



Report on sport sponsorship by alcohol producers

Alcohol related sport sponsorship

Results of monitoring alcohol marketing in Italy in 2010

AMMIE Project

Alcohol Marketing Monitoring in Europe Report on sport sponsorship in Italy

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Summary

Background

While evidence is mounting that sports sponsorship by alcohol producers affects the drinking behaviour of sportspeople (O'Brien, Miller, et al. 2011), regulations concerning sport sponsorship are rare and largely ineffective (Hastings, O., et al. 2010; Hastings and Sheron, 2011). This is a problematic development because alcohol is getting connected to the healthy image of sport and sport clubs and mayor sports events reach a large group of minors.

This report offers an overview of alcohol industry sports sponsorship on the website of the top ten premiere league sports clubs of the five most popular Italian team sports. It also gives some insight into the ways the sponsors shape their contribution to these sports.

Sponsorship of top clubs

The five most popular sports in Italy are football, basketball, volleyball, rugby and water polo.

In terms of total numbers, wine is number one in the sponsoring of the top ten clubs of all sports considered (13). This is not unexpected, being Italy a wine producing country with disseminated production by big wineries as well as local family productions. Wine sponsorship is widespread in all examined sports. A sort of indirect sponsorship or alcohol promotion is represented by some cases of club-branded bottles of wines which people can buy from the clubs webstores.

Wine is closely followed by beer (10), and the prominent relationship between beer and sport is proven by the sponsorship of the National Football Federation and the National Rugby Federation, which gives both beer brands a high visibility. Beer sponsorship is found in all sports except water polo.

Only one example of spirit sponsorship have been registered, and solely in reference to the National Rugby Federation.

Among the different sports into consideration volleyball has the highest number of sponsored clubs (7), followed by football with 5 and by rugby with 3 plus the National Federation.

The findings for each different sport are:

- football: 5 clubs and the national federation are sponsored by alcohol producers;
- basketball: 4 clubs are sponsored by alcohol producers;
- volleyball: 6 clubs are sponsored by alcohol producers;
- rugby: 2 clubs and the national federation are are sponsored by alcohol producers;
- water polo: 2 clubs are are sponsored by alcohol producers.

In almost all cases monitored in this report direct access to the alcohol brands' website is feasible from the club's webpage.

Conclusions

Of the fifty sport clubs that were visited for this report, 23 clubs (46%) are sponsored by an alcohol producer and/or by an alcohol distribution business (restaurants, wine cellars, alcoholic beverages retailers, ect). They are sponsored not only by big multinational brands but also by regional and even local small producers. Some clubs have more than one alcohol sponsor. Two national federations (football and rugby) are also sponsored by alcohol brands.

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.

This report is produced within the AMMIE (Alcohol Marketing Monitoring in Europe) Project, whose goal is to monitor in a systematic way various alcohol marketing practices in several European countries (Bulgaria, Denmark, Germany, Italy and The Netherlands) in order to improve and test the effectiveness of existing regulations. All AMMIE reports can be found on:

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

Among a complex and integrated mix of strategies, the association of alcoholic brands with a variety of sport activities and sport sponsorship has the obvious benefit of reaching an enormous number of people of different age groups.

According to the European Association of Communication Agencies (www.eaca.be), Italy expenditures on alcohol advertising in 2010 was 309.24 million euro, including all media but giving no info on sport sponsorship. Comparing to the 2007 (169.41 million euro), the investments have tremendously increased in three years by 54%, with almost 64 million euro devoted to internet marketing strategies. Regarding sport-related alcohol advertising and promotion, expenditures for European countries are difficult to find.

Since sport sponsorship has become an important tool within the past years, one part of the AMMIE projects focuses on observing and illustrating the content and the quantity of sport sponsorship by the alcohol industry. In order to do so, the five team sports which are most played and popular among youngsters and the general public have been selected in the five different countries involved in the

AMMIE project. For each of the five team sports, a selection of 10 clubs playing at the national top level has been made. Of these 50 top clubs, the websites have been checked and monitored thoroughly on the presence of alcohol-branded sponsors.

In this report the monitoring results concerning sport sponsorship in Italy are presented. The five sports are football, basketball, volleyball, rugby and water polo. After describing the theoretical background including the regulatory system and why it is important to pay attention to this particular marketing strategy, the outcomes of the monitoring process for each team sport are described.

