



Report on sport sponsorship by alcohol producers

# Alcohol related sport sponsorship

Results of monitoring alcohol marketing in Germany in 2010



# AMMIE Project

## Alcohol Marketing Monitoring in Europe

### Report on sport sponsorship in Germany

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*Hamm (Westf.), November 2010*

Conducted as part of the Alcohol Marketing Monitoring in Europe (AMMIE) project. AMMIE is coordinated by the Dutch Institute for Alcohol Policy (STAP).

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This report arises from the project Alcohol Marketing Monitoring in Europe which has received funding from the European Union, in the framework of the Health Program.



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## Introduction

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According to recent sample surveys the percentage of German youth (12 to 17 years), featuring regular consumption of alcoholic beverages, has declined within the past few years (ESPAD 2007, BZgA 2009). This downward trend is opposed to a great number of alarming developments. The drinking initiation age decreases consistently and risky drinking patterns such as the episodic binge drinking remain at a high level within the youth population. Particularly alarming is the increase of acute alcohol intoxication among young people. With regard to the Federal Statistic Office [Statistisches Bundesamt] (2009), in 2008 around 25.700 adolescents aged between 10 and 19 years were admitted to hospital because of alcohol abuse. This represents an increase of 170% compared to 2000.

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 et al. (2009) e.g. marketing strategies have a significant impact on youth drinking initiation, consumption levels and continued drinking.

The "Alcohol Marketing Monitoring Project" (AMMIE) aims to protect young people against the harmful effects of alcohol marketing. Within the project, which was started in 2009, NGOs from five EU countries (Bulgaria, Denmark, Germany, Italy and the Netherlands) have monitored alcohol marketing following a method developed by 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](http://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 concentrated on observing the content and the quantity of sport sponsorship by the alcohol industry. The first step of this monitoring part was to select the five team sports which are played the most by youngsters in the respective countries. For each of the five sports, a selection of ten clubs playing at the national top has been made. Finally the websites of these sports clubs were 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 Germany the project is funded by the European Commission and the Federal Ministry of Health.

In this report the monitoring results concerning the sport sponsorship in Germany 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 Germany 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 Germany.

## 1. Alcohol and sport sponsorship

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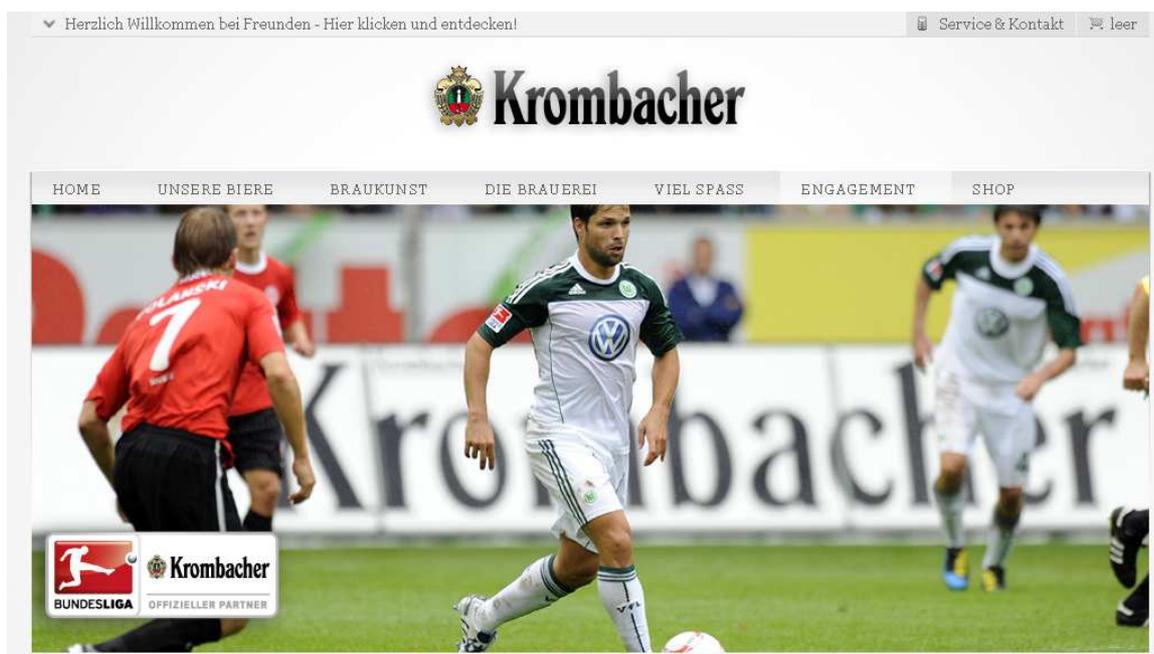
In Germany sport sponsorship has become a dominating marketing tool within the last years. In 2009 around 2.6 Billion Euros were spent in the field of sport sponsorship. This represents an increase of 73,3% compared to 2000 (Sponsor Visions 2009, quoted after Zimmermann 2009).

The proportion of sport sponsorship by alcohol producers is not available within German literature. It is likely, however, that the alcohol industry has a high market share within the sport sponsoring sector. Alcoholic beverages are promoted on jerseys or during sportive events by positioning banners, logos and other marketing advices. Football stadiums are named after beer brands and sport programs on TV are regularly presented by alcohol producers. So it is not surprising that sport is often linked to the consumption of alcoholic beverages within the German population. Even adolescents being influenced by the media and by the example of their parents grow up with the positive association of sport and alcohol.

In Germany particularly beer producers invest in the sponsoring of sports. In 2009 the German brewery Krombacher e.g. has become an official partner of the German Football League and thenceforth regularly sponsors TV programs about the Football League and the UEFA-Champions League. In a press release of the 29<sup>th</sup> of January 2009 Krombacher emphasizes the strong link between football and beer as well as the related commitment to the company's sponsorship of several football clubs and TV programs.

Besides the sponsoring of German football, Krombacher exclusively presents the commentaries about the Formula 1 on German TV and moreover sponsors a multiplicity of handball, basketball, bobbycar and athletic sport clubs.

Figure 1<sup>1</sup>

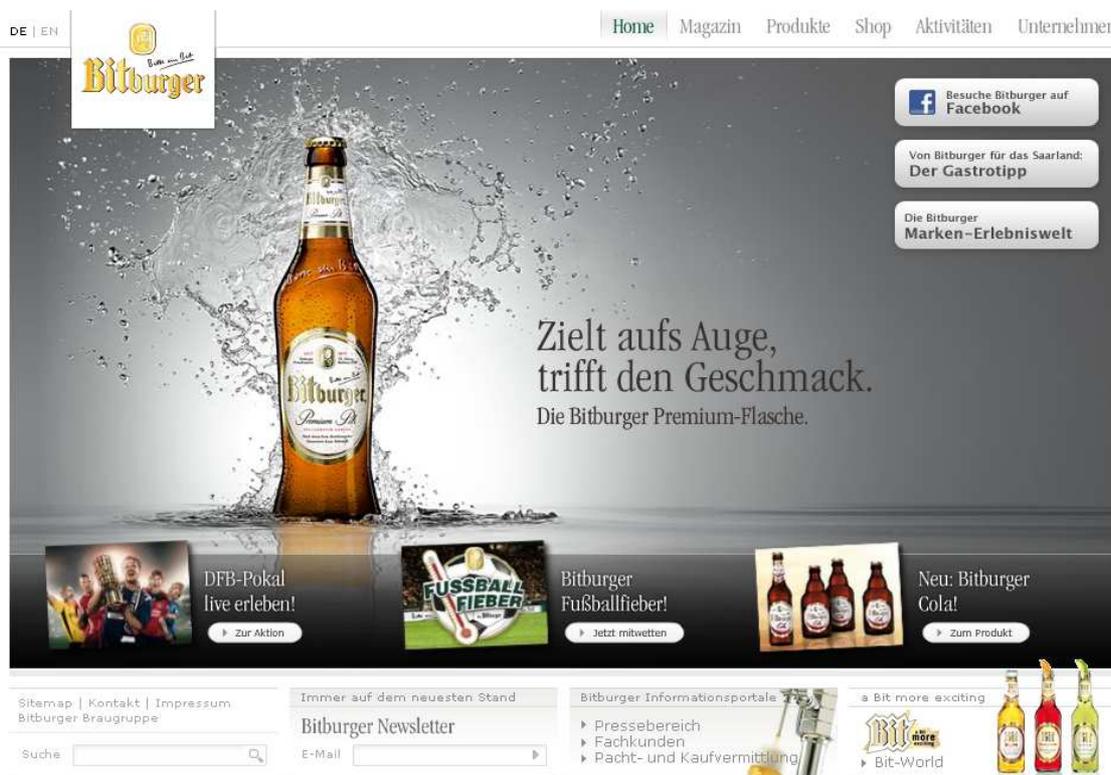


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<sup>1</sup> Source: <https://www.krombacher.de/Engagement/Sportsponsoring/Spitzensport/> [26.10.2010]

The brewery Bitburger Braugruppe GmbH is an official premium partner of the German Football Federation. Within this year's Football World Cup the company launched a huge marketing campaign emphasizing the Bitburger beer as being the official beverage of the German national team. Commercials with athletes of the Football Federation, functioning as idols for young people, have been produced and even the commentatorship about the championship on TV has been sponsored by this well-known brewery. On the company's website information about the German Football Federation as well as sweepstakes being related to football matches are on the same navigation level as information about alcoholic beverages.

