



Report on sport sponsorship by alcohol producers

Alcohol related sport sponsorship

Results of monitoring alcohol marketing in Denmark in 2010

AMMIE Project

Alcohol Marketing Monitoring in Europe Report on sport sponsorship in Denmark

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Introduction

Sport-related alcohol advertising and promotion expenditures for European countries are not publicly available. In 1999 European sport sponsorship by the alcohol industry was approximated to be 168 million US dollars. This made it the industry with the second largest amount of European sports sponsorship expenses, second only to both manufacturers of cars and sports clothing (Boere, 2005). In the US roughly 60 percent of the alcohol industry's marketing expenditure is spent on sport related advertising and sponsorship (Centre on Alcohol Marketing & Youth 2004). This means that the American alcohol industry uses sports as its primary vehicle for promoting alcohol sales.

This is concerning when considering that recent studies provide evidence that alcohol industry sponsorship is associated with more hazardous drinking in sportspeople compared to non-alcohol sponsorship (O'Brien, Miller, Kolt, Martens, & Webber, 2011) (O'Brien en Kypri, 2008). Despite this knowledge the relation between sport clubs and alcohol producers remains strong in many countries.

The sponsoring of big sports events by alcohol producers leads to many minors getting exposed to alcohol marketing (Wildenberg, 2009). Because of a lack of research it is not clear yet, what the influence is of alcohol industry sponsorship of both professional and amateur sports clubs. Therefore we conducted a survey of the websites of the biggest sports clubs of the five most frequently performed team sports in the Netherlands. The goal was to discover if these clubs are sponsored by alcohol producers and how visible the alcohol brands are on their websites. While this research is not scientific, this small systematic monitoring exercise underlines the importance of this subject.

The 2007 ESPAD survey showed that Danish Youth (15-16 years old) holds the absolute record in binge drinking among 35 European countries (60 per cent has done that the last month) and drunkenness (40 per cent has been drunk during the last month). Together with UK, Norway and Finland, Danish youngsters have the highest alcohol consumption when they drank alcohol last time (5, 7 cl). Together with youngsters from Germany, Austria, the Czech Republic and Isle of Man most youngsters from Denmark have been using alcohol the last month (75 per cent) and have been using alcohol during the last year (90 per cent) (ESPAD, 2007).

In 2008 the Danish Government sat up a Commission on Public Health. The Government wanted to know how the Danish population could gain 3 more life years, and asked the Commission to give some answers. Three years is the approximate difference between Danes average lifespan on the one side and Swedes and Norwegian's on the other in the period (1997-2001). The difference mostly reflects a difference in lifestyle, because since 1950, Denmark has experienced a greater increase in the number of daily smokers and the volume of alcohol consumption than have our two neighbor countries.

Around 3.000 deaths every year are directly related to alcohol consumption. In addition to this every year alcohol related deaths take place in the traffic and in working places. Alcohol consumption which exceeds

the official drinking limit reduces the average number of life years with almost 5 years plus 4 years of reduced quality of life compared to a person, who drinks below the limit. Moreover a large alcohol intake has a number of negative side effects, like increased crime and violence, workplace injuries and placement of children in social care away from home. The alcohol consumption in Denmark has more than doubled from 1961 to the middle of the 1980es. The increase is larger than any of the other OECD-countries and substantially larger than the increase of alcohol consumption in Sweden.

Danish Youth is a special concern

The Commission on Public Health expresses a special concern for the young people. Not only adults but also the young part of the Danish population drinks a lot. The youngsters, who start drinking, are younger than their peers in Sweden and Norway, and they drink substantially larger amounts. Moreover the number of 15 year olds, who drink alcohol at least once a week, is substantially larger in Denmark compared to Sweden and Norway.

The Committee on Public health recommends an advertisement ban

The answer from the commission regarding alcohol was clear and simple. The commission recommended the following four regulations:

- 1 Age limit for purchase of alcohol should be raised from 16 to 18 years. The enforcement of the age limit should be tightened up.
- 2 Educational institutions must formulate an alcohol policy, which should be published.
- 3 Every commercial communications concerning alcohol in all media should be banned.
- 4 As license authorities the municipalities should use the possibility of reducing the availability of alcohol in outlets, especially those situated in residential areas and near educational institutions.

"A number of recent studies show a connection between the exposure of alcohol ads in different media – for instance magazines, TV, radio and film – and increased alcohol consumption. A ban on alcohol marketing sends like a higher age limit a clear signal, and can in this way contribute to a change in the norms about alcohol."

In the Danish "MULD-Survey 1997-2008" the extent of Binge-drinking has been tested among 11-15 year old youngsters. In 2008 52 % of boys aged 15 had been drinking ≥ 5 units within the last month. For girls it was 65 % - note the significant difference in 'favor' of girls.

The reasons for these hazardous trends are variegated. Within several scientific studies alcohol marketing has been identified as one of the risk factors for youth drinking uptake and risky consumption patterns. According to Anderson (2009) e.g. marketing strategies have a significant impact on youth drinking initiation, consumption levels and continued drinking.

"Alcohol Marketing Monitoring Project"

The AMMIE project (Alcohol Marketing in Europe) was started in 2009 as alcohol marketing was not yet monitored systematically and independent from commercial interest in most of the European Member States although the topic is an important one in the EU Alcohol Strategy. Within the AMMIE project, NGOs from five EU countries (Bulgaria, Denmark, Germany, Italy and the Netherlands) have monitored alcohol marketing following a method developed by STAP, the Dutch institute for alcohol policy. The results of this project will give insight in the overall presence of alcohol marketing in the five countries and describe the content and the amount of alcohol advertising, with special attention to the opinion and exposure of young people. Furthermore, the project will describe the functioning of the alcohol marketing regulation systems; this will lead to recommendations to improve the regulatory system in order to protect young people against the harmful influence of alcohol advertising. All AMMIE reports can be found on:

www.eucam.info/eucam/home/ammie.html.

As sport sponsoring has become an important marketing tool within the past years, one part of the AMMIE project concentrates on observing the content and the quantity of sport sponsorship by the alcohol industry. The first step of this monitoring part is to select the five team sports which are important to youngsters in the respective countries. For each of the five sports, a selection of ten clubs playing at the national top will be made. Finally the websites of these sports clubs have to be checked in terms of sponsor information by alcohol producers.

The aim of this monitoring part is to assess the dimensions and the patterns of sport sponsoring by the alcohol industry.

In this report the monitoring results concerning the sport sponsorship in Denmark are presented. In chapter one the theoretical background constituting the basis of the further sections is described. Therefore the effects of sport sponsorship on the drinking behaviour of youngsters as well as the regulations on sport sponsoring in Denmark are disclosed. Chapter two displays the outcome of the monitoring process for each team sport and moreover compares the sponsorship of the different sports and sports clubs.

The conclusion of the report is a summary of the findings including a description of recommendations with regard to the regulation of sport sponsorship in Denmark.

Methods

To give an accurate idea of sport sponsorship in top Danish sport clubs we have chosen the 5 most practiced team sports (football, basketball, volleyball, hockey and handball). Consequently we have gathered a list of 50 clubs (10 for each sport). The criterion for the sport clubs to be included is a top position in their respective leagues.

The results of this study will be published as a report within the AMMIE project and used to give insight in the sponsorship of sports by alcohol producers.

1. Alcohol and sports sponsorship

In Denmark sports sponsorship has developed greatly. The danish market for sports sponsorship peaked in 2008 with DKK 1.248 mio. ~ to € 166 mio. From 1995 an increase of 271 %, almost a quadruplication in 2008.

Year	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Mio. DKK	339	407	526	525	612	683	680	776	824	973	1060	1136	1182	1258	1104
In-dex	100	120	155	155	181	201	201	229	243	287	365	335	349	371	326

Source: Dansk Oplagskontrol, Reklameforbrugsundersøgelsen 2009

The decline, 12,3 % in revenue in 2009 has been a problem for specially Elite sportsclubs. A further fall in revenue is expected in 2010.

