

# PROHIBITION OF ALCOHOL SPONSORSHIP OF EVENTS AND OTHER PROMOTIONS

Other names/examples: Family Smoking Prevention and Tobacco Control Act

## Description of strategy

Restrictions on alcohol sponsorship refer to the control of alcohol-related sponsors at community events. Sponsors can include large alcohol producers/companies, local breweries/wineries, or retailers such as bars or restaurants. Sponsors provide financial support for the event in return for promotions and advertisements at the event. Sponsorship may take different forms, including: (1) use of the sponsor's name in conjunction with the event; and/or (2) promotional items (such as t-shirts, flashlights, etc.) with the sponsor's logo. Restrictions on sponsorship can be instituted through a local ordinance or state law, or can be implemented voluntarily by a business, event or organization. Examples include:

- prohibiting alcohol sponsorship of sporting events and community events;
- prohibiting the distribution of alcohol promotional items;
- prohibiting alcohol producer's or retailer's name from being associated with an event, particularly if youth are in attendance; and,
- prohibiting signs with an alcohol or sponsor's name from being displayed at an event, particularly if youth are in attendance (University of Minnesota Alcohol Epidemiology Program, 2009).

## Discussion of effectiveness

No evidence regarding the effectiveness of the prohibition of alcohol sponsorship of events and other promotions was located.

Intervening Variables	
Retail Pricing	
Retail availability	
Social availability	
Law Enforcement	
Community norms	
Promotion & media	

## References for description of strategy

University of Minnesota Alcohol Epidemiology Program. (2009). Alcohol Sponsorship Restrictions. Retrieved July 25, 2012, from: <http://www.epi.umn.edu/alcohol/policy/sponsrad.shtm>.

## Evidence base

No evidence found

## Further reading