Figure 2<sup>2</sup>



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 positive 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.

<sup>2</sup> Source: <https://www.krombacher.de/Engagement/Sportsponsoring/Spitzensport/> [26.10.2010]

## **1.1 Effects of sport sponsorship on the drinking behaviour of youngsters**

Numerous scientific surveys confirm the link between alcohol advertisement and underage drinking behaviour (DHS 2009). For instance, in 2009 the Institute for Therapy and Health Research (IFT-Nord) conducted, on behalf of the German Employees' Health Insurance (DAK), a study examining the relations between alcohol advertising, attitudes towards alcohol and alcohol use among students, aged 10 to 17. It was found that students, frequently watching alcohol advertisements on a high volume, had more than twice the risk to drink alcohol than students who just saw few alcohol advertisements. In addition the study found out that adolescents who never drunk alcohol before, had a more positive image of alcohol the more advertisements they had seen. This fact was accompanied by a higher intent to drink alcohol someday.

Beyond that, the influence of sponsoring on the alcohol consumption of young people has been scientifically proven as well. For example, in 2004 the IP-Newmedia company evaluated the Crossmedia Sponsoring of the casting show "Germany's next Superstar (Deutschland sucht den Superstar, DSDS) by the beer brand Cap. The sponsorship comprised marketing activities on TV and in the Internet. According to IP-Newmedia the brand awareness and the sales figures of Cap has increased significantly after this sponsoring campaign. Moreover it was found that Cap, as well as the Castingshow itself, is very appealing to young people (26 % of the respondents were aged between 14 and 19 years) describing Cap as a "trendy" and "modern" alcohol brand.

As the evidence of links between alcohol advertising as well as sponsorship and a greater propability 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 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.

## **1.2 Regulations on sport sponsorship**

In Germany the *non-statutory* "Code of Conduct on Commercial Communication for Alcoholic Beverages" of the German Advertising Council [Deutscher Werberat] (2009) specifically refers to the sport sponsorship of alcoholic producers. § 2 (5) underlines that "commercial communication for alcoholic beverages shall neither be shown on sports kids worn by sports teams comprising minors nor be conveyed in advertising or sponsoring campaigns that are directly related to minors". § 3 stresses that "alcohol advertisement shall not show athletes drinking or promoting drinking". This again implies that sponsoring advices on TV shall not present athletes promoting alcoholic beverages.

According to the Greenbook “Commercial Communication in the Internal Market” of the European Commission (1996) commercial communication includes (besides advertisement, direct marketing, sales promotion and public relations) the sponsoring of events and broadcasting. For this reason the whole Code of Conduct (not only the articles explicitly referring to sport) can be applied to the regulation of sport sponsoring for alcoholic beverages. This, however, is rarely taken into consideration by the industry as well as by the German advertising council observing whether the rules of the Code of Conduct are followed.

Moreover a violation of these rules has not any severe consequences for the advertising/ sponsoring companies. When a marketing activity is in breach with the Code, the advertising/ sponsoring company is prompted to change the advertisement/ sponsoring strategy. If this demand is not met, an official rebuke follows which is often used as a marketing strategy of the respective company.

In *German Law* sport sponsoring by alcoholic producers is not explicitly determined. The “Protection of Young Persons Act” (Jugendschutzgesetz – JuSchG) and the “Interstate Treaty on the protection of Minors in Broadcasting and in Telemedia” (Jugendmedienschutz-Staatsvertrag - JMStV) comprehend articles which generally refer to alcohol advertising and thus also affect the (sport) sponsoring of alcoholic beverages. § 11 (5) of the German “Protection of Young Persons Act” says that ‘commercials and advertising programmes for tobacco and alcoholic drinks must not be shown before 6 p.m. [...]’ (KJM 2009). This article implicates that (sport) sponsoring advices for alcoholic products within public film events shall not be broadcasted before 6 p.m.

§ 6 (5) of the “Interstate Treaty on the protection of Minors in Broadcasting and in Telemedia” underlines that “advertising for alcoholic beverages must neither be directed toward children and adolescents nor show them drinking alcoholic beverages” (KJM 2011). This article implies that sponsoring advices for alcoholic products shall not be appealing to young people and moreover shall not show them drinking or promoting drinking.

Regulations generally referring to sponsoring and thus also affecting sport sponsoring of alcoholic beverages can be found in § 8 of the German “Broadcasting Treaty” (Rundfunkstaatsvertrag – RStV) (KJM 2010).

## 2. Sponsoring of top clubs by alcohol brands

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As mentioned introductorily the sponsoring of alcohol producers within the German sport landscape is widespread. This chapter examines sponsoring activities of the alcohol industry within websites of German 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 most popular among young people in Germany are selected. The level of popularity is determined on the basis of club memberships by youngsters aged between 15 and 18 years. According to the German Olympics Sport Federation [Deutscher Olympischer Sportbund, DOSB] (2009) which regularly publishes the memberships of sports clubs, the most popular sports among youngsters in Germany are:

1. Football (652.464 members – 539.567 boys and 112.897 girls)
2. Handball (116.561 members – 65.617 boys and 50.944 girls)
3. Volleyball (64.242 members – 19.385 boys and 44.857 girls)
4. Basketball (39.548 members – 28.203 boys and 11.345 girls)
5. Hockey (9.617 members – 5.598 boys and 4.019 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 into sport sponsoring strategies, the websites of the respective 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 Germany football is closely associated with alcohol, especially (as seen above) with beer. In the following the monitoring results concerning the sponsorship of football clubs by alcohol brands are presented.

Within table 1 ten clubs being at the top of the first German Football League by the end of the season 2009/2010 as well as their recent websites are illustrated.

**Table 1: The top 10 German football clubs at the end of the season 2009/2010 and their alcohol sponsors<sup>3</sup>**

<b>Club</b>	<b>Alcohol Sponsor</b>
FC Bayern München	Paulaner Lanson Champaign
FC Schalke 04	Veltins
SV Werder Bremen	Haake Beck
Bayer 04 Leverkusen	Bitburger Gaffel Kölsch
Borussia Dortmund	Brinkhoff's No. 1
VfB Stuttgart	Dinkelacker Kessler Bottwartal
Hamburger SV	Holsten Hawesto
VfL Wolfsburg	Krombacher
1. FSV Mainz 05	Kirner
Eintracht Frankfurt	Licher

The analysis of the monitoring reveals that all itemized clubs are sponsored by *at least* one German beer producer. Four clubs are moreover funded by sparkling wine or spirit brands.

The type of sponsorship varies from a co-sponsorship, a stadium sponsorship, a premium partnership, a champion, a classic, an exclusive and a service partnership. 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.

It is likely that the involvement of alcohol producers in the field of football sponsorship is so great because almost all the football games or their summaries are broadcast on German television.

<sup>3</sup> Source: Own illustration, according to DFB (2010)

## FC Bayern München

The football club Bayern München is funded by **Paulaner**, a Bavarian Brewery functioning as a premium partner in the huge group of the clubs' financiers. Within the context of its sponsorship Paulaner established the so called "Paulaner Hall of Fan" which is sited in the stadium of the football club. In this hall more than 50 fan clubs of Bayern München are exposed. For every new fan club which is accepted as a member of the "Hall of Fan" Paulaner endows amongst other things hundreds of vouchers for beer beverages.

Figure 3<sup>4</sup>

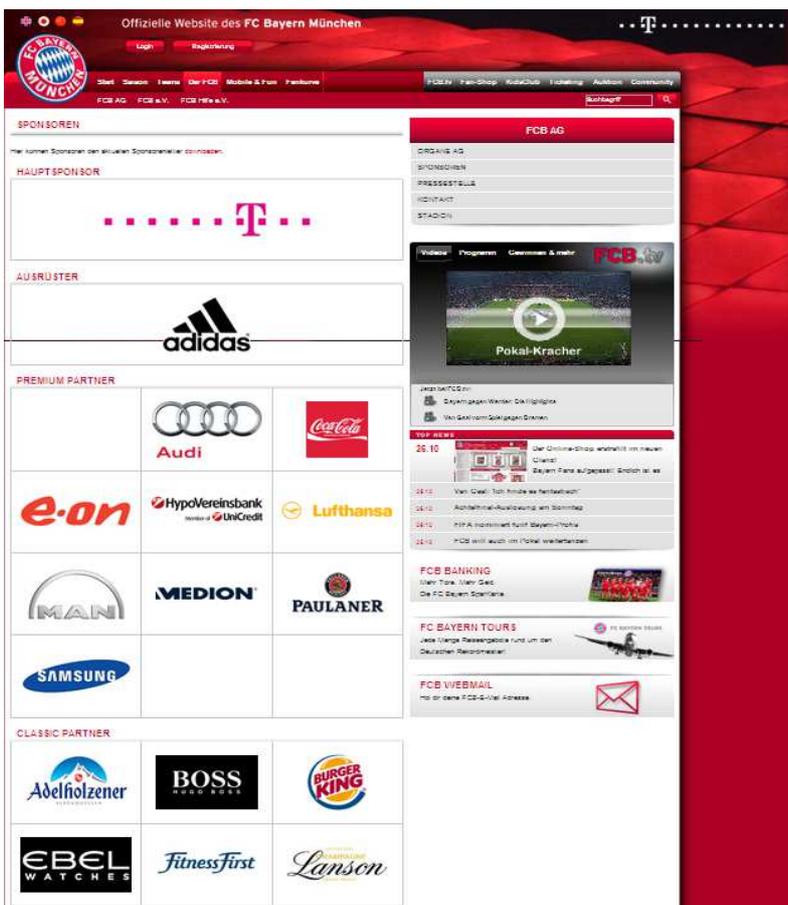


Figure 4<sup>5</sup>



<sup>4</sup> Source: <http://www.fcbayern.telekom.de/de/verein/ag/sponsoren/index.php> [26.10.2010]