The biggest sponsors in Danish Business 2008

2008 top seven sponsorships:

Sponsor	Provider	Sport	DKK per. year
1. Carlsberg	UEFA sponsor EC 2008	Football	150 mio.
2. Carlsberg	Liverpool FC	Football	80 – 100 mio.
3. Saxo Bank	Riis Cycling	Cycling	50 – 80 mio.
4. Velux	Velux 5 Ocean	Sailing	30 – 40 mio.
5. KasiGroup	Brøndby FC	Football	20 – 25 mio.
6. Carlsberg	FC Copenhagen	Football	17 – 18 mio.
7. Dong Energy	Danish National Team	Football	15 mio.

Table: Source: Kronenberg – Business.dk. marts 2010 (DKK 100 ~ € 13)

Four out of the five biggest sponsors was operating on the international sportsmarket and five out of seven sponsorships was within football.

Carlsberg is the biggest player on the danish sponsormarket. Specially sponsorships as UEFA's EC final in 2008 and the Champions League champions in 2007 Liverpool FC has made Carlsberg to an well known player on the market.

In 2012 Carlsberg again is sponsor for UEFA EC final in Poland an Ukraine. The estimated value of the sponsorship is DKK 225 – 250 mio. (€ 30 – 33 mio.).

For the alcohol industry the attractiveness of sport sponsorship is based on the fact that sport events and sport programs are followed by a great number of viewers. The industry uses the postive image of sport

(sport as a healthy activity, the feeling of togetherness during a sportive event or a competition, the function of athletes being sportive idols of youngsters etc.) to gain customers and/ or to bind them to a special brand. The fact that alcohol is a toxic substance which should not be consumed in a sportive context is disregarded within the brand marketing tool of sport sponsoring.

1.1 Effects of sports sponsorship on the drinking behaviour of youngsters

The Scientific Opinion of the Science Group of the European Alcohol and Health Forum found an impact for all the individual marketing exposures studied, nevertheless, the overall description of the studies found consistent evidence to demonstrate an impact of alcohol advertising on the uptake of drinking among non-drinking young people, and increased consumption among their drinking peers.

As the evidence of links between alcohol advertising as well as sponsorship and a greater probability of drinking is provided by survey researches, it is likely that also the sponsoring of sports by alcohol producers influences the drinking behaviour of youngsters. In 2004 the ZEUS GmbH in Germany published, on behalf of the Federal Ministry of Health and Social Protection, a "content and target group analysis of alcohol advertising in German Television". One result of the study was that around 30% of the examined advertising spots and nearly 60% of the sponsoring advices were embedded in programs dealing with some form of sport (Haustein et al. 2004). This fact implies that marketing activities of alcohol producers are highly represented within German TV sport shows. Moreover the study found that sport is the most commonly used context for youth-oriented advertising. This leads to the conclusion that alcohol advertisement within a sportive context as well as sport sponsoring influences the attitudes of youngsters towards alcohol and their use of alcoholic beverages.

In the danish Magazine 'Markedsføring' ('Marketing')/: The unique 'hook' and effect of sponsorships is the 'creation of customer loyalty'. Look at the FC Copenhagen, ask the supporters. They have focus on the game, they are the consumers of FC Copenhagen. Many supporters of football clubs are youngsters. Why are sports sponsorship more efficient than other marketing-platforms? The trick is that the consumers are two-three times more positive inside the sport-segment than outside. You have the 'hook' into a positive segment. Source: C.W.Larsen/Markedsføring,16.06.2010

1.2 Regulations on sport sponsorship

In Denmark the *non-statutory* regulation (self-regulation) and two statutory regulations which all restrict the content of alcohol marketing. The self-regulation code became effective in March 2000 is made in a joint venture of three Ministries, various organizations of the alcohol industry, trade organizations, The Consumers Council and NGO's. The code is enforced by the Alcohol Marketing Committee (the former Committee of Enforcement). Head of the Committee is an independent Chairman. The Consumers Council

and the Brewers Association are permanent members. The National Consumers Agency has observer status. The present members are: Danish Commerce and Service, The Business Organisation of Danish Advertising and Relation Agencies, The Co-operative Merchants, The Danish Ministry of Business affairs, The Danish Ministry of Health, The Danish Road Safety Council, The Veterinary and Food Stuff Directorate, Danish Distillers, Danish Co-operative Societies, HORESTA (nationwide employer's organisation of the hotel-, restaurant- and tourism industry), V.S.O.D. (Danish Wine and Spirits Organisation). Everybody, consumers, companies and organisations can file a complaint - since 2008 also from a complaint formula from the website www.alkoholreklame-naevnet.dk. The decision is taken in a meeting of the members of the Committee; normally it takes about two months to reach a decision in a complaint. There are no sanctions whatever attached to the code. The Committee can express criticism in public.

The code was changed in the summer 2010 on the occasion of the 10 years anniversary of the Alcohol Marketing Committee. In the following the changes will be revealed. The changes are called a revision by the Alcohol Marketing Committee, which also states that: *"The Committees' previous practise is going to be codified, and that the code in this way is brought in accordance with the European code on self-regulation issued by the Commission "*

Our comment: The chairman refers to the Self-regulation formulated by the European Advertising standards Alliance (EASA), which consists of representatives from the alcohol industry. The word "codify", means collecting and putting a code in order. In Landsraadet we have been working with the code since 2001 and in our opinion the code has been rearranged in a new and confusing way compared to the original text. As a result it is now difficult to see what has been added and what has been deleted from the text.

The revision was successfully sold in all media as a tightening, but as we shall see, is more like a loosening – for instance a crucial article as the prohibition of linking alcohol with sport is now watered down.

It is difficult for children and young people to avoid the large amount of alcohol ads in the Danish media. For that reason the alcohol marketing regulation is now being tightened.

Epn.dk, October 9. 2010 , source: Berlingske Tidende

Watering down the sports article can have been the real aim of the revision. A revision we believe to be the brainchild of the powerful players Brewers' Union and Carlsberg as a way to deal with the declining beer sales in Denmark. Professionally marketed as a concern for young people, and counterbalanced with tightenings, which prove to be either of minor importance or inefficient for a closer look.

"About alcohol marketing we must especially protect children from believing that it is their game, likewise we should avoid that young people are tempted to buy more alcohol."

Source: The Chairman in the Alcohol Marketing Committee to Berlingske Tidende, epn.dk.October 9. 2010

The screenshot shows a news article from Berlingske Tidende. The main headline is "Reklamerregler for alkohol strammes" (Alcohol advertising rules are tightened). The sub-headline reads: "Modeller og skuespillere under 25 år må ikke længere bruges i alkohol-reklamer." (Models and actors under 25 years old can no longer be used in alcohol advertising). The article text discusses new advertising guidelines for alcohol, mentioning that models and actors under 25 are no longer allowed. It also notes that the guidelines are being tightened, which is a change from previous practice. The article is dated October 9, 2010. There are also related article links and a subscription form visible in the screenshot.

By opening up the possibilities of alcoholmarketing of alcohol in sport doors are opening wide for the most profitable market regarding volume and revenue.

In Danish law sport sponsoring by alcohol producers is not explicitly determined. In the non-statutory code it is written: sponsoring a sport-event is allowed if it is executed according to the Code.

2. Sponsoring of top clubs by alcohol brands

This chapter examines sponsoring activities of the alcohol industry within websites of Danish sport clubs. The procedure of monitoring is based on the method of Maher et al. (2006) examining patterns of sport sponsorship by gambling, alcohol and food companies via the Internet.

