman Group or v) other.

<sup>17</sup> This is consistent with the position set out in Code paragraph 4.24

## Investigation by the Independent Complaints Panel

4.19 Cases will be referred for investigation by the Panel where the Fast Track process is not applicable. That includes, but is not limited to, where:

- it is the opinion of the Chair that the matter should be considered by the Panel;
- a company is offered the opportunity to resolve a complaint on a Fast Track basis, but is not willing or able to do so;
- a case is not clear;
- a complainant is not willing to accept a company's offer to resolve a case on a Fast Track basis;
- a company agrees to resolve a complaint on a Fast Track basis but fails to carry out the required remedial action;
- the company concerned has a prior pattern of non-compliance with the Sponsorship Code; and/ or
- the Chair considers that there is merit in the case being heard by the Independent Complaints Panel as it has the potential to set a precedent for future alcohol sponsorships.

4.20 In the event of 4.19 above, the Code Secretariat will compile a dossier that is sent to both the company and the complainant, who both have up to five working days to make any additional comments. If the complainant raises any further points, the dossier is amended to include them. The company is given up to 10 working days to respond, and any response is incorporated into the dossier. The final version of the dossier is then sent to both the complainant and the company.

4.21 The Panel meets to consider the sponsorship activity after having an opportunity to study the dossier. The Panel is not bound to restrict its consideration of the sponsorship to the narrow terms of the complaint but may consider it under any section of the Code(s) that it considers relevant, regardless of whether this section relates to the



specific complaint or has been highlighted in the dossier by the Code Secretariat or otherwise.

- 4.22 In reaching its decisions, the Independent Complaints Panel shall not be bound by the views expressed or advice given by the Portman Group's Advisory Service.
- 4.23 The Panel may seek expert assistance at any stage. Should this be required, the name of the expert and details of his or her opinion are made available to the company, which will be given 10 days to respond in writing.
- 4.24 If the Panel does not find the sponsorship or sponsorship activity in breach of the Code(s), the decision is final, and both the complainant and the company will be notified of the Panel decision. In cases where the Panel decides that there has not been a breach of the Code(s), the Panel may consider other complaints against the same activity which may be made in the future, provided that there is a material difference in the activity, they are based on different grounds or changed circumstances or amended activity.
- 4.25 If the Panel decides that a sponsorship and/or sponsorship activity is in breach of the Code(s), the decision is provisional. The company is advised of the provisional decision and, if it wishes to contest the provisional decision, it can do so by submitting further written representations to support its case within 10 working days of notification of the provisional decision. If a company does not challenge a provisional decision that decision will automatically become final.
- 4.26 The Panel will consider any additional representations from the company and will make a final decision. The complainant and the company will be informed of the final decision. When the Panel has reached a final decision it will not consider further representations from the company unless the company presents fresh information which became available to it after the final decision.

4.27 The time limits set out above may be extended or shortened at the discretion of the Code Secretariat. Subject to the above points, the Panel will determine its own procedures, having regard to the principles of natural justice. In particular, the Panel will not be bound by any enactment or rule of law relating to the admissibility of evidence in legal proceedings.

## Publication of Complainant's Identity

4.28 Where a complaint is referred to the Independent Complaints Panel for investigation and a decision is published:

- Names of members of the public who make complaints will be kept confidential, except in exceptional circumstances when permission would first be sought from the complainant.
- Complainants who are competitors, organisations or individuals with a direct or specialist interest in either the alcohol industry or the product/company concerned will be named.
- The Portman Group will always be named where it acts as a complainant.<sup>18</sup>

4.29 Where a complaint is resolved on a Fast Track basis the identity of the complainant will not be made public<sup>19</sup>.

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<sup>18</sup> Where a competitor was the original source of the intelligence, this will be recorded in the Panel decision although no further details will be made public. The only exception to this is where a competitor is also a Portman Group member company in which case this be noted although the company itself will not be named.

<sup>19</sup> See footnote 18 above.

## 5. Enforcement

### Investigation by the Independent Complaints Panel

- 5.1 If any part of the sponsorship is in breach of the Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks, enforcement will be consistent with section 5 of that Code.
- 5.2 A company whose sponsorship is found in breach of this Code will be asked to take appropriate remedial action to comply with this Code in line with the Panel's decision.
- 5.3 In the case of a Code breach concerning a recurring event, the drinks company will be required to demonstrate it has taken appropriate remedial action in time for the next event (subject to the scheduling of the next event and terms of the contract).
- 5.4 In the event that appropriate remedial action is not taken, the Code Secretariat may notify breaches of this Code to other interested parties.
- 5.5 All complaint decisions are published on the Portman Group's website, via a press release shortly after decisions have been made final and in an annual report which is available to the Government, alcohol interest groups, police, licensing authorities, the media and members of the public who request it.
- 5.6 In the event that a Portman Group member company chooses not to make the required changes to their sponsorship, representatives will be asked to explain their position to the Portman Group Council and the company may be expelled from membership. Should any Code Signatory, other than a member company, not adhere to a Panel decision, it may be removed from the list of Signatories by the Portman Group.

- 5.7 The Code Secretariat may remit to the Panel any sponsorship which has been the subject of an adverse decision and which has been amended by the company concerned, but which, in the opinion of the Code Secretariat, fails to take account of the Panel's objections.