<sup>5</sup> Source: [http://www.fcbayern.telekom.de/de/fankurve/paulaner/index.php?fc\\_sid=9e5a2858f9efcc8feaf12d5663645346](http://www.fcbayern.telekom.de/de/fankurve/paulaner/index.php?fc_sid=9e5a2858f9efcc8feaf12d5663645346) [26.10.2010]

The brand **Lanson Champaign** that is marketed by the German company Borco-Marken-Import functions as a classic partner of Bayern München.

#### *FC Schalke 04*

The brewery **Veltins** officially sponsors the stadium of the football club Schalke 04. For this reason the stadium is called “Veltins Arena”. Moreover the Veltins beer is exclusively served during sportive events of the football club.

Figure 5<sup>6</sup>



#### *SV Werder Bremen*

The sports club Werder Bremen is co-sponsored by the beer brand **Haake-Beck** which is produced and marketed by the InBev Germany Holding GmbH. The sponsorship comprises the serving of the Haake-Beck beer in the stadium of Werder Bremen, the sale of cups being supplied with the logo of the company and the portrait of a football player, perimeter advertising and other marketing activities during sportive events.

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<sup>6</sup> Source: <http://www.schalke04.de/verein/stadion/veltins-arena.html> [26.10.2010]

In 2007 Haake-Beck launched the beer product “Haake-Beck 12” which was especially created for the fans of the football club. According to the website of the company, Haake-Beck 12 implicated the most successful product launch of the year 2007 in the region Bremen/ Weser-Ems within the category ‘beer and beer mix drinks’.

Figure 6<sup>7</sup>



### Borussia Dortmund – BVB 09

The club Borussia Dortmund is sponsored by the beer brand **Brinkhoff’s No.1**. The company Radeberger Gruppe KG which produces and markets the Brinkhoff’s No.1 beer has the exclusive license to sell its beverages during sportive events and to use the logo of the football club in terms of marketing strategies. On the website of the football club the sponsorship of Brinkhoff’s No.1 is just specified with a logo of the beer brand whereas the website of the Brinkhoff’s No.1 itself stresses the sponsorship significantly by positioning photos of the athletes or posting sweepstakes.

<sup>7</sup> Source: <http://www.werder.de/business/sponsoren.php> [26.10.2010]

Figure 7<sup>8</sup>



**Bayer 04 Leverkusen**

The company **Bitburger** Braugruppe GmbH and the beer brand **Gaffel Kölsch** are official partners of the sports club Bayer 04 Leverkusen. The spirit brand **Kleiner Feigling** sponsors amongst others one of the business launches in the stadium of the football club.

Figure 8<sup>9</sup>

**BAYER 04 LEVERKUSEN**  
OFFIZIELLE WEBSITE DES BAYER 04 LEVERKUSEN FUSSBALL CLUBS

HOME | SHOP | TICKETS | BAYARENA | CLUBS | FUSSBALLSCHULE | FOTONET

**DIE PARTNER IM SPONSORENCLUB VON BAYER 04 LEVERKUSEN**

- Air Berlin: Full Service Fliegen, wenig zahlen**  
Air Berlin ist die zweitgrößte Fluggesellschaft Deutschlands und der größte Low-Fare-Carrier in Europa. Die Airline wurde 1978 gegründet und befindet sich seitdem auf Hauptkurs der Börse. Air Berlin gehört zu den größten internationalen Metropolen und Flanzbestimmungen sowie Flüge innerhalb Deutschlands. Los geht es schon zum One-Way-Kompletttarif von 29 Euro (inkl. Service und MwSt.).
- Apotal.de**  
Apotal.de, eine der größten und die wahrscheinlich günstigste Versandapotheke Deutschlands mit über 500.000 Kunden. Apotal führt fast das gesamte Apothekenangebot, von Freiverkäuflichen über verschreibungspflichtige Arzneimittel. Auch selten gefragte Medikamente werden von Apotal mit einem Bestand von 20% abgedeckt. Bei Angeboten können bis zu 70% gegenüber der UVP des Herstellers gespart werden. Der Versand ist grundsätzlich kostenfrei. Apotal TV, der Gesundheitsblogger von Apotal, informiert kompetent.
- Bitburger**  
1817 in der Südeifel gegründet, eine der bedeutendsten Premium-Brauereien Deutschlands. Aus der Eifel, die Heimat der größten nationalen Pfannkuchen-Backwarenmanufaktur, das mittelgroße Pilsener exportieren. Sein festes Bier-Geschmack macht es so beliebt.
- Daniel Hechter**  
Auch außerhalb des Rasens erfolgreich auftreten: Daniel Hechter ist neuer Partner von Bayer 04 Leverkusen und stellt Mannschafts- und Management des Fußball-Ligas Teilnehmer mit einem sportlich-orientierten Duktus. Die traditionelle Marke mit ihrer internationalen Ausrichtung geht in der europäischen Spielerszene, Veranstalter von lokalen Partnern für ihre Ulfelder-Kollegen.
- Gaffel Kölsch: Sechsstädte Fassbiermarke in Deutschland**  
Die Privatbrauerei Gaffel liegt mit Gaffel Kölsch auf Platz 1 in der mehrfachen Gastwirtschaft und auf Platz 6 in deutschen Rappen. Durch Dörfer wie die „Bav“ in Berlin sowie in New York oder an der Chinesischen Mauer ist die Marke mittlerweile Synonym für Kölsch.

**TABELLE**

	Td	Pkt
1. Mainz 05	11	24
2. B. Dortmund	14	22
3. Hannover 96	1	18
4. Hoffenheim	4	15
5. Bayer 04	3	12
6. Hamburger SV	2	15
7. FC Freiburg	0	13
8. VfL Wolfsburg	-1	14
9. B. Frankfurt	3	13
10. St. Pauli	-1	13
11. B. München	0	12
12. Nürnberg	-1	12
13. VfL Bochum	-1	10
14. VfB Stuttgart	-1	7
15. 1. FC Köln	-6	7
16. Schalke 04	-6	6
17. Borussia Dortmund	-13	6
18. 1. FC Kaiserslautern	-8	5

SPONSOREN

<sup>8</sup> Source: <http://www.brinkhoffs.de/index20.cfm> [27.10.2010]

<sup>9</sup> Source: [http://www.bayer04.de/B04-DEU/de/site\\_index.aspx](http://www.bayer04.de/B04-DEU/de/site_index.aspx) [27.10.2010]

## VfB Stuttgart

The local brewery **Dinkelacker** is a premium partner of the football club VfB Stuttgart whereas the **champagne producer Kessler** and the wine cellars **Bottwartal** function as service partners.

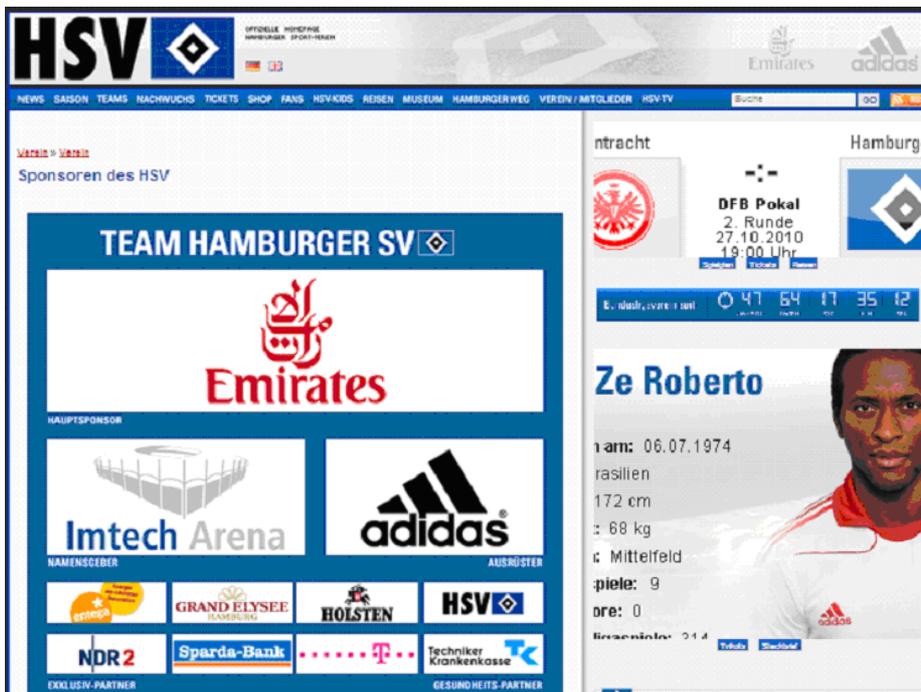
Figure 9<sup>10</sup>



## Hamburger Sportverein

The sports club of Hamburg is supported by the beer brand **Holsten** being an exclusive partner within the group of sponsors. The wine merchant **Hawesko** functions as a supplier of the northern football club.