First of all the five team sports which are popular among young people in Denmark are selected. The level of popularity is determined on the basis of club memberships by youngsters aged < 18 years. According to the Danish Sport Federation [Dansk Idræts-Union) popular memberships of sports clubs among youngsters aged < 18 year in Denmark 2010 are:

1. Football (231.262 members – 175.004 boys and 56.258 girls)
2. Handball (77.807 members – 35.205 boys and 42.602 girls)
3. Basketball (6.988 members – 4.728 boys and 2.260 girls)
4. Volleyball (6.020 members – 2.525 boys and 3.495 girls)
5. Cycling (2.484 members – 2.186 boys and 299 girls)

For each of these sports ten men's teams playing at the highest league are chosen. For simplicity, the teams occupying the ranks 1 to 10 of the previous national championship are selected.

To get an insight in sport sponsoring strategies, the websites of the recent clubs are checked on information about sport sponsoring of alcohol producers.

The output of the monitoring is presented in the following sections. The sequence of the results corresponds to the popularity of team sports among young people (2.1 Football, 2.2 Handball etc.).

2.1 Sponsoring of football clubs

In Denmark football is associated with alcohol, especially (as seen under) with beer. In the following the monitoring results concerning the sponsorship of football clubs by alcohol brands are presented.

Carlsberg was sponsor of three football clubs in the danish 'SAS League', august 2010.

Club	Alcohol Sponsor
Koege FC	Royal Unibrew Nybom Wine
FC Copenhagen	Carlsberg
AGF	Royal Unibrew
Esbjerg FC	Carlsberg
FC Nordsjaelland	Royal Unibrew
Randers FC	Thor Brewery Jysk Wine
Silkeborg FC	Carlsberg

The analysis of the monitoring reveals that seven clubs in The Super League are sponsored by a Danish beer producer. Two clubs are moreover funded by a wine retailer.

The type of sponsorship varies in forms from a main sponsorships, co-sponsorships, gold-sponsorship etc.

The sponsors logo's on the clubs homepage are very dominating. Visible on almost every subpages.

FC Copenhagen, on every 75 pages the Carlsberg logo is visible: "Carlsberg – Part of the Game". 10 of these subpages are more or less directed towards or interesting the youth.

It is striking that for most of the websites the sponsorship is just specified by a logo of the recent alcoholic producer or a link which leads directly to the website of the sponsors. Information about the content and the quantity of sponsorship by the alcohol industry is hardly available within the club's internet presence.

However, the majority of the sponsoring companies emphasizes the engagement in the field of sport sponsorship by providing detailed information about the nature and the extend of the sponsorship as well as by uploading photos of the football team and taking out sweepstakes and events in terms of the football

sponsoring on the recent websites, promoting discounts on alcoholic beverage in town. The clubs promotes direct links to the sponsor own homepage.

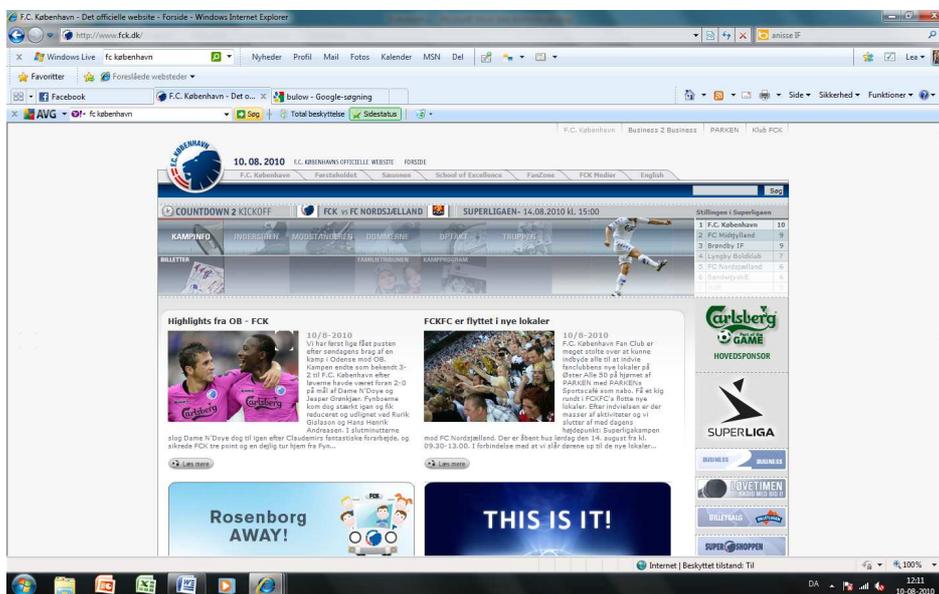
2.1.1 Top 10 Clubs (SAS League):

Koege FC:

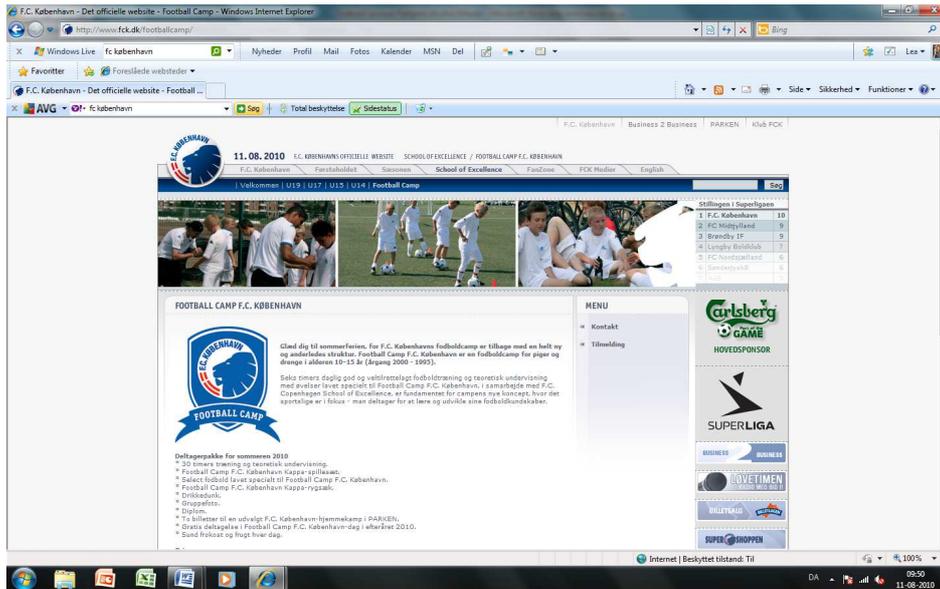
- Royal Unibrew A/S is a Swan-Sponsor (Svanesponsor) to the club.
- Nybom Wine ApS (Nybom Vine apS) locally supports the club
- Their logos are not featured on the site. Their names are featured solely on a very simple list if one goes to “Sponsors in HB køge A/S” (Sponsorer I HB Køge A/S) under “The Network” (Netværket).