The report's conclusions include a summary of the findings and a description of recommendations with regards to sport sponsorship in Italy.

Methods

The five most frequently performed (and most popular) team sports among Italian youngsters have been selected. These five sports are: football, basketball, volleyball, rugby and water polo. Of these sports the ten teams that play in the highest division are rated as top clubs. Of these 50 top clubs the club websites have been scanned thoroughly on the presence of alcohol-branded sponsors.

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.

The influence of alcohol related sponsoring on alcohol use, an analysis of recent literature

The recent years have seen the publication of several systematic literature studies researching the links between alcohol marketing and the drinking behaviour of the young people that are exposed to it. Anderson and colleagues analyzed thirteen longitudinal studies and concluded that exposure to alcohol advertising is associated with the probability that adolescents start drinking alcohol. They also found that those who already drink, consume even more after exposure to alcohol marketing (Anderson, de Bruijn, et al. 2009). These findings are supported by two other systematic reviews. Meier and colleagues in 2008 and Smith and Foxcroft in 2009 both concluded that a relation exists between the use of alcohol by adolescents and exposure to alcohol marketing or promotional activities (Meier, et al., 2008) (Smith and Foxcroft, 2009).

When it comes to exposure to alcohol industry marketing through televised sports events and its effects, the number of studies is markedly lower. The impact study by Collins et al finds evidence that watching sports programs with many alcohol advertisements, raises the chances of the viewer drinking alcohol (Collins, et al. 2007). Another study found that the frequency of drinking amongst drinkers during the previous 12 months can be extrapolated by exposure to beer concession stands at sports and music events (Ellickson, et al., 2005). It's not only as spectators that young people get exposed to alcohol advertising but also as sportspeople themselves. It has been well established by many studies in Australia, New Zealand and the USA that sportspeople drink more alcohol in a more hazardous manner than non-sportspeople (Leichliter, et al., 1998) (Martens, et al. 2006) (Wechsler and Nelson, Binge drinking and the American college students: What's five drinks? 2001) (O'Brien, Blackie and Hunter, 2005) (O'Brien, Ajmol, et al., 2007) (O'Brien and Kypri, Alcohol industry sponsorship of sport and drinking levels in New Zealand sportspeople 2008) (O'Brien, Kolt, et al. 2010). Furthermore it has

been shown that levels of heavy episodic drinking have increased among young people, especially amongst sororities, fraternities and athletics in the USA and the UK (Wechsler, Dowdall and Davenport, 1995). Recently O'Brien and colleagues added to this that sportspeople who are sponsored by the alcohol industry drink in more hazardous ways than those who have non-alcoholic sponsors (O'Brien, Miller, et al., 2011).

Resemblances with scientific conclusions about the influence of sports sponsorship by the tobacco industry on smoking behaviour

Concluding we can state that it has been proven that exposure to alcohol advertising affects the drinking behaviour. It lowers the initial age of drinking and can increase the amount of consumption. Sports programs on television with alcohol advertising around it raises probability of the viewer drinking alcohol and a clear relationship is established between visiting beer concession stands at sports events and the frequency of drinking in the year before. It is especially concerning that research shows that sports people tend to drink more and more dangerously, especially when they are sponsored by the alcohol industry.

1. Alcohol and sport sponsorship

1.1 Regulations on sport sponsorship

No specific regulations on sport sponsorship and alcoholic beverages have been identified. The sources of information on this issue are the National Advertisers Association UPA (www.upa.it) and an Italian lawyer who has investigated the field and written articles on the issue of alcohol advertising and marketing .

They both confirmed the lack of such regulations, which means that sport clubs can freely decide the kind of sponsorship, leaving room for possible self-regulation code of conduct. This is the case, for example, with the International Skying Federation, which has a specific sponsorship code for international tournaments. Athletes' sponsors cannot be related by any means to alcohol, tobacco and drugs.

Unlike other European countries, in Italy the selling of alcoholic beverages during sport events, even if an alcoholic brand is the main sponsor, is related to various circumstances, and it is evaluated on a case-by-case basis, depending on the presumed level of troubles caused by the clubs supporters and social disturbance. It is in the major's power to take the decision of limiting alcohol availability and access.