Figure 10<sup>11</sup>



<sup>10</sup> Source: <http://www.dinkelacker.de/vfb/film-aktuell/> [27.10.2010]

<sup>11</sup> Source: <http://www.hsv.de/verein/sponsoren/> [27.10.2010]

VfL Wolfsburg, 1. FSV Mainz 05 und Eintracht Frankfurt

The sports clubs Wolfsburg, Mainz 05 and Eintracht Frankfurt are all sponsored by one beer brand or rather one brewery. The brand **Krombacher** is a premium partner of VfL Wolfsburg, the private brewery **Kirner** co-sponsors Mainz 05 and the private brewery **Licher** functions as a premium partner of the football club Eintracht Frankfurt.

The clubs' sponsorships are specified by a logo and the link to the website of the recent alcohol producer.

Figure 11<sup>12</sup>

The screenshot shows the VfL Wolfsburg website with a dark green theme. The main navigation bar includes 'Community', 'Tickets', 'Wölfeshop', 'WölfeClub', 'WolfClub', 'Arena', 'RSS', 'Twitter', and 'Facebook'. A search bar is located in the top right. The left sidebar contains a menu with 'SPONSOREN' selected, and sub-items: 'PARTNER POOL', 'LOGEN', 'EXECUTIVE SEATS', 'BUSINESS SEATS', 'WERBEFLÄCHEN', 'INDIVIDUELLE LÖSUNGEN', and 'KONTAKT'. The main content area is titled 'Business » Sponsoren' and features a 'Drucken' button. It lists three categories of sponsors: 'VfL Hauptsponsor' (Volkswagen logo), 'VfL TopPartner' (Dell, Castrol, T-Mobile, Pattex logos), and 'VfL PremiumPartner' (Adidas, Krombacher, Jack Wolfskin, Volkswagen Bank, and Panasonic logos). On the right, there is a 'TABELLE' section with a table of league standings and a 'BUNDESLIGA SPIELPLAN' section with a soccer ball icon. A player in a Wolfsburg jersey is visible on the far right.

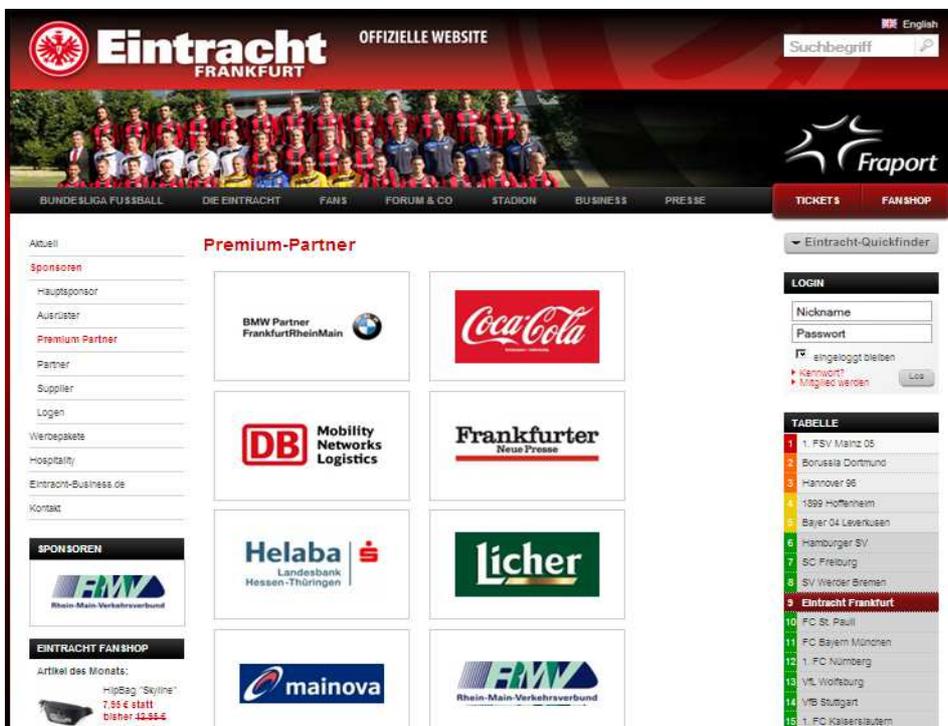
Verein	SP	PKT
11 B. München	9	12
12 Nürnberg	9	12
13 Wolfsburg	9	10
14 Stuttgart	9	7
15 FCK	9	7

<sup>12</sup> Source: <http://www.vfl-wolfsburg.de/premium-partner.html> [27.10.2010]

Figure 12<sup>13</sup>



Figure 13<sup>14</sup>



<sup>13</sup> Source: <http://www.mainz05.de/sponsoren.html> [27.10.2010]

<sup>14</sup> Source: [http://www.eintracht.de/sponsoren/sponsoren/premium\\_partner/](http://www.eintracht.de/sponsoren/sponsoren/premium_partner/) [27.10.2010]

## 2.2 Sponsoring of handball clubs

The websites of the following handball teams playing in the first German “Toyota League” have been analysed with regard to sponsorship by the alcohol industry:

Table 2: The top 10 German handball clubs at the end of the season 2009/2010 and their alcohol sponsors<sup>15</sup>

Club	Alcohol Sponsor
THW Kiel	Warsteiner
HSV Hamburg	Holsten
SG Flensburg Handewitt	Flensburg Pils
Rhein Neckar Löwen	Warsteiner
VfL Gummersbach	Gildenkölsch
Frisch Auf Göppingen	Kaiser Brauerei (Geislingen)
TBV Lemgo	Herford Pils
TV Grosswallstadt	Licher
Füchse Berlin	Berliner Kindl
TuS N-Lübbecke	Barre

Each club being involved in the monitoring process is sponsored by one German beer producer. Within seven teams the type of sponsorship varies from a co-sponsorship, a premium partnership, a catering/service and a business partnership. Unlike the previously described sponsoring of football team, three handball websites also indicate alcohol producers as a main sponsor or rather a jersey sponsor.

Within the majority of the itemized websites the sponsorship is specified by a logo or a link which leads to the sponsor’s internet presence. Information about the content and the quantity of sponsorship by is hardly available within the clubs’ websites. Sometimes uploaded photos of the team or rather handball games reveal perimeter advertising and tricot sponsoring.

Whereas the sponsorship of football clubs is significantly stressed within the websites of the alcohol producers, the endorsement of handball teams is rarely mentioned.

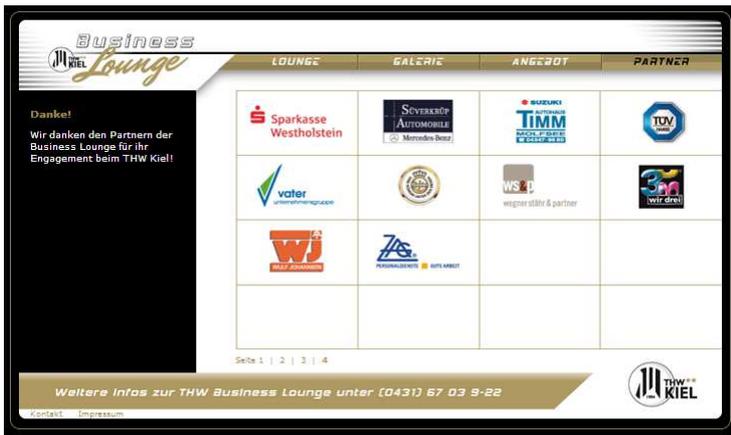
### *THW Kiel*

The business lounge of the “Turnverein Hassee-Winterbek” in Kiel which is sited in the stadium of the club is inter alia sponsored by the German brewery **WARSTEINER**. The sponsorship is specified by a logo within the club’s internet presence.

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<sup>15</sup> Source: Own illustration, according to Handballwoche (2010)

Figure 14<sup>16</sup>



### HSV Hamburg

The sponsors of the club HSV Hamburg are classified in the sections “Platinum-Club”, “Gold-Club”, “Silver-Club”, “Partners”, “Supporters” and “HSV-Network”. The “Gold Club” apparently including so called premium sponsors is, as well as the football club HSV, sponsored by the brewery **Holsten**.