FC Copenhagen:

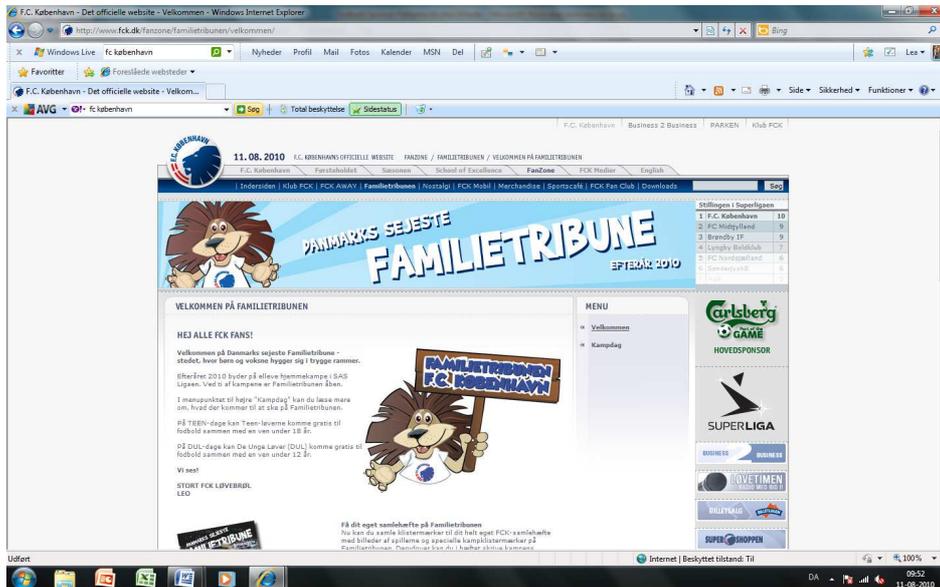
- Carlsberg is Head-Sponsor to the club.
- Carlsberg also has a banner on the website. This banner, announcing “Carlsberg- Part of the game,” is visible on all 75 pages of the website, on the right side of the screen. The banner is animated (the ball turns) and, therefore, it is more noticeable.



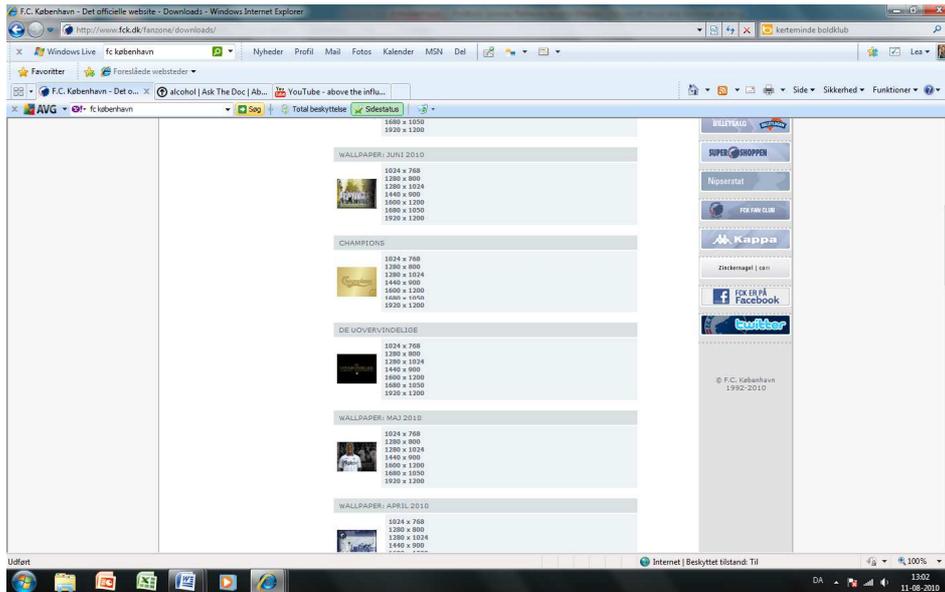
- Some of the pages (10 pages total) of this website are more or less directed towards or interesting the youth. Those pages are the following: “Football camp”, and the youth-teams’ pages “U19”, “U17”, “U15”, and “U14”, which are accessible via “School of Excellence”.



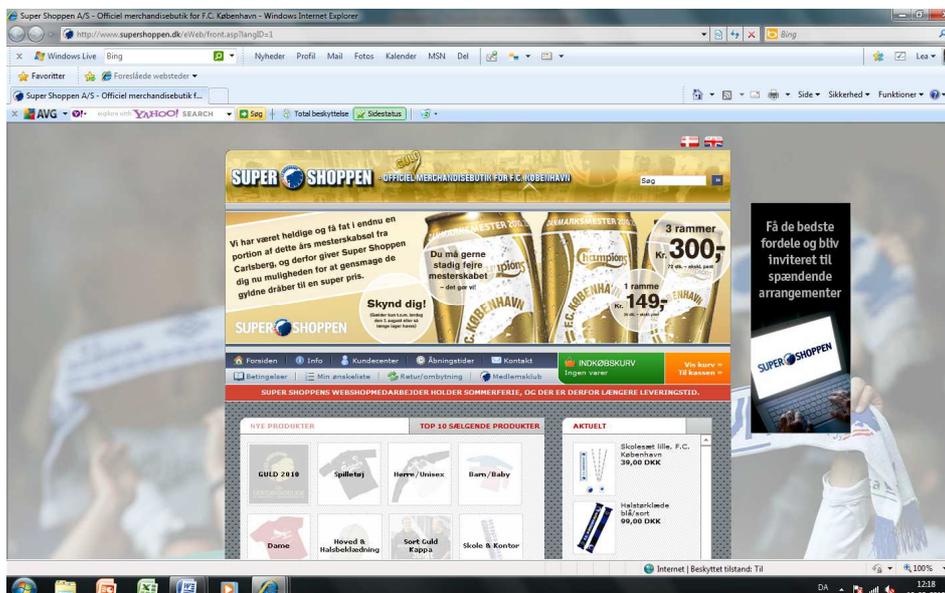
There are also “family tribune” (Familietribeunen)/(Family-Stand) “FCK Mobile” (FCK Mobil), “Merchandise”, and “downloads”, found under “Fan Zone”.



- On the website, under “downloads”, it is possible to download a background for one’s computer. One of those backgrounds is clearly based on the Carlsberg logo. On a golden background is written “Champions” in a font that is obviously Carlsberg’s.



- Via fck.dk, one can access supershopp.dk. Super shoppen is the official FCK online merchandise store. On the front page of this website, there is an advertisement for some leftover “world cup beers” from Carlsberg, which they sell on their website. The cans are golden and white with “Champions” written in golden in what is obviously the Carlsberg font. There is also the FC Copenhagen logo in gold on the cans.

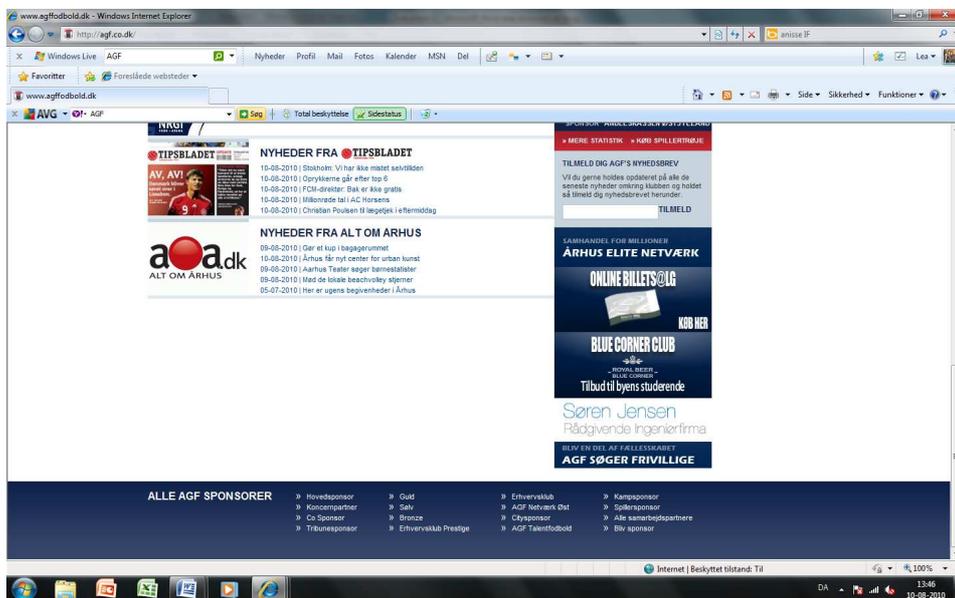


- On fck.dk, there is also a link for Carlsberg.dk. On this site’s front page, there is an ad proposing that one buys a “complete football kit in the Carlsberg shop”.