2. Sponsoring of top clubs by alcohol brands

In order to have an insight on the exposure to alcohol marketing at sports clubs, the monitoring of the websites of these clubs have been performed. Our attention has been focused on the most played and popular team sports in Italy: football, basketball, volley ball, rugby and water polo. For each sport the top ten clubs at the national level were selected, and in addition the websites of all National Federations of each sport were monitored.

2.1 Sponsoring of Football

NATIONAL FEDERATION AND TOP CLUBS	ALCOHOL SPONSOR
1. Federazione Italiana Gioco Calcio (FIGC) 2. Milan 3. Inter 4. Roma 5. Napoli 6. Lazio 7. Juventus 8. Sampdoria 9. Fiorentina 10. Genoa 11. Palermo	1. Peroni Beer 2. Bavaria Beer 3. Casa Vinicola Caldirola 4. Moretti Beer 5. Moretti Beer 6. Cantine Scrimaglio (club-branded wines available in webstore) 7. Cantine Scrimaglio (club-branded wines available in webstore) 8. No 9. No 10. No 11. No

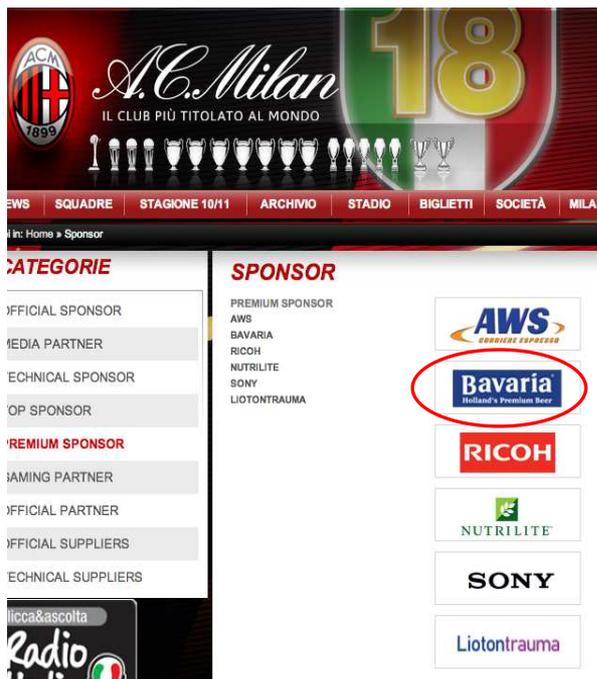
The National Federation is sponsored by beer. 4 of top ten football clubs are sponsored by alcohol brand, plus 2 clubs sell branded wines through their webstores.

The Italian Football Federation FIGC has its own alcohol brand sponsor. One of the official partners is Peroni Beer, which is a beer brand closely linked with the national football team. During the World Cup Peroni was very active in organising competitions and awards (for example the winning of t-shirts). It is possible to access Peroni website directly from the National Football Federation site.



Source: <http://www.figc.it/ita/sponsor.shtml?3215>

Regarding the single clubs, AC Milan's website shows Bavaria Beer among the premium sponsors. The logo can be found both at the bottom of the home page and clicking on the sponsors button. Direct access to the producers website.



Source: <http://www.acmilan.com/it/sponsor/index/premium>

In the case of Inter, the other football club of city of Milan, among its official partners there is a winery called "Casa Vinicola Caldirola" which produces different types of wines. Again the logo is visible in the sponsors page and there is direct access to the winery site.



Source: <http://www.inter.it/aas/sponsor/home>

In the third football club AS Roma, Moretti Beer is both within the club sponsors and, more specifically, also as the club's official supplier. During this year 2010 a competition was launched on the website: buying a package of six bottles (66 cl each) of Moretti Beer it was possible to participate in a prize competition to win a two-day travel to Rome and spend time with AS Roma team. In every package there was a code which could be the right one to win the competition (see picture below).



Source: <http://www.birramoretti.it/in-campo.htm>

Birra Moretti also has a specific website on football www.birramoretticalcio.it with special offers, prize competition and a virtual game to play as football player, coach or supporter.



Source: www.trofeobirramoretti.it



Source: <http://www.sscnapoli.it/client/sponsor.aspx>

In the website of the football club SSC Napoli again Moretti Beer is among the institutional sponsors. Direct access to the producer's website. In 2009, Moretti Beer launched a prize competition similar to the one above described.