## **Fast Track Resolution**

- 5.8 Where a company takes appropriate action to resolve a matter on a fast track basis and within the agreed timescales, no further enforcement action will be taken.
- 5.9 However, should a company fail to act as agreed, and is unable to provide adequate justification for its failure to do so, the complaint will be reopened and will be referred to the Independent Complaints Panel for decision. The Panel decision will record the details of the company's non-compliance.

## 6. Advisory Service

- 6.1 As well as operating the Code of Practice on Alcohol Sponsorship, the Portman Group offers a free, fast and confidential Advisory Service to assist the industry in carrying out its sponsorships responsibly.
- 6.2 The Advisory Service offers drinks companies and their agencies an opportunity to seek advice, about their sponsorships, including advice on any promotional material or activity that they are intending to undertake as part of the sponsorship that is covered by the Code. This service is designed to help drinks companies avoid breaching the Code in the first instance.
- 6.3 Requests for advice can be sent to **[advice@portmangroup.org.uk](mailto:advice@portmangroup.org.uk)** and should be accompanied by full details of the activity. Advice is normally given within two working days of the request being received.
- 6.4 Companies should consult the topic-specific guidance designed to help communicate the application of the Code and previous Panel decisions. At the time of printing, guidance is available on the following topics:
- Interpretation of the Code of Practice on alcohol sponsorship
  - General interpretation of the fifth edition of the Code
  - Remit of the fifth edition of the Code
  - Multi-purchase, on-trade promotions
  - Sampling
  - Gift packs containing alcohol
  - Rapid or 'down-in-one' drinking
  - Images of promotional staff and consumers in marketing material
  - Communication of alcoholic strength
  - Use of images of under-25s in alcohol marketing
  - Responsible marketing of alcoholic drinks in digital media

Guidance papers can be downloaded from our website

**[www.portmangroup.org.uk](http://www.portmangroup.org.uk)** or by emailing **[info@portmangroup.org.uk](mailto:info@portmangroup.org.uk)**.

6.5 Although the Portman Group's Advisory Service is intended to help the industry avoid problems, the following points should be noted:

6.5.1 The Advisory Service does not constitute any kind of approval or endorsement by the Portman Group.

6.5.2 Whilst using the Advisory Service can help to reduce the risk of complaints, there is no guarantee that complaints will not arise. The Advisory Service is independent of the Independent Complaints Panel that considers complaints under the Code(s) and advice offered by the Advisory Service does not bind the Independent Complaints Panel to a decision either to uphold or to dismiss a subsequent complaint.

6.5.3 Advice is non-binding and in no way affects a company's own obligation to ensure that its products and promotional materials and activities comply with the Code(s). Any reliance placed on the advice is at the company's own risk. The advice is given without liability on the part of the Portman Group for any loss suffered as a result, howsoever arising. The advice is given for the sole use of the company to whom it is addressed and no responsibility is accepted to any third party for its contents.

6.5.4 Advice is offered on a confidential basis. The Portman Group therefore will not disclose to any third party advice that has been given and a company must not use or mention the Portman Group's advice as part of any advertising or promotional message or present it as an endorsement of the product.

# Useful Contacts

## **Portman Group Pre-launch Advisory Service**

[advice@portmangroup.org.uk](mailto:advice@portmangroup.org.uk)

Tel: 020 7290 1460

## **Advertising Standards Authority**

Mid City Place

71 High Holborn

London

WC1V 6QT

Tel: 020 7492 2222

[www.asa.org.uk](http://www.asa.org.uk)

The ASA deals with complaints about advertisements in both broadcast and non-broadcast media.

## **Clearcast**

4 Roger Street

2nd and 3rd Floor

London

WC1N 2JX

Tel: 020 7339 4700

[www.clearcast.co.uk](http://www.clearcast.co.uk)

Clearcast provides a pre-clearance service for television advertising

## **Committee of Advertising Practice**

Mid City Place

71 High Holborn

London

WC1V 6QT

Tel: 020 7492 2100

[www.cap.org.uk](http://www.cap.org.uk)

CAP offers advice on non-broadcast advertising.

## **Drinkaware**

Samuel House  
6 St Albans Street  
London  
SW1Y 4SQ  
Tel: 020 7766 9900  
[www.drinkaware.co.uk](http://www.drinkaware.co.uk)

Drinkaware is an educational charity whose purpose is to positively change the UK drinking culture.

## **European Sponsorship Association**

Suite One  
Claremont House  
22-24 Claremont Road  
Surbiton  
Surrey  
KT6 4QU  
Tel: 0208 390 3311  
[www.sponsorship.org](http://www.sponsorship.org)

The ESA is the trade association for all aspects of sponsorship in Europe, with members including sponsors, rights holders and agencies.

## **Ofcom**

Riverside House  
2a Southwark Bridge Road  
London  
SE1 9HA  
Tel: 020 7981 3000  
[www.ofcom.org.uk](http://www.ofcom.org.uk)

Ofcom is the communications regulator regulating TV and radio sectors, fixed line telecoms, mobiles, postal services and the airwaves over which wireless devices operate.



## **Radio Advertising Clearance Centre**

The Radio Centre

6th Floor

55 New Oxford Street

London

WC1A 1BS

Tel: 020 7010 0608

[www.racc.co.uk](http://www.racc.co.uk)

The RACC provides a pre-clearance service for radio advertising.

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### Notes:

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## **Portman Group**

20 Conduit Street  
London  
W1S 2XW

T: 020 7290 1460

E: [advice@portmangroup.org.uk](mailto:advice@portmangroup.org.uk)

W: [www.portmangroup.org.uk](http://www.portmangroup.org.uk)