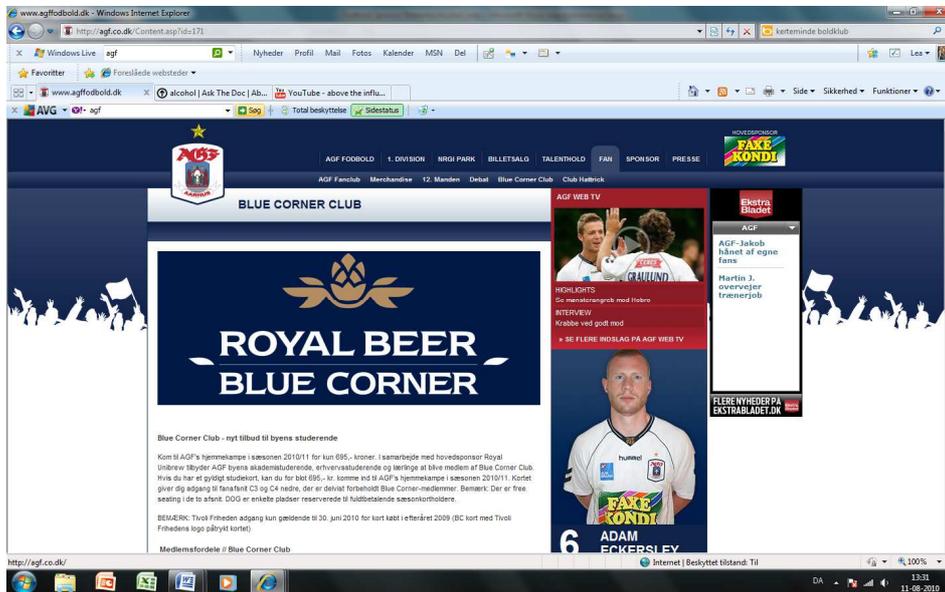


AGF/Aarhus:

- On the AGF website, there is on the bottom right corner of each page an ad for Blue Corner Club, which promises cheaper beer for all the town's students (university). This ad is visible on all 55 pages of the website.



- Also, there is an entire page dedicated to the Blue Corner Club with the same ad, yet more detailed and developed. The page is found under “fan”, so the odds of someone young falling over it are pretty high.



- Of all 55 pages, there are 8 of them which are more or less directed at or interesting for the youth. Those pages are the following: “family-tribune”, found under “nrgi park”, the youth-teams’ pages “U19”, “U17”, “U15”, “U14”, under “talent-teams” (talenthold), and finally “merchandise” and “club hattrick”, via “fan”.

Brøndby IF:

- The website’s domain is for sale, and it is thus not possible to verify sponsorships or ads on the website.

Esbjerg FB:

- Carlsberg is an elite partner for the club.
- Sigurd Muller Wine Shop (Sigurd Muller Vinhandel) is one of the club’s kick off partners.
- The logos are visible solely on the “sponsors” page of the website.

FC Midtjylland:

- FC Midtjylland is not sponsored by any alcohol related firms whatsoever, and their website is completely devoid of alcohol related ads.

- However, on Carlsberg.dk, the Carlsberg website, there is, on the very first page, publicity for an upcoming OB-FC Midtjylland game, announcing the possibility to win two tickets for the game, as well as two Carlsberg beers.

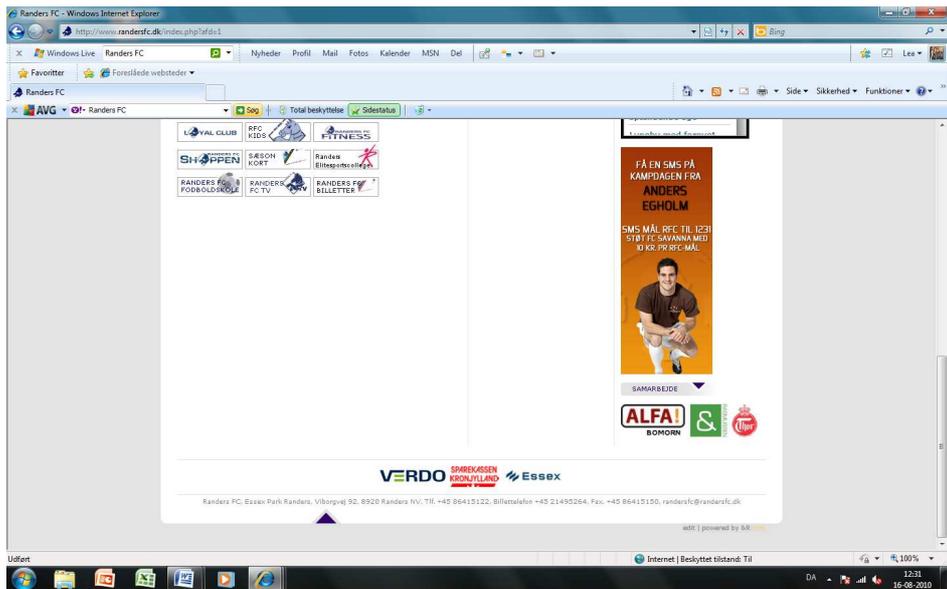


FC Nordsjælland:

- Royal Unibrew is a partner to the FC Nordsjælland club.
- The logo of Royal Unibrew is visible only in “partners” (partnere), via “FCN Business”.

Randers FC:

- Thor A/S is a diamond sponsor (diamant sponsor) and its logo is visible on the front page and on the list of sponsors in “diamond” (diamant), via “sponsor” only.



- “Jutt Wine apS” (Jysk Vin Aps) is a gold sponsor (guld sponsor), and “Glud Wine, Randers” (Glud Vin, Randers) is a “top sponsor”. Their logos are only visible in “gold” (guld) and “top”, via “sponsor”.

Silkeborg:

- Carlsberg A/S is top partner for the club. Its logo is featured at the bottom of all the website’s pages, appearing and disappearing approximately every four seconds, as well as under “top partner”, via “sponsors” (sponsorer).

The logo is not very noticeable on the pages, since it is only visible for four seconds at a time and because it is at the very bottom of the page, a part of the webpage one would not look at much.



- There are a total of 143 pages on the website, and 13 of them are more or less directed towards or interesting for youth. Those are the following: “SIF TV”, the youth teams’ pages “U19”, “U17”, “U15”, “U14”, and “U13”, accessible via “talent”.

There are also “SI Fosis (fan club)” (SI Fosis (fanklub)), “SI Folinós (children’s club)” (SI Folinós (børneklub)), “SIF Shop” (SIF Shoppen), “wallpaper”, “downloads”, “mobile” (mobil), and “Facebook”, under “fanzone”.

Sønderjyske:

- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

AaB:

- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

2.1.2 20 random found amateur clubs:

Anisse IF:

- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

Boldklubben Hekla:

- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

Boldklubben Velo:

- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

Idrætsklubben Chang Ålborg:

- Carlsberg A/S is a supplier to the club.

Døllefjelde-Musse Idrætsforening:

- Carlsberg is sponsoring the club. Also, its logo is visible on all the website’s pages on the very top of the page. It appears and disappears with 20 second intervals.



- There are a total of 13 pages on the website and two of them are more or less directed towards or interesting for youth. They are “youth trainers” (ungdomstrænere) and “fan-shop”.