The famous football club of the city of Torino, Juventus, has no official alcohol brand sponsors. However, clicking of its web store one can buy 2 bottles of high quality wine with the club's logo.



Linea Classica. Astuccio litografato da 2 bottiglie: Barbera d'Asti DOC 2005 (0,75 l) + Chardonnay DOC 2006 (0,75 l). Cantine Scrimaglio. Prodotto NON spedibile negli USA.

€ 35,00
+ spese di spedizione ([Tabella costi](#))

Taglia unica

Costo totale € 35,00

Aggiungi al carrello

Oppure

Cassa veloce **PayPal**
Paga sicuro in un clic

[Tweet](#) [Condividi](#)

Source: http://www.juvestore.com/product/626/4501-J8693-juventus-confezione-2-bott-linea-classica?shop_id=177

Similarly Lazio football club offers in its official webstore 4 different types of wines branded with the clubs' logo.

LAZIO STYLE 2011
OFFICIAL WEB STORE

Per ordini telefonici chiama il +390226303235
english italiano

Userid: Password:
[Recupero password](#)

0 articoli attualmente nel carrello - Totale € 0,00 [Vedi carrello](#)

HOME REGISTRATI AIUTO CONDIZIONI DI VENDITA PRIVACY CREDITI

Acquista per categoria

- Materiale tecnico
- Tempo libero
- Palloni
- Borse e zaini
- Merchandising**
 - Casa
 - Cappellini e Berretti
 - Enoteca**
 - Idee regalo
 - Linea Beauty
 - Peluches
 - Portachiavi
 - Preziosi
 - Supporter

Enoteca PUMA

4 articoli trovati

LAZIO BARBERA ASTI DOC € 14,00	LAZIO GAVI DOCG € 16,00	LAZIO CONFEZIONE 2 BOTT. ALTA GAMMA € 55,00	LAZIO LINEA CLASSICA SPUMANTE BRUT € 24,00

Source: <http://store.sslazio.it/prodotti.asp?cat=1352>

No alcohol sponsors or other marketing strategies related to alcoholic products were found in the other football clubs.

2.2 Sponsoring of Basketball

NATIONAL FEDERATION AND TOP CLUBS	ALCOHOL SPONSOR
1. National Basketball Federation	1) No
2. Olimpia Armani Jeans Milano	2) Vini Scrimaglio
3. Benetton Basket	3) Birra Castello
4. Angelico Biella	4) Birra Menabrea
5. Virtus Bologna	5) Peroni Beer + REFOLO sparkling wine by Umberto Cesari in Virtus Store
6. NGC Cantù Vini Verga Birra & Forst	6) Verga Wines + Forst Beer
7. Cimberio Varese	7) No
8. AIR Avellino	8) No
9. Monte Paschi Siena	9) No
10. Lottomatica	10) No
11. Banca Terlas Teramo	11) No

In the Italian League (federation) of Basketball ([ww.fip.it](http://www.fip.it)), no alcohol sponsorship was found. Five basketball clubs have alcohol sponsors, among them 2 clubs have more than one.

Olimpia Armani Jeans Milano has among the official supplier Vini Scrimaglio. This company products different types of wine of the *Piemonte Region* tradition. Direct access to the home page of that wine-making company.



B

Source: http://www.olimpiamilano.com/index.php?option=com_content&view=article&id=40&Itemid=27

Benetton Basket is another basket club sponsored by alcohol brand. In this case both a beer (Castello Beer) and a wine (Contarini Vini e Spumanti) brands are in the list of sponsors/suppliers. The brands 'logos can be found in the page dedicated to the sponsors. Again direct access to both producers' websites. In the Castello Beer producer's website there is another interesting relation to the sport world: participating in a competition, one can win the annual subscription to the most popular daily sport newspaper La Gazzetta dello Sport.



Source: <http://www.benettonbasket.it>

Angelico Biella is another basketball club with a beer brand, Birra Menabrea, among its sponsors/partners.

Virtus Pallacanestro Bologna includes Peroni Beer in their list of commercial partners for food and beverages. In addition, one can buy from the Virtus Store a fizz wine marked with the club's logo.