Figure 15<sup>17</sup>



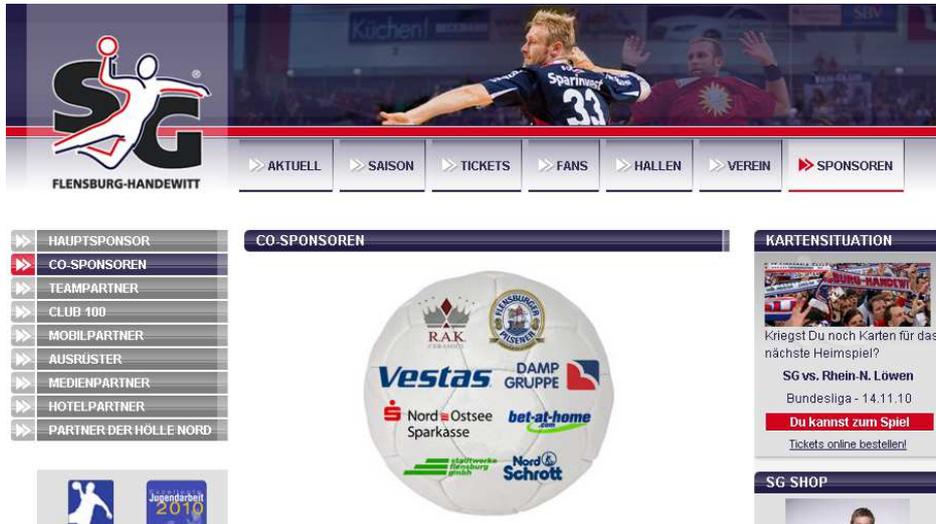
<sup>16</sup> Source: <http://thw-lounge.de/partner-2.html> [27.10.2010]

<sup>17</sup> Source: <http://www.hsvhandball.com/de/sponsoren/gold-club-neu/> [27.10.2010]

## SG Flensburg-Handewitt

The sports union Flensburg-Handewitt is co-funded by the beer brand **Flensburger Pilsener** being produced in Flensburg where the handball club is sited. The sponsorship is specified by a logo of the brand which can be found in the sponsor section as well as on the welcome page of the club's website.

Figure 16<sup>18</sup>



## Rhein Neckar Löwen

The German brewery **WARSTEINER** functions as a premium partner as well as a team partner of the handball club Rhein-Neckar Löwen.

Figure 17<sup>19</sup>



<sup>18</sup> Source: <http://www.sg-flensburg-handewitt.de/co-sponsoren.html> [27.10.2010]

<sup>19</sup> Source: <http://www.rhein-neckar-loewen.de/team/toyota-handball-bundesliga/teambild/> [27.10.2010]

### VfL Gummersbach und Frisch Auf Göppingen

The beer brand **Gildenkölsch** belonging to the Radeberger Gruppe KG functions as a catering partner of the sports club Gummersbach whereas the company “**Kaiser Brauerei (Geislingen)**” serves as a team partner (on the field “beverages” for the handball team Frisch auf Göppingen. Both sponsorships are just indicated by mentioning the beer brand or rather the name of the brewery. Photos as well as logos of the alcohol industry are completely missing within the clubs’ internet presence. Solely the website of the VfL Gummersbach comprises a link to the website advertising for Gildenkölsch.

### TV Lemgo

The sports club Lemgo is co-sponsored by the beer brand **Herforder Pils**. Within the club’s internet presence the logo of the brand is superimposed on the intro page as well as on the welcome page and in the sponsor section. The sponsorship moreover comprises a print of the logo on the team’s track pans.

Figure 18<sup>20</sup>



<sup>20</sup> Source: <http://www.tbv-lemgo.de/de/team/mannschaft.html> [27.10.2010]

## TV Grosswallstadt

The privat brewery **Licher** functions as a jersey partner of the handball club Grosswallstadt. The sponsorship includes a print on the team's jersey as well as perimeter advertising during sportive events.

Figure 19<sup>21</sup>



## Füchse Berlin

The handball club Füchse Berlin is funded by the beer brand **Berliner Kindl** serving as a premium partner within the teams' financiers. The sponsorship is specified by a logo of the brand within the sponsoring sector as well as a link directly leading to the sponsor's website.

Figure 20<sup>22</sup>

HOME  
AKTUELLES  
SAISON 10/11  
FÜCHSE II  
HALLE  
TICKETS  
FÜCHSE BankCard  
PARTNER  
BUSINESS-CLUB  
SPONSORING  
JS-CLUB  
SHOP  
PRESSE  
FANZONE  
KONTAKT  
IMPRESSUM

BC  
BUSINESS CLUB  
FÜCHSE  
BERLIN  
LOGIN »

Sponsoren  
GOLD Partner

» Energie Gruppe  
**lekker**  
ENERGIE

**DKB** Deutsche Kreditbank AG

**BIOTRONIK**  
excellence for life

**vitaphone**  
HealthCare Services

PREMIUM Partner

**airberlin.com**

**Berliner Kindl**

**BERLIN RECYCLING B**

**Berliner Volksbank**

Jetzt exklusive VIP-Tickets für die Saison 2010/11 sichern!

<sup>21</sup> Source: <http://www.tvgrosswallstadt.de/bilder/> [27.10.2010]

<sup>22</sup> Source: <http://www.fuechse-berlin.de/2007/o.red.c/sponsoren.php> [27.10.2010]

## TuS N-Lübbecke

The private Brewery Ernst **Barre** GmbH is one of the five main sponsors of the sports club N-Lübbecke. The pictures which are uploaded in the fanzone of the club's internet presence reveals that the logo of the brewery is printed on the sports tricots and that the sponsorship moreover includes perimeter advertising during games of the handball team.

Figure 21<sup>23</sup>



<sup>23</sup> Source: <http://www.tus-n-luebbecke.de/category/fanzone/bildgalerien/> [27.10.2010]

### 2.3. Sponsoring of Volleyball clubs

Table 3 illustrates ten clubs of the Federal Volleyball League which have been reviewed according to the sponsorship by alcohol producers.

The monitoring process reveals that six<sup>24</sup> of the ten analysed teams are funded by alcohol producers. Whereas the majority of the itemized football and handball clubs are sponsored by great and well-known alcohol producers, the observed volleyball teams are nearly all funded by local companies marketing and selling their products just within the greater region of the respective clubs. This leads to the conclusion that the sponsoring of volleyball clubs isn't as attractive for sizable breweries and spirits/ wine producers as the funding of football and handball teams. This is probably originated by the fact that volleyball is – unlike football and handball – hardly included in the German media reporting.

On the websites of the volleyball clubs which are funded by the alcohol industry the sponsorship is generally specified by a logo and a link to the sponsor's internet presence. But neither the websites of the respective clubs nor the internet presences of the sponsoring company reveal detailed information about the content and the quantity of the sponsorship. As with the examined websites of handball clubs, solely uploaded photos of sportive events offer valuable clues to the nature of the sponsorship.

**Figure 3: The top 10 German volleyball clubs at the end of the season 2009/2010 and their alcohol sponsors<sup>25</sup>**

Club	Alcohol Sponsor
VfB Friedrichshafen	Rothaus
General Haching	-
Evivo Düren	-
SCC Berlin	Berliner Pilsener
EnBW TV Rottenburg	Kronenbrauerei Remmingsheim Schimpf
VC Franken	?
Netzhoppers KW	Berliner Pilsener
TV Bühl	Ulmer Affentaler
RWE Volley Bottrop	Carlsberg
VC Bad Dürrenberg / Spergau	-

<sup>24</sup> As the website of the club FC Franken is not available, there is a lack of information about the sponsoring of the men's team playing in the first league.

<sup>25</sup> Source: Own illustration, according to Beko Basketball Bundesliga (2010)

## VfB Friedrichshafen

The state brewery **Rothaus**, selling and marketing beer products within the south of Germany, serves as a premium partner of the volleyball club Friedrichshafen. Photos on the men's team website reveal that the sponsorship within sportive events comprises perimeter advertising as well as a print of the brewery's logo on the Volleyball net.

## SCC Berlin, Netzhoppers KW

The sports clubs SCC Berlin and Netzhoppers KW are funded by the **Berliner Schultheiss-Brauerei GmbH** producing the beer **Berliner Pilsener**.

The sponsorship of SCC Berlin is specified by a logo, a short description of the company and a link which directly leads to the brewery's internet presence. With regard to photos on the website of SCC Berlin, the sponsorship is characterized by perimeter advertising and the serving of the Berliner Pilsener during sportive events.

The sponsorship of the Netzhoppers KW, however, is indicated by a logo and a detailed description of the brewery within the sponsor section of the club's internet presence.

