**Advertising & Sponsorship**

**LETTER TEMPLATE – ALCOHOL SPONSORSHIP OR MAJOR EVENTS OR TEAMS**

**Name:**

**Address:**

**Telephone No:**

**Date**:

**Attn:** The Organiser of the Jim Beam Homegrown Music Festival,

**Address:**

**Email:**

Dear Organiser of the Jim Beam Music Festival,

**Subject:** **Request to reconsider alcohol sponsorship for future events**

We are a group of young adults from X community and we are writing to you in the hope that you may reconsider alcohol sponsorship for your future events.

Our group seeks to develop leadership and creative and problem-solving skills among young people. We have an in-house programme which invites artists (e.g. musicians) to mentor our young talents for their projects. Our young people enthusiastically attend your music festival, which to-date, has been sponsored by alcohol products.

As a group, we believe that the use of alcohol sponsorship presents many risks to the very age-group that we want to develop and reach their full potential. To protect our young people, we would strongly support the festival cutting ties with alcohol sponsors. The following outlines our reasons for this.

1. **Alcohol sponsorship increases brand recognition, which increases harm**

Alcohol sponsorship of sporting, cultural and social events is a key advertising strategy utilised by alcohol companies. Alcohol sponsorship is a way of raising brand awareness, creating positive brand attitudes, and building emotional connections with consumers[[1]](#footnote-1).

Sponsorship at all levels promotes brands and products to drinkers and future drinkers; reaching and influencing people well below the minimum legal purchase age (i.e. 18 years).

In a study[[2]](#footnote-2) on alcohol sponsorship of music events, brand sponsorship of music festivals had an impact on brand recall, awareness and attitude to the brand. It is clear from the research that exposure to alcohol marketing (including branding) increases young people’s alcohol use.[[3]](#footnote-3) It is also clear that young people experience the highest levels of harm from their drinking compared to other age groups.

The presence of an alcohol sponsor also inherently links music with alcohol. This is also true in the case of alcohol sponsored sporting events, whereby sponsorship embeds drinking in sport[[4]](#footnote-4).

1. **Protection of our young people is as important as the environment**

The website for Homegrown details that the “Jim Beam Homegrown supports all things green and we'd appreciate it if you could make your presence at the festival as environmentally friendly as possible.”

We do not want any concern for the environment to outweigh the concern relating to alcohol exposure to young people attending your event. Many of the attendees will be below the minimum legal age to purchase alcohol, and as such, we do not believe it is appropriate to showcase the relationship between alcohol and music to such a population which is strongly influenced by alcohol marketing. Research shows that for each alcohol-related harm a young person experiences, the less likely they are to finish high school.[[5]](#footnote-5) This is not the future we want for the next generation so we call on you to take leadership in efforts to reduce harm to this vulnerable group.

We realise the financial implications of prohibiting alcohol sponsorship but suggest that other sponsors may rise to fill the void. It is certainly worth testing. By reconsidering alcohol sponsorship of your events you can lead a new music culture in New Zealand.

**Signatures**

Signed by members of XX group

1. Hastings, G., Brooks, O., Stead, M., Angus, K., Anker, T., & Farrell, T. (2010). Alcohol advertising: the last chance saloon. *BMJ*, *340*(23 Jan), 184-186. [↑](#footnote-ref-1)
2. Rowley, J., & Williams, C. (2008). The impact of brand sponsorship of music festivals. *Marketing Intelligence & Planning*, *26*(7), 781-792. [↑](#footnote-ref-2)
3. Jernigan, D., Noel, J., Landon, J., Thornton, N., & Lobstein, T. (2017). Alcohol marketing and youth alcohol consumption: a systematic review of longitudinal studies published since 2008. Addiction, 112(S1), 7-20. [↑](#footnote-ref-3)
4. Gee, S., Jackson, S. J. & Sam, M. (2013). The culture of alcohol consumption and promotion at major sports events in New Zealand. Wellington: Health Promotion Agency [↑](#footnote-ref-4)
5. Silins, E., Fergusson, D. M., Patton, G. C., Horwood, L. J., Olsson, C. A., Hutchinson, D. M., ... & Toumbourou, J. W. (2015). Adolescent substance use and educational attainment: an integrative data analysis comparing cannabis and alcohol from three Australasian cohorts. Drug and alcohol dependence, 156, 90-96. [↑](#footnote-ref-5)