Source: <http://www.virtus.it/main.asp?Pagina=x00>

Pallacanestro Cantù has also a beer and wine sponsorship. Forst Beer is included among the official partners, Verga Vini is defined as Silver Sponsor. In both case one can access the producer's websites by clicking on the logos.



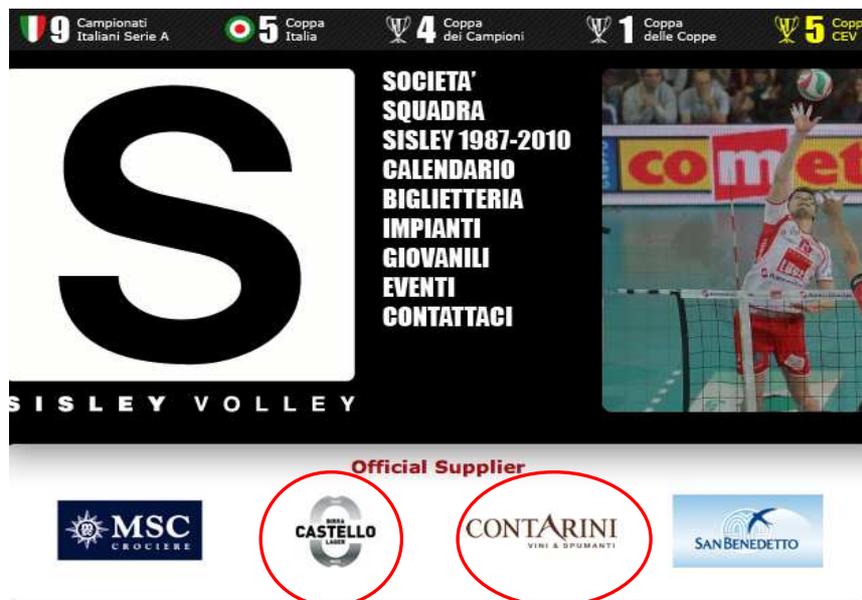
Source:<http://www.pallacanestrocantu.com/sponsor.aspx>

2.3 Sponsoring of Volleyball

NATIONAL FEDERATION AND TOP CLUBS	ALCOHOL SPONSOR
1. National Volley Federation	1. NO
2. Sisley Treviso	2. Birra Castello & Contarini
3. Trentino Volley	3. Cantine Ferrari, Gaierhof Vini & Fravort FreshBeer
4. Copra Volley	4. Cantina 4 Valli & Io Bevo: Beverage, Service & Products
5. Blu Volley Verona	5. Consorzio Tutela Valcempio
6. Pallavolo Modena	6. Consorzio Marchio Storico dei Lambruschi Modenesi & Donelli
7. Gabeca Pallavolo	7. Grandi & Gabana Vini
8. Andreoli Top Latina Volley	8. Enolojico
9. Brebanca Lanutti Cuneo	9. No
10. Lube Volle □	10. No
11. Umbria Volley	11. No

No alcohol sponsorship has been identified in the National Volley Federation (www.portal.federvolley.it). However, seven out of ten clubs have at least one sponsor from the alcohol economic sector.

In the Sisley Treviso website all sponsor logos pass at the page bottom. There are two alcohol brand sponsors included in the list of official supplier: Castello Beer (a type of beer) and Contarini (a wine company).



Source: <http://www.sisleyvolley.it>

Trentino Volley spa website has instead a specific sponsors page. In this case two wine and one beer sponsors can be found: Cantine Ferrari and Gaiherhof Wines, both regional wine producers of Trentino region, and Fravort Freshbeer, a local beer producer.



Source: <http://trentinovolley.it/sponsor.html>

In the long list of Copra Volley official suppliers we found: “Io Bevo: Beverage, Service & Products” (a distribution company whose products include both alcoholic and non alcoholic beverages) and Cantine 4 Valli (a wine wine company from hills near Piacenza).

Blu Volley Verona has among the official suppliers Consorzio Tutela Valcalepio, a sort of wine association for the protection and promotion of a particular local production, very connected with *Vinitaly*, the most important wine exhibition in Italy.



Source: <http://www.bluvolleyverona.it/ita/sponsor.asp>

Pallavolo Modena's official suppliers include a wine making companies, Donelli, which is also connected with other sports like rugby and Formula 1 through sponsorship, and “Consorzio Marchio storico dei Lambruschi Modenesi”, a consortium for the promotion of Lambrusco wine which is produced in the area of Modena.