Figure 22<sup>26</sup>



Figure 23<sup>27</sup>



<sup>26</sup> Source: [http://www.vfbvolleball.de/cnt/index.php?option=com\\_content&task=view&id=67&Itemid=94](http://www.vfbvolleball.de/cnt/index.php?option=com_content&task=view&id=67&Itemid=94) [27.10.2010]

<sup>27</sup> Source: [http://www.vfbvolleball.de/cnt/index.php?option=com\\_zoom&Itemid=73&catid=204](http://www.vfbvolleball.de/cnt/index.php?option=com_zoom&Itemid=73&catid=204) [27.10.2010]

Figure 24<sup>28</sup> (SCC Berlin)



<sup>28</sup> Source: <http://foto-herfet.de/index.php?menu=201010200> [27.10.2010]

## EnBW TV Rottenburg

The **Kronenbrauerei Remmingsheim Schimpf** which is sited in the South of Germany is a financier of the volleyball club EnBW TV Rottenburg. The logo of the company being indicated in the sponsor section of the club's website is moreover printed on the training pants of the men's team.

Figure 25<sup>29</sup>



-Figure 26<sup>30</sup>



## TV Bühl

The sport club Bühl is funded by the local brewery **Ulmer GmbH & Co. KG** as well as by the cooperative wine-growers association **Affentaler**. Both sponsors function as a partner (a so-called "Angriffspartner") of the club. Neither the nature nor the quantity of the sponsorship is specified within the club's internet presence.

## VC Bottrop

The volleyball Club of Bottrop is sponsored by the brand **Carlsberg**. The sponsorship is indicated by a logo on the welcome page of the website as well as by a logo and a link to the brewery's website within the sponsor section within the internet presence of the sports club.

<sup>29</sup> Source: <http://www.volleyball-rottenburg.de/staticsite/staticsite.php?menuid=13&topmenu=13&keepmenu=inactive> [27.10.2010]

<sup>30</sup> Source: <http://www.volleyball-rottenburg.de/staticsite/staticsite.php?menuid=13&topmenu=13&keepmenu=inactive> [27.10.2010]

## 2.4 Sponsoring of basketball clubs

The websites of the following basketball clubs performing in the so-called Beko Basketball League have been observed with regard to the sponsorship of alcohol producers:

**Table 4: The top 10 German basketball clubs at the end of the season 2009/2010 and their alcohol sponsors<sup>31</sup>**

Club	Alcohol Sponsor
Brose Baskets	Eschenbacher Erdinger Weissbräu Reesmann Bräu Bamberg Oettinger
Deutsche Bank SKYLINERS	Licher
Eisbären Bremerhaven	Haake Beck
New Yorker Phantoms Braunschweig	-
EWE Baskets Oldenburg	Erdinger Weißbräu
ALBA Berlin	-
BG Göttingen	Krombacher
Telekom Baskets Bonn	-
Artland Dragons	Herforder
Mitteldeutsche BC	Apodear Henkell

The analysis reveals that seven in ten clubs being involved in the monitoring process are funded by at least one German alcohol producer. The majority of the sponsors belongs to the beer brewing industry; solely one basketball club is supported by a sparkling wine brand.

The websites of the clubs as well as the internet presence of the recent alcohol producers hardly reveal the quantity of the respective endorsement. Within some websites uploaded photos give valuable clues to the nature of sponsorship.

### *Brose Baskets*

The Brose Baskets who led the table within season 2009/2010 are supported by four German beer producers. The beer brand **Eschenbacher** serves as a premium partner of the basketball club. The premium partnership is specified by a logo and link to the brewery's website.

The brewery **Erdinger Weissbräu** Werner Brombach GmbH is a team partner of the club whereas the companies **Reesmann Bräu Bamberg** and **Oettinger** Brauerei GmbH both function as junior partners.

<sup>31</sup> Source: Own illustration, according to Deutsche Volleyball-Liga e.V. (2010)

The team partnership as well as the junior partnerships is indicated with a logo of the respective enterprises.

The peculiarity of the different forms of sponsorship is not expatiated within the club's internet presence.

Figure 27



### Deutsche Bank Skyliners

The private brewery **Licher** serves as a senior partner of the basketball club Deutsche Bank Skyliners. Neither the website of the club nor the internet presence of Licher reveals the nature of this senior partnership. Some uploaded pictures within the section 'photo gallery', however, unfold that the sponsorship of the brewery at least comprises perimeter advertising during sportive tournaments

Figure 28<sup>32</sup>

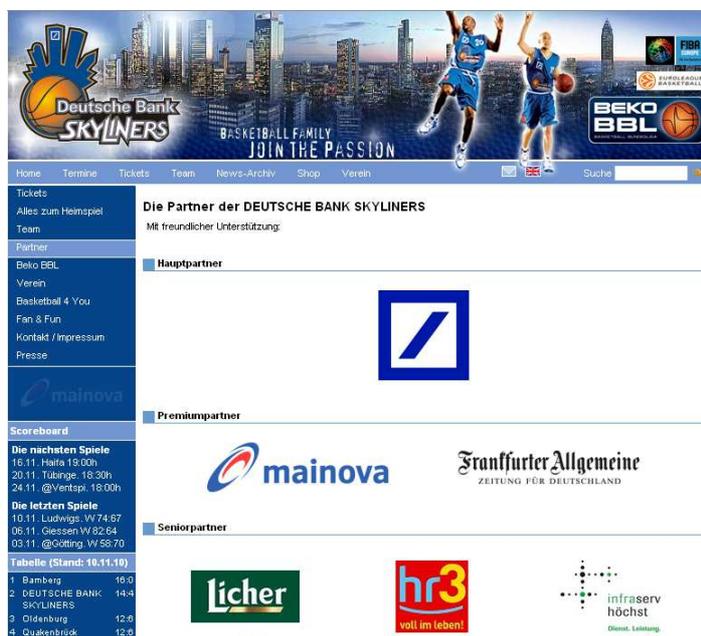


Figure 29<sup>33</sup>



<sup>32</sup> Source: <http://www.deutsche-bank-skyliners.de/partner.html>

<sup>33</sup> Source: [http://www.deutsche-bank-skyliners.de/9525.html?&user\\_sscbilder\\_pi1\[galerie\]=271&user\\_sscbilder\\_pi1\[bild\]=29&cHash=134844443c#user\\_sscbilder\\_anker](http://www.deutsche-bank-skyliners.de/9525.html?&user_sscbilder_pi1[galerie]=271&user_sscbilder_pi1[bild]=29&cHash=134844443c#user_sscbilder_anker)

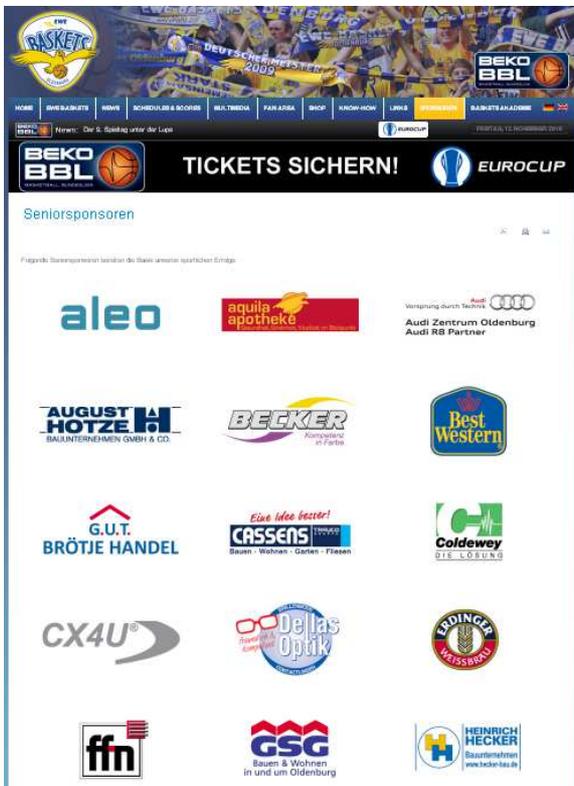
## EWE Baskets Oldenburg

The **Erdinger Weißbräu** Werner Brombach GmbH functions as a senior partner of the EWE Baskets Oldenburg. The sponsorship is specified by a logo of the company which serves at the same time as a link directly leading to the brewery's website.

Figure 30<sup>34</sup>



Figure 31<sup>35</sup>



<sup>34</sup> Source: [http://www.eisbaeren-bremerhaven.de/index.php?option=com\\_wrapper&Itemid=55](http://www.eisbaeren-bremerhaven.de/index.php?option=com_wrapper&Itemid=55) [27.10.2010]

<sup>35</sup> Source: <http://www.ewe-baskets.de/de/sponsoren/seniorsponsoren.html> [27.10.2010]

## BG Göttingen

The basketball club of Göttingen is supported by the beer brand **Krombacher**. The sponsorship is specified by a logo of the brand and a link to the brewery of Krombacher. The logo of the brand is moreover displayed alternately with the logos of other sponsors within the welcome page of the club's website.