Fælledklubberne:

- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

Gladsaxe-Hero Boldklub:

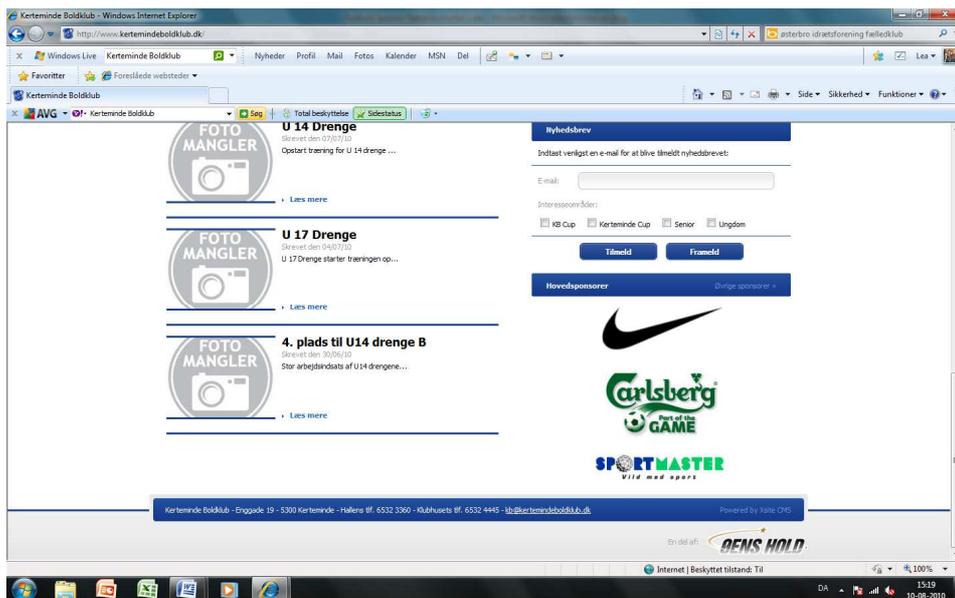
- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

Janderup-Billum Samarbejde:

- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

Kerteminde Boldklub:

- Carlsberg A/S is Head-sponsor (hovedsponsor) to the club. Its banner is featured on the front page only of the site. It is again the “Carlsberg-part of the game” banner, as seen on the FC København website, except this one is not animated, and thus attracts less attention. It is also at the bottom of the page, but is however pretty big in size.



Lolland-Falster Alliancen:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

MarstalRise:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Odder IGF:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Rosenhøj Boldklub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Silkeborg Boldklub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Skagen Idrætsklub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Vanløse Idræts Forening:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Viborg Fodboldforening:

- Carlsberg A/S is platin partner. Its logo is visible in “platin partner”, via “sponsor”.

Ølstykke Fodboldklub:

- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

Østerbro Boldklub:

- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

2.2 Sponsoring of handball clubs

2.2.1. Top 10 clubs (Jack & Jones League)

Bjerringbro-Silkeborg:

- Carlsberg A/S is a top sponsor. Its logo is visible under “top sponsors” (topsponsorer) in “sponsors” (sponsorer).

AaB Håndbold:

- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

KIF Kolding:

- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

Nordsjælland Håndbold:

- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

Skjern Håndbold:

- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

Viborg HK:

- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

Team Tvis Holsterbro:

- There are no alcohol related firms with ads and logos on this club’s website or sponsoring this club.

Mors-Thy Håndbold:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Århus GF:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

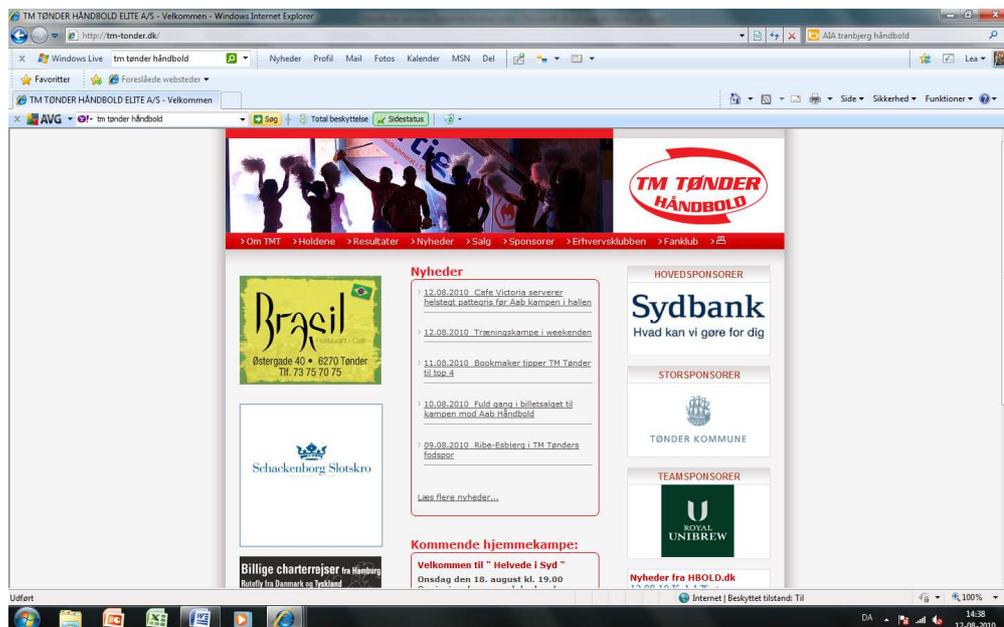
FHK Elite:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

2.2.2 20 random found amateur clubs

TM Toender Håndbold:

- Royal Unibrew is team sponsor to the club. Its logo is of course visible at the "team sponsor" page, via "sponsors" (sponsorer). But one can also see the logo appear with regular intervals on the website's front page, and on the front page only. It is placed mid-height on the right hand side of the page. However, the intervals between its appearances are so long that it is barely ever seen.



Lemvig Håndbold:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

GOG:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Vejle Bredballe Håndbold Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Albertslund Idrætsforening:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Birkerød Håndbold Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Ålbæk Håndbold Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Køge Rishøj Håndbold Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Lyngby Håndbold Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Faaborg Håndbold Klub:

- H.J. Hansen Wine A/S (H.J. Hansen Vin A/S) is a business member (business medlem) of the club. Its logo and contact information can be found in "sponsors" (sponsorer), under "business".

Odder Håndbold:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Viby Håndbold Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Skanderborg Håndbold Elite Akademi:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Grangløse Håndbold Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Ledøje Smørrum Håndbold:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

HC Midtjylland:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

AG Håndbold:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Skovbakken Håndbold:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Vejlby Risskov Idrætsklub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

AIA Tranbjerg:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

2.3 Sponsoring of Basketball clubs

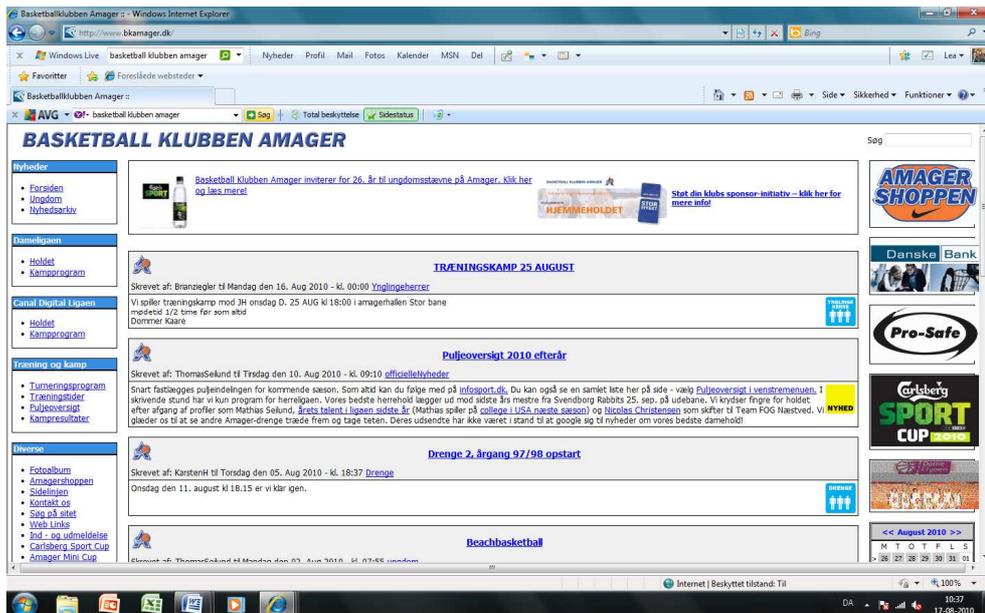
2.3.1. Top 10 clubs (Canal Digital League)