Source: <http://pallavolomodena.com/ita/sponsor-volley.asp>

Gabeca Pallavolo is co-sponsored by Grandi & Gabbana, a wine producer of another important Italian region for wine production.



Source:<http://www.gabecapallavolo.it>

Andreoli Top Latina Volley does not distinguish between different kind of sponsors and suppliers in its long list of generic sponsors, in which one can find "Encolojico-Ritrovo di Vite", a wine bar and restaurant promoting high-quality wine with its own wine cellar and with a particular wine take away service.



Source:<http://www.top-volley.net>

2.4 Sponsoring of Rugby

NATIONAL FEDERATION AND TOP CLUBS	ALCOHOL SPONSOR
1. National Rugby Federation	1. Glen Grant Whisky + Peroni Beer
2. Petrarca Rugby	2. No
3. Benetton Rugby	3. Vini Terra Serena
4. L'Aquila 1936	4. No
5. Amatori Parma Rugby	5. J.P. Chenet Wines
6. I Cavalieri Rugby	6. No
7. Rugby Roma Olimpic	7. No
8. Venezia Mestre Rugby	8. Canevel Spumante Valdobbiadene
9. Parma Rugby	9. No
10. Rovigo Rugby	10. No
11. Rugby Viadana	11. No

The traditional link between rugby and beer is testified by the sponsorship the Italian Rugby Federation (<http://www.federugby.it/>) by Peroni Beer. Interestingly, no other top ten rugby club has a beer sponsor. The three rugby clubs with alcohol brands are sponsored by wines.



Source: <http://www.federugby.it>

In addition, the only example of spirit sponsorship is found here with Glen Grant a Scotch Whisky.



Source: www.mediakey.tv

Benetton Rugby in the sponsors webpage shows in its official supporter list “Serena Azienda Vinicola” a local wine producer.

From the rugby club homepage one can also access with direct link to Heineken Cup Rugby tournament.



Source: <http://www.ercrugby.com/ita>

In the sponsorship page of Venezia Mestre Rugby there is “Canevel Spumanti Valdobbiadene”, a company of fizz wine.



Source: <http://www.veneziamestrerugby.it>

Rugby Parma is the third rugby club with a wine sponsor, this time a French producer.



Source: <http://www.rugbyparma.net>

2.5 Sponsoring of Water Polo

NATIONAL FEDERATION AND TOP CLUBS	ALCOHOL SPONSOR
1. National Water Polo Federation	1. NO
2. Rari Nantes Bogliasco	2. Ristorante Ippogrifo (distribution sector)
3. Como nuoto	3. Enoteca del Soccorso (distribution sector)
4. Pescara Nuoto	4. NO
5. Chiavari nuoto	5. NO
6. Roma Visnova Nuoto	6. NO
7. SSN Mameli	7. NO
8. Pro Recco	8. NO
9. Rari Nantes Savona	9. NO
10. Lake Iseo Brixia	10. NO
11. Rari Nantes Florentia	11. NO

In the case of water polo, only two of clubs have sponsors related to alcohol, and they are related only to restaurants and wine cellars rather than to alcoholic brands .

Rari Nantes Bogliasco team has “Ristorante Ippografo” among its sponsors, a restaurant that advertises a wine cellar with many types of wines from different part of Italy.



Como Nuoto team: “Enoteca del Soccorso”: a wine bar with different and fine types of wine.

i seguenti nostri sponsors/supporters 2009 - 2010:



Source: <http://www.comonuoto.it/partners>

3. Conclusions and recommendations

Sport sponsorship seems to be quite common promotional practise in Italy. Given the great popularity of the five considered sports and of the high level clubs, promotion through sponsorship ensures a great visibility of products and a massive spread of the brand.

Although the most important sport events involving these famous clubs are not exclusively addressed to youngsters, one should consider that children and adolescents represent a significant proportion of the general public. In these regards they are reached by messages that combine sport and alcohol consumption in a positive way, as well as famous players and events with specific brands. Alcohol is therefore getting connected to the healthy image of sport activities, although it is in reality a causal factor in more than 60 different diseases and conditions.

The combination of alcohol and sport activities also increases the youngsters' expectation that it is a social norm to link alcohol consumption to any sport activity and event.