Figure 32<sup>36</sup>

The screenshot shows the website for BG Göttingen, a basketball club. The main header features the club's name and the slogan "MEINE STADT - MEIN CLUB!". Below the header is a navigation menu with links to Home, Ticket-Shop, Veilchen-Shop, Community, Live-Score, and a search bar. The main content area is titled "Sponsorenpyramide 2010/2011" and is divided into four levels of sponsorship:

- NAMENS-SPONSOR:** A single box with the text "ZU VERGEBEN".
- TRIKOT-SPONSOR:** A single box with the text "ZU VERGEBEN".
- PREMIUM-SPONSOREN:** A row of four boxes. The first box contains the logos for "FREIZEIT IN" and "Sparkasse Göttingen". The second and third boxes contain the text "ZU VERGEBEN". The fourth box contains the logo for "STADT KLUB".
- TOP-SPONSOREN:** A row of five boxes. The first box contains the logo for "Krombacher". The second box contains the logo for "VIX". The third box contains the logo for "oifl". The fourth and fifth boxes contain the text "ZU VERGEBEN".

On the right side of the page, there is a "Sponsoren" section with the Krombacher logo. Below it, there are sections for "Nächstes Spiel" (Next Game) and "Letztes Spiel" (Last Game). The "Nächstes Spiel" section shows a match between "Asvel Basket VII..." and "BG Göttingen" on "16.11.2010". The "Letztes Spiel" section shows a match between "Brose Baskets" and "BG Göttingen" with a score of "76 : 59".

<sup>36</sup> Source: <http://www.bggoettingen.de/herren/pages/Sponsorenpyramide.307.php> [04.11.2010]

## Artland Dragons

The Artland Dragons are *officially* sponsored by the local brewery of the beer brand **Herforder**. The sponsorship is specified by a logo of the brand and by a link which directly leads to the brewery's website. Photos within the club's internet presence moreover reveal that the sponsoring of Herforder comprises perimeter advertising as well as advertising within the long field.

On the website of Herforder it is stressed that sport sponsoring is an integral part of the company's marketing strategy because sportive events usually attract much attention and therefore contribute to an increase with regard to the degree of brand awareness within the following. Even within Herforder's internet presence, photos of the Artland Dragons are uploaded.

Figure 33<sup>37</sup>



Figure 34<sup>38</sup>



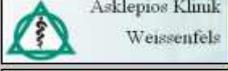
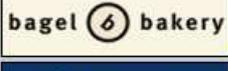
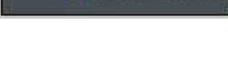
<sup>37</sup>Source: <http://www.artland-dragons.de/galerie/galerie.php?menuid=614&topmenu=3&page=4> [04.11.2010]

<sup>38</sup> Source: <http://www.herforder.de/cms/sponsoring.html> [04.11.2010]

Mitteldeutscher BC

The basketball club Mitteldeutscher BC is funded by the local brewery **Apodear** as well as by the sparkling wine brand **Henkell**. The nature as well as the quantity of both sponsorships are not specified within the clubs internet presence. An uploaded photo reveals that the logo of Apodear is presented during sportive events of the club.

Figure 35<sup>39</sup>

Sponsoren		
		
		
		
		
		
		
		
		
		



<sup>39</sup> Source: <http://www.mitteldeutscherbc.de/sponsoren.php> [04.11.2010]

## 2.5 Sponsoring of hockey clubs

In Germany hockey sport is highly associated with the consumption of alcohol. The chief executive of the company KaMu-Original GmbH producing the premixed alcoholic beverage “Kalte Muschi” (KaMu: wine and cola) emphasized within an interview that the mixed beverages is “generally” consumed by hockey player after a training session or a hockey game. So it is not surprising that the website of the Federal Hockey League is supported by KaMu.

Figure 36<sup>40</sup>

The screenshot shows the website for the German Hockey League (hockeyliga) with a prominent KaMu advertisement. The main content area displays the '8. Spieltagebericht' (8th matchweek report) for the 2009/2010 season. It includes a list of matches and a league table.

R.	Veren	Spiele	S	PS	PN	N	Tore	Differenz	Punkte
1.	Rot-Weiss Köln	11	9	1	1	0	57:22	35	30
2.	Berliner HC	11	5	3	3	0	27:19	18	24
3.	UHC Hamburg	11	5	2	1	3	42:21	11	20
4.	Uhlenhorst Mülheim	11	6	0	2	3	45:25	10	20
5.	Crefelder HTC	11	4	3	2	2	34:29	5	20
6.	Club an der Alster	11	5	1	0	5	30:27	3	17
7.	Düsseldorfer HC	11	4	1	3	3	26:26	0	17
8.	Mannheimer HC	11	5	0	1	5	33:28	5	16
9.	Münchener HTC	11	2	5	0	4	32:31	-1	16
10.	TG Frankenthal	11	1	1	3	7	24:50	-26	7
11.	Rheydter SV	11	2	0	0	9	18:60	-42	6
12.	Rüsselsheimer RK	11	1	0	2	8	18:38	-20	5

This leads to assumption that the majority of German hockey clubs are similarly funded by alcoholic brands. But the analysis of the following websites reveals that just three of the observed clubs are sponsored by the alcohol industry. This is probably due to the fact that the majority of the hockey teams belong to sport clubs comprising hockey as well as tennis teams. In Germany tennis is considered as a more upscale sport which is rarely sponsored by alcohol producers.

On the websites of the hockey teams which are funded by the alcohol industry the sponsorship is indicated by a logo or a link to the sponsor’s internet presence. But neither the websites of the respective clubs nor the internet presences of the sponsoring company reveal detailed information about the content and the quantity of the sponsorship.

<sup>40</sup> Source: <http://www.hockeyliga.de/> [04.11.2010]

Figure 5: The top 10 German hockey clubs at the end of the season 2009/2010<sup>41</sup>

Club	Alcohol Sponsor
Rot-Weiss Köln	Sion Kölsch
Berliner HC	-
UHC Hamburg	-
Uhlenhorst Mühlheim	Aspera Bitburger
Crefelder HTC	-
Club an der Alster	-
Düsseldorfer HC	-
Mannheimer HC	-
Nürnberger HTC	-
TG Frankenthal	Eichbaum

### Rot-Weiss Köln

The club Rot-Weiss Köln is funded by the local brewery **Sion Kölsch**. The sponsorship is specified by a logo and link to the brewery as in the sponsor section within the club's internet presence. The logo of the brand is moreover displayed alternately with the logos of other sponsors within the welcome page of the website.

Figure 37<sup>42</sup>



<sup>41</sup> Source: Own illustration, according to Deutsche Hockey Agentur (2010)

<sup>42</sup> Source: <http://old.rot-weiss-koeln.de/hockey.php> [04.11.2010]

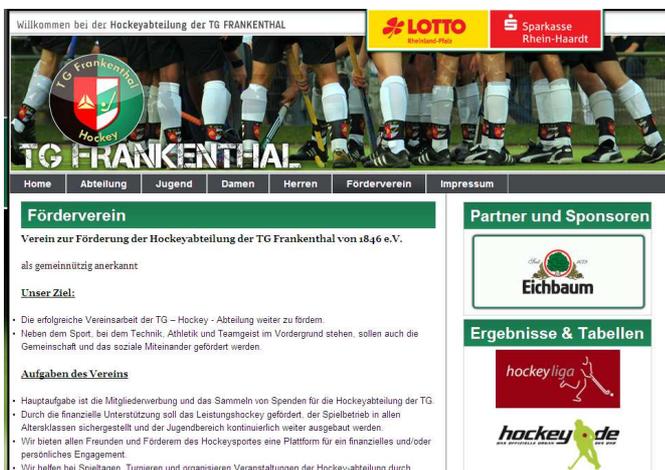
## Uhlenhorst Mühlheim

The sports club Uhlenhorst Mühlheim is supported by the brewery **Aspera** as well as by the beer brand Bitburger. Both sponsorships are specified by a link to alcohol producer on the welcome page of the team's website. The link to the Homepage of Bitburger leads again to a website of another German beer brewery called König Brauerei GmbH.

## TG Frankenthal

The private brewery **Eichbaum** GmbH & Co. KG functions as a financier of the sports club TG Frankenthal. The sponsorship is specified by a logo and link to the brewery on the welcome page as well as in the sponsor section within the club's website.

Figure 38<sup>43</sup>



## 2.6 Summary of the monitoring results

The analysis of websites confirms the statement that the sponsoring of the alcohol industry is widespread within the German sport landscape. 36 in 50 sport clubs which have been involved in the monitoring process are funded by alcohol producers.

All itemized football and handball clubs are sponsored by at least one alcohol producer. Three breweries even function as main sponsors or rather jersey partners within teams of the German handball league.

The great commitment of the alcohol industry within German football and handball is apparently due to the fact that both sports are highly represented in German media reporting. This media coverage and the resulting attention in terms of sponsoring activities by the alcohol industry increases the degree of brand awareness within the spectators circle.

Much like football and handball, basketball is highly involved in marketing activities of the alcohol industry. Seven in ten teams being included in the monitoring process are supported by alcohol producers. Volleyball and hockey, being hardly included in the German media reporting, seem to be less attractive on the

<sup>43</sup> Source: <http://www.tghockey.de/node/81> [04.11.2010]

field of sponsorship by the alcohol industry. Six in ten volleyball clubs were sponsored by alcohol producers; and although the alcoholic beverages KaMu seems to be highly consumed among hockey athletes, just three in ten itemized hockey teams are funded by the industry. The lower attractiveness is also underlined by the fact that the majority of the observed football, handball and basketball clubs are supported by great and well-known alcohol producers, whereas the focussed volleyball and hockey teams are funded by local companies, marketing and selling their products just within the greater region of the respective clubs.

