[Your name]

[Your address]

[Your contact details]

[Date]

**Subject:** **Please reconsider alcohol sponsorship for future events**

Dear [recipient]

We are a group of [ e.g. young adults] from [your community] and we are writing to ask you to reconsider alcohol sponsorship for your future events.

[Briefly introduce yourself or your group]. Our young people enthusiastically attend your [event, e.g. music festival], which has been sponsored by alcohol brands.

We believe that exposure to alcohol sponsorship presents many risks to the communities that we are working with. To protect our young people, we would strongly support [event] finding alternatives to alcohol sponsorships.

Sponsorship of sporting, cultural and social events is a key advertising strategy utilised by alcohol companies. Sponsorships raise brand awareness, create positive brand attitudes, and build emotional connections with consumers[[1]](#footnote-1).

Alcohol sponsorship at all levels promotes brands to drinkers and future drinkers; reaching and influencing children and young people in addition to adults.

Brand sponsorship of music festivals has an impact on brand awareness, recall, and attitude to the brand.[[2]](#footnote-2) Exposure to alcohol marketing (including branding) is associated with earlier drinking initiation and higher levels of binge drinking.[[3]](#footnote-3) The latest body of research has concluded that the relationship between alcohol marketing and youth drinking is causal.[[4]](#footnote-4)

It is clear that young people experience high levels of harm from alcohol.

The presence of an alcohol sponsor also inherently embeds alcohol consumption into music and sporting events.[[5]](#footnote-5)

While adults may make up most of the attendees at your event, many are children or young people, and we do not believe it is appropriate to create and reinforce links between [music/sporting/cultural] events and alcohol.

For each alcohol-related harm a young person experiences, the less likely they are to finish high school.[[6]](#footnote-6) This is not the future we want, so we ask for your kind support in protecting our children and young people.

We realise a principled decision to no longer take alcohol sponsorship may have financial implications, but we suggest exploring the potential for new partnerships that have less potential for harming our children and young people.

Yours sincerely,

[Your name]

Signed by members of [your group]

On behalf of [enter names below]

**Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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