Bakken Bears:

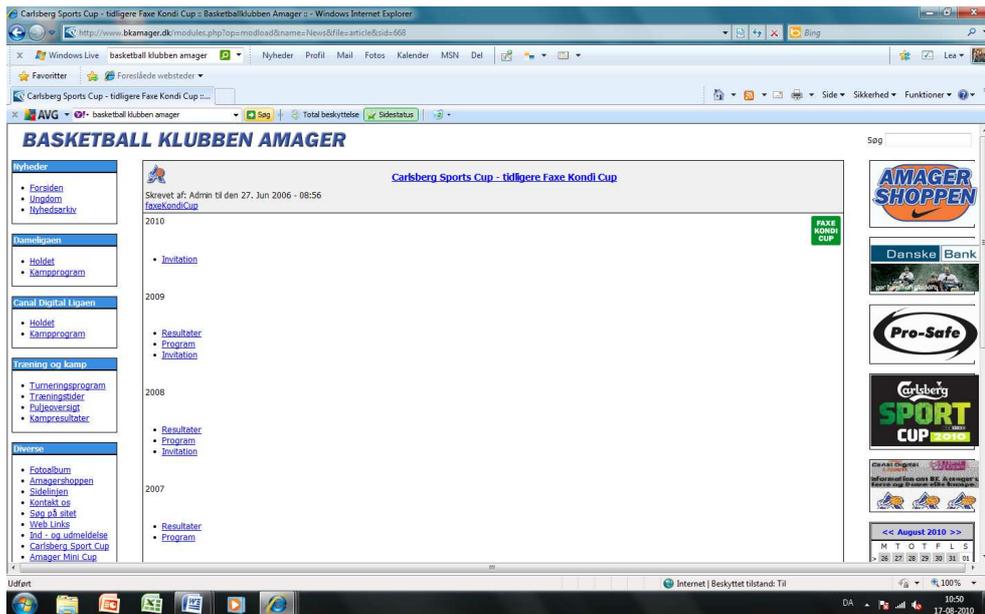
- Hagelquist Wines (Hagelquist Vine) is part of "Grizzly Club". Its logo can be found in "sponsor", under "Grizzly Club". Otherwise there are no alcohol related sponsors or ads on the website.

Basketball Klubben Amager:

- This club is not sponsored by any alcohol related firms, but there is however a “Carlsberg Sports Cup 2010” on all pages of the website. Carlsberg Sports is a completely non-alcoholic soda, but the fact is that part of its name includes “Carlsberg”, the name of the company that produces the soda but also beer. It is on the right hand side of all 80 pages, and it is, in fact, rather noticeable.



- Out of the 80 pages where the banner is visible, 3 are more or less directed at or interesting for youth. The pages are “Youth” (Ungdom), “The Amager Shop” (Amager Shoppen), and “Amager Mini Cup”.
- On the website, there is also a page entirely dedicated to the Carlsberg Sports Cup. On it, one can see the program and the results for each year.



Horsens Idræts Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Hørsholm 79'ers:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Randers Cimbria:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Roskilde Basketball Club:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

SISU Basketball:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Svendborg Rabbits:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Team FOG Næstved:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Åbyhøj IF Basketball:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

2.3.2. 20 random found amateur clubs:

Ålborg Basketball Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

BMS (Ballerup-Måløv- Skovlunde):

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Frederikshavn Basketball Club:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Gedved Idrætsforening:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Haderslev "Corpia" Basketball Klub:

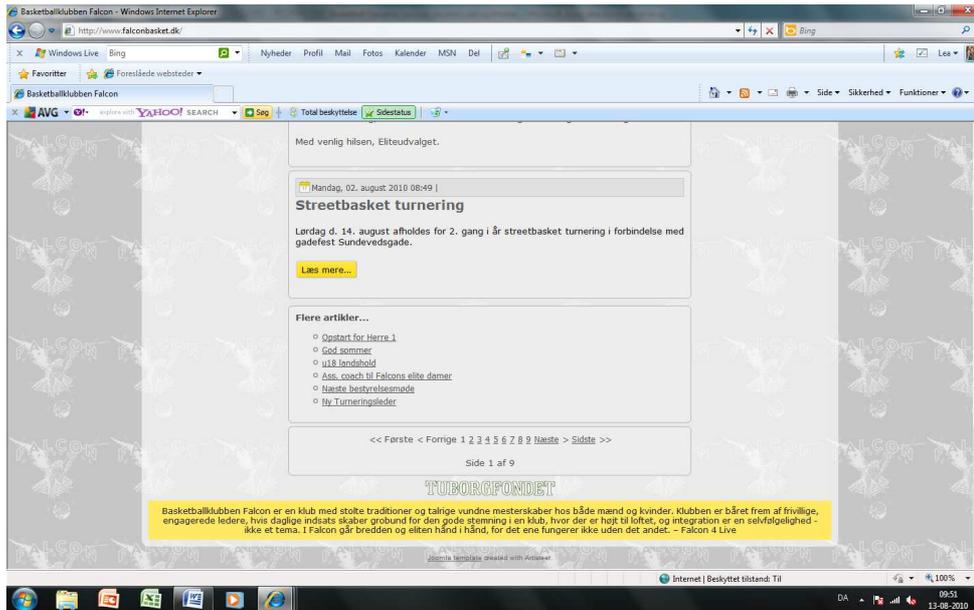
- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Hjortshøj-Egå Idrætsforening:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Falcon Basketball:

- The club is funded by the Tuborg-Fund. Thus, there is at the very bottom of the website's pages a small banner by the Tuborg-Fund (Tuborgfondet). The banner itself is barely noticeable due to on the pages and also because of its rather discreet font and the pale coloring of the lettering.



- There are a total of 78 pages on the website, all featuring the banner. 10 of those pages are more or less directed towards or interesting for youth. Those are the following: “Youth Choice” (Ungdomsudvalg), in “choice” (udvalg), via “the club” (Klubben), and “Falcon Shop”. There are also all the youth teams’ pages “U18 favorit men” (U18 yndlings herre), “U18 favorit ladies” (U18 yndlings damer), “U16 junior men” (U16 junior herre), “U16 junior ladies” (U16 junior damer), “U14 boys” (U14 drenge), “U14 girls” (U14 piger), “U12 mini girls oldest” (U12 mini piger ældste), and “U12 mini boys oldest” (U12 mini drenge ældst), which can be found in “the teams” (holdene), under “youth” (ungdom).