It is striking that all sport clubs being supported by the alcohol industry, are sponsored by beer breweries. Some are moreover funded by champagne, wine, sparkling wine or spirit producers, but they never function as a sole sponsor within the sponsor circle among alcohol producers. This monitoring result underlines the above-made statement that sport in Germany (particularly football) is closely associated with beer.

The majority of the itemized websites hardly reveal the nature and quantity of the sponsoring activities. Usually the sponsorship is just specified by the function of the sponsor (main sponsorship, premium sponsorship, co-sponsorship, partnership etc.) as well as by a logo of the supporting alcohol brand/ producer and a link leading directly to the website of the sponsoring company. Within some internet presences uploaded photos reveal the nature of the sponsorship (perimeter advertising, jersey sponsoring etc.). Even the majority of the sponsoring companies do not emphasize their sponsoring activities on their websites. Just nearly all those breweries supporting football clubs (sometimes basketball clubs) indicate sport sponsoring as a marketing tool and moreover upload photos of the respective football teams or take out sport-related sweepstakes etc. That again leads to the conclusion that football is the most attractive sport on the field of sponsoring by the alcohol industry.

### 3. Conclusions and Recommendations

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Sport sponsoring is frequently used as a marketing tool by the alcohol industry in Germany. 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 have not 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 German 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 sport is.

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 in Germany are inadequate to comply with this necessity. The Code of Conduct on Commercial Communication for Alcoholic Beverages explicitly just regulates the jersey sponsoring of sport teams comprising minors. The other paragraphs implicitly adjust sponsoring activities. But a violation of the rules isn't followed by any severe consequences for the advertising company. In German Law sport sponsoring by the alcohol industry is not explicitly determined. For this reason a statutory regulation (with lawful consequences in case of violation) of sport sponsoring in Germany is indicated. Such a regulation should include clear rules that protect children and youngsters against the harmful influences of sport sponsoring. In this context, i.e. a general ban on jersey advertisement would be appropriate.

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## 4.2 Websites of Sport clubs

Sport	Club	Website
<b>Football</b>	FC Bayern München	<a href="http://www.fcbayern.t-com.de/de/aktuell/start/index.php">http://www.fcbayern.t-com.de/de/aktuell/start/index.php</a>
	FC Schalke 04	<a href="http://www.schalke04.de/">http://www.schalke04.de/</a>
	SV Werder Bremen	<a href="http://www.werder.de/index.php">http://www.werder.de/index.php</a>
	Bayer 04 Leverkusen	<a href="http://www.bayer04.de/B04-DEU/de/_site_index.aspx">http://www.bayer04.de/B04-DEU/de/_site_index.aspx</a>
	Borussia Dortmund	<a href="http://www.bvb.de">www.bvb.de</a>
	VfB Stuttgart	<a href="http://www.vfb-stuttgart.de/de/index.php">http://www.vfb-stuttgart.de/de/index.php</a>
	Hamburger SV	<a href="http://www.hsv.de">www.hsv.de</a>
	VfL Wolfsburg	<a href="http://www.vfl-wolfsburg.de/">http://www.vfl-wolfsburg.de/</a>
	1. FSV Mainz 05	<a href="http://www.mainz05.de/">http://www.mainz05.de/</a>
Eintracht Frankfurt	<a href="http://www.eintracht.de/">http://www.eintracht.de/</a>	
<b>Handball</b>	THW Kiel	<a href="http://www.thw-provinzial.de/thw/thw.htm">http://www.thw-provinzial.de/thw/thw.htm</a>
	HSV Hamburg	- <a href="http://www.hamburg-handball.de/">http://www.hamburg-handball.de/</a> -
	SG Flensburg Handewitt	<a href="http://www.sg-flensburg-handewitt.de/">http://www.sg-flensburg-handewitt.de/</a>
	Rhein Neckar Löwen	- <a href="http://www.rhein-neckar-loewen.de/">http://www.rhein-neckar-loewen.de/</a> -
	VfL Gummersbach	<a href="http://www.vfl-gummersbach.de/">http://www.vfl-gummersbach.de/</a> -
	Frisch Auf Göppingen	<a href="http://www.frischauf-gp.de/startseite.html">http://www.frischauf-gp.de/startseite.html</a> -
	TBV Lemgo	<a href="http://www.tbv-lemgo.de/">http://www.tbv-lemgo.de/</a> -
	TV Grosswallstadt	<a href="http://www.tvgrosswallstadt.de/">http://www.tvgrosswallstadt.de/</a> -
	Füchse Berlin	<a href="http://www.fuechse-berlin.de/2007/">http://www.fuechse-berlin.de/2007/</a> -
	TuS N-Lübbecke	<a href="http://www.tus-n-luebbecke.de/">http://www.tus-n-luebbecke.de/</a>

<b>Volleyball</b>	VfB Friedrichshafen	<a href="http://www.vfb-volleyball.de/cnt/">http://www.vfb-volleyball.de/cnt/</a>
		-
	Generali Haching	<a href="http://www.generali-haching.de/">http://www.generali-haching.de/</a>
		-
	evivo Düren	<a href="http://www.evivo-dueren.de/">http://www.evivo-dueren.de/</a>
		-
	SCC Berlin	<a href="http://www.scc-volleyball.de/index.php">http://www.scc-volleyball.de/index.php</a>
		-
	EnBW TV Rottenburg	<a href="http://www.volleyball-rottenburg.de/">http://www.volleyball-rottenburg.de/</a>
		-
VC Franken	Website not available	
	-	
Netzhoppers KW	<a href="http://www.netzhoppers.org/">http://www.netzhoppers.org/</a>	
	-	
TV Bühl	<a href="http://www.tv-buehl-volleyball.de/joomla/">http://www.tv-buehl-volleyball.de/joomla/</a>	
	-	
RWE Volley Bottrop	<a href="http://www.vcbottrop90.de/index.php?id=1">http://www.vcbottrop90.de/index.php?id=1</a>	
	-	
VC Bad Dürrenberg/ Spergau	<a href="http://www.chemie-volley.de/">http://www.chemie-volley.de/</a>	
<b>Basketball</b>	Brose Baskets	<a href="http://www.brosebaskets.de/">http://www.brosebaskets.de/</a>
		-
	Deutsche Bank SKYLINERS	<a href="http://www.deutsche-bank-skyliners.de/">http://www.deutsche-bank-skyliners.de/</a>
		-
	Eisbären Bremerhaven	<a href="http://www.eisbaeren-bremerhaven.de/">http://www.eisbaeren-bremerhaven.de/</a>
		-
	New Yorker Phantoms Braunschweig	<a href="http://www.newyorkerphantoms.de/">http://www.newyorkerphantoms.de/</a>
		-
	EWE Baskets Oldenburg	<a href="http://www.ewe-baskets.de/">http://www.ewe-baskets.de/</a>
		-
ALBA Berlin	<a href="http://www.albaberlin.de/">http://www.albaberlin.de/</a>	
	-	
BG Göttingen	<a href="http://www.bggoettingen.de/doorway/">http://www.bggoettingen.de/doorway/</a>	
	-	
Telekom Baskets Bonn	<a href="http://www.telekom-baskets-bonn.de/">http://www.telekom-baskets-bonn.de/</a>	
	-	
	Artland Dragons	<a href="http://www.artland-dragons.de/">http://www.artland-dragons.de/</a>
		-
	Mitteldeutscher BC	<a href="http://www.mitteldeutscherbc.de/">http://www.mitteldeutscherbc.de/</a>
<b>Hockey</b>	Rot-Weiss Köln	<a href="http://old.rot-weiss-koeln.de/hockey.php">http://old.rot-weiss-koeln.de/hockey.php</a>
	Berliner HC	<a href="http://www.berlinerhockeyclub.de/de/club/home.html">http://www.berlinerhockeyclub.de/de/club/home.html</a>

	UHC Hamburg	<a href="http://www.uhc.de/club.html">http://www.uhc.de/club.html</a>
	Uhlenhorst Mühlheim	<a href="http://www.uhlenhorst-muelheim.de/">http://www.uhlenhorst-muelheim.de/</a>
	Crefelder HTC	<a href="http://www.chtc.de/">http://www.chtc.de/</a>
	Club an der Alster	<a href="http://www.dcada.de/">http://www.dcada.de/</a>
	Düsseldorfer HC	<a href="http://www.duesseldorferhc.de/2005/hockey/">http://www.duesseldorferhc.de/2005/hockey/</a>
	Mannheimer HC	<a href="http://www.mannheimerhc.de/">http://www.mannheimerhc.de/</a>
	Nürnberger HTC	<a href="http://www.nhtc.de/">http://www.nhtc.de/</a>
	TG Frankenthal	<a href="http://www.tgfhockey.de/frontlanding">http://www.tgfhockey.de/frontlanding</a>