Having considered the massive exposure of young people to alcohol promotion through sponsorship, at least a clear set of regulations referring to sport sponsorship would be appropriate. In the best case, alcohol sport sponsoring should be restricted such as in the case of France and Norway. The French example (Loi Evin, 1991) shows that such a ban will not threaten the further existence of sports, sports clubs and sports events. With its alcohol sponsorship and advertisement ban in place, France still succeeded in hosting the 1998 FIFA World Cup and is currently hosting the International Rugby Competition.

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Web references

SPORT	CLUB AND NATIONAL FEDERATION	WEBSITE
Football	National Football Federation	http://www.figc.it
Football	A.C. Milan	www.acmilan.com
Football	Inter	www.inter.it
Football	AS Roma	www.asroma.it
Football	S.S. Lazio	www.sslazio.it
Football	Juventus	www.juventus.it
Football	U.C. Sampdoria	www.sampdoria.it
Football	ACF Fiorentina	www.fiorentina.it
Football	SSC Napoli	www.sscnapoli.it
Football	Genoa	http://www.genoacfc.it
Football	Palermo	www.ilpalermocalcio.it
Basketball	National Basketball Federation	www.fip.it
Basketball	Montepaschi Mens Sana Basket	www.menssanabasket.it
Basketball	Olimpia Armani Jeans Milano	www.olimpiamilano.com
Basketball	Pallacanestro Virtus Roma	www.virtusroma.it
Basketball	Benetton Basket	www.benettonbasket.it
Basketball	Angelico Pallacanestro Biella	www.pallacanestrobiella.it
Basketball	Virtus Pallacanestro Bologna	www.virtus.it
Basketball	Teramo Basket	www.teramobasket.it
Basketball	Varese Pallacanestro	www.pallacanestrovarese.it
Basketball	S:S: F: Scandone Avellino	www.scandonebasket.it
Basketball	Pallacanestro Cantù	www.pallacanestrocantu.com
Volleyball	National Volleyball Federation	www.federvolley.it
Volleyball	Sisley Volley	www.sisleyvolley.it/
Volleyball	Trentino Volley spa	www.trentinovolley.it
Volleyball	Brebanca Lanutti Cuneo	www.piemontevolley.it
Volleyball	Lube Volley	www.lubevolley.it
Volleyball	Copra Volley	www.copravolley.it
Volleyball	Umbria Volley	www.umbriavolley.it
Volleyball	Blu Volley Verona	www.bluvolleyverona.it
Volleyball	Pallavolo Modena	www.pallavolomodena.com
Volleyball	Top Volley Andreoli Latina	www.top-volley.net
Volleyball	Gabeca Pallavolo	www.gabecapallavolo.it
Rugby	National Rugby Federation	www.federugby.it
Rugby	Petrarca Rugby	www.petrarcarugby.it
Rugby	Benetton Rugby	www.benettonrugby.it

Rugby	L'Aquila Rugby 1936	www.laquilarugby.com
Rugby	Amatori Parma Rugby	www.amatoriparmarugby.it
Rugby	I Cavalieri Rugby	www.icavalieri.it
Rugby	Rugby Roma Olympic	www.rugbyroma.com
Rugby	Venezia Mestre Rugby	www.veneziamestrerugby.it
Rugby	Rugby Parma F.C.	www.rugbyparma.sportal.it
Rugby	Rovigo Rugby	www.rugbyrovigo.com
Rugby	Rugby Viadana	www.rugbyviadana.it
Water Polo	National Water Polo Federation	www.federnuoto.it
Water Polo	Rari Nantes Bogliasco	www.rarinantesbogliasco.it
Water Polo	Pescara Nuoto	Not found
Water Polo	Chiavari Nuoto	www.chiavarinuoto.it
Water Polo	Roma Visnova Pallanuoto	www.romavnpallanuoto.it
Water Polo	S.S.N. Mameli 1904	www.ssnmameli1904.it
Water Polo	Como Nuoto	www.comonuoto.it
Water Polo	Pro Recco	www.prorecco.it
Water Polo	Rari Nantes Savona	www.rarinantes.sv.it
Water Polo	Lake Iseo Brixia	www.leonessanuoto.it
Water Polo	Rarinantes Florentia	www.rarinantesflorentia.it