Lundergård Basketball Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Slagelse Basketball Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Vejle Basketball Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Testrup-Mårslet G Basketball Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Broernes Basketball Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Gladsaxe Basketball Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Fredericia Basketball Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Herning "Hurricanes" Basketball Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Kolding "Knoghts" Basketball Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Greve Basketball Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

"B-71" Holsterbro Basketball:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

"Lions" Lystrup Idrætsforening:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Skive Basketball Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

2.4 Sponsoring of Volleyball clubs

2.4.1 Top 10 clubs

Marienlyst:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Skovbakken Volley:

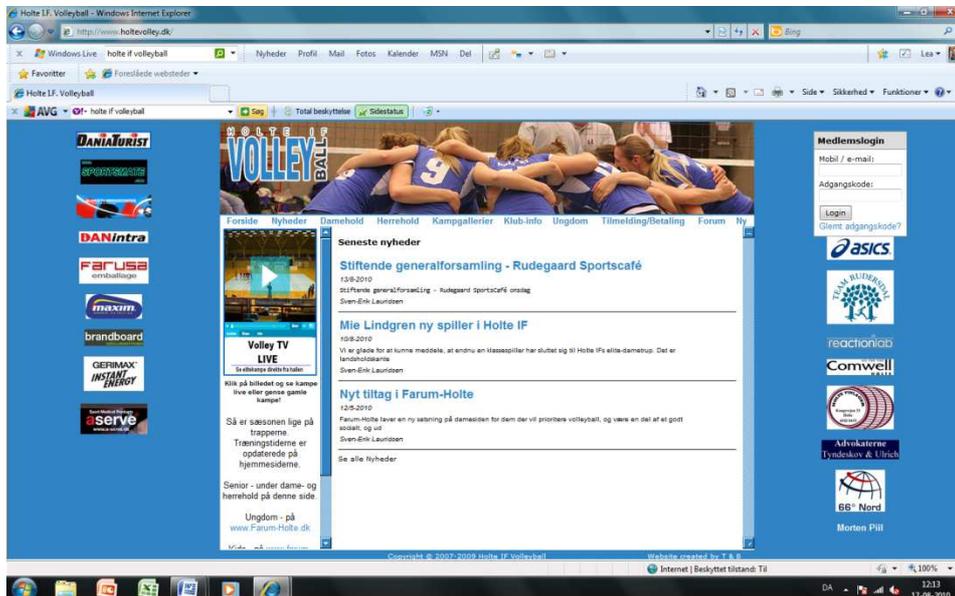
- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Volleyballklubben Ålborg:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Holte IF Volleyball:

- Holte Wine Depot (Holte Vinlager) is one of the club's sponsors. Its logo is visible on all 10 of the website's pages, to the right of the screen. It is a rather discreet logo that blends in with the others.



- Out of the website's 10 pages, 3 are more or less directed at youth. They are "Youth" (ungdom), "Forum", and "New" (Ny).

Lyngby Volley:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Gentofte Volley:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Middelfart VK:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Brøndby Volleyball Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Hvidovre Volleyball Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

2.4.2 20 random found amateur clubs

Åbenrå Volley:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Åbyhøj Volleyball:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Årby GIF:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Århus 1900 Volleyball:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Amager VK:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Biotopen:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Bedsted KFUM Volleyball:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Fortuna Odense Volley:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Gentofte Volley:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Grøndal EV:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Hillerød Volleyball:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

IF Lyseng Volleyball:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Korsør-Slagelse Volley Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

KV61:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

LUI Volleyball Afdeling:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Skive Forenede Volleyball-Klubber:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

SIK Viborg Volley:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Rosenlund Volley:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Solbjerg IF Volleyball:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Volley Team Odense:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

2.5 Sponsoring of Cycling clubs

2.5.1 Top 10 clubs:

Ålborg Cykle Ring:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Fredericia Cykle Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Middelfart Cykelklub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Cykle Klubben Århus:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Odder Cykel Klub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Roskilde Cykel Ring:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Lyngby Cycle Club:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Dansk Cykle Ring-Ballerup:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Dansk Bicycle Club:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

KCK Cykleklub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

2.5.2 20 random found amateur clubs:

Motionscykelklubben Himmerland:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Nørresundby Banks Motions Cykelklub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Ålborg Kasernes Idrætsforening:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Saltum Trim:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

NBC Frederikshavn Motionsafdeling:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Designa Motion-Cykling:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Hammerum-Gjellerup Cykelklub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Gedved Amatør Cykelklub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Ølgod Cykelmotion:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Gl. Rye MTB:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Børkop Motionscyklister:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Bogense Cykelklub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Cykelmotion Odense:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Gram Cykelklub Team BBC:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Esbjerg Cykle Motion:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Brandvæsenets Idrætsforening:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Vordingbord Motions Cykelklub:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Slagelse Cykle Ring Motion:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

ABC Cykling:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

Korsør Cykle Klub Motion:

- There are no alcohol related firms with ads and logos on this club's website or sponsoring this club.

2.6 Summary of the monitoring results

The result in this report are as shown:

Sport	Top 10	Producer	Brand	Amateur random	Procucer	Brand
Football	FC Copenhagen	Carlsberg	Beer	Døllefjelle-Musse	Carlsberg	Beer
	AGF	Carlsberg	Beer	Allborg Chang	Carlsberg	Beer
	Silkeborg FC	Carlsberg	Beer	Kerteminde	Carlsberg	Beer
	Esbjerg FC	Royal Unibrew	Beer			
	FC Nordsjaelland	Royal Unibrew	Beer			
	Køge FC	Royal Unibrew	Beer			
	-	Nyborn Vine	Wine			
	Randers FC	Thor	Beer			
	-	Jysk Vin	Wine			
Handball	Bjerringbro-Silkeborg	Carlsberg	Beer	Toender	Royal Unibrew	Beer
				Faaborg	H.C. Hansen	Wine
Basketball	Bakken Bears	Hagelquist	Wine			
Volleyball	Holte	Holte Vinlager	Wine			
Cycling	None					

The Alcohol industry sports sponsorship are mainly in football clubs. Carlsberg is the top sponsor, Royal Unibrew second. Alcohol industry sport sponsorship are not very widespread in other popular sports, even

though the industry sponsors sport events in clubs without being overall sponsor. The wine company sponsors mentioned are not producers but retailers.

The result from random findings in amateur clubs shows a minor appearance of the alcohol industry.

3. Conclusions and Recommendations

Sport sponsoring is frequently used as a marketing tool by the alcohol industry in Denmark. Alcohol producers use sponsoring activities to call attention to their products and brands. This again leads to the fact that the spectators, especially youngsters, transfer their positive attitude to a special sport and the favoured team on the advertised product. This transfer is particularly accomplished by the exclusive selling license of beer products during sportive events as well as by perimeter and jersey advertisement:

The sale of beer during sportive events is very common and the related consumption of a special beer brand whose producer is usually the exclusive 'sales partner' of a club, is directly linked to the favoured sport. For this reason already children and youngsters, who haven't drunken alcohol yet, perceive the consumption of alcohol during sportive events as a social norm.

Perimeter advertising is also a useful strategy to raise brand awareness, especially with regard to those sports which are highly represented in the Danish media reporting. Within the broadcast of sportive events not only the spectators in a sports arena, but also the television viewers will be aware of the fact that the alcohol industry supports a healthy activity such as sports.

Children and youngsters are especially attracted by the marketing tool of jersey advertisement. The logo of the alcohol industry on the athletes' jersey is always linked to the athletes themselves who oftentimes function as adored idols of adolescents. This way the product being advertised on the jersey is associated with the moral concept of the respective idol and therefore evaluated in a positive way.

As mentioned in chapter 1.1, alcohol marketing and thus also sport sponsoring by the alcohol industry has a negative influence on the drinking behaviour of adolescents. For this reason there is a particular need to protect children and youngsters from the harmful influence of sponsoring activities. But the currently existing regulations on sport sponsoring/ -marketing in Denmark are inadequate to comply with this necessity. In Danish Law sport sponsoring by the alcohol industry is not explicitly determined. For this reason a statutory regulation is recommended, keeping sport and alcohol marketing separated. Such a regulation should include clear rules that protect children and youngsters against the harmful influences of sport sponsoring.

Keeping in mind the Ethical principles and goals in The European Charter on Alcohol:

"All children and adolescents have the right to grow up in an environment protected from the negative consequences of alcohol consumption and, to the extent possible, from the promotion of alcoholic beverages".

Source: European Conference on Health, Society and Alcohol, Paris 12-14 December 1995.

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