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Germany – DDB Responsible Sponsorship Guide



Full Title: Responsible Sponsorship Guide (*Leitfaden für ein verantwortungsvolles Sponsoring*) - 2009

German Brewers Association (*Deutscher Brauer-Bund – DDB*)

Principles

German brewers regard sponsorship as an essential component of their communication. They see sponsorship as the financial and moral support of cultural, sporting and scientific activities and developments in society.

Sponsorship is carried out by providing benefits (including money, benefits in kind or services) to individuals, organisations etc. or in favour of events for, in return, the granting of rights for communicative and/or commercial use with the aim of influencing the success and perception of the respective sponsor in a positive way (image transfer).

The autonomy and independence of those being sponsored remains unaffected. The sponsorship activities undertaken by German brewers are carried out within the framework of the relevant statutory provisions currently in force as well as the sector's voluntary commitments relating to commercial communication.

German brewers undertake to engage in sponsorship only in such a way that it does not encourage alcohol abuse or the harmful consumption of their products and does not directly address children and young people who have not yet reached the statutory minimum age for the consumption of beer or beer-based drinks.

In particular, the following code of conduct must be observed when organising and carrying out sponsorship activities. These guidelines set the framework for the actions of those responsible, their personnel and their partners.

1. Minimum age

Sponsorship measures and support must not directly or indirectly relate/ refer to the consumption of alcoholic beer or beer-based drinks (e.g. *shandy – beer and lemonade*) insofar as they are directed at children and adolescents below the statutory minimum age.

The statutory minimum age for the serving of beer is 16 years. This requirement must, of course, be observed in relation to all measures and activities.

The obligation of the German brewers to comply with the provisions of youth protection legislation is reflected in specific terms by the following stipulations, in particular:

- Materials that are designed to appeal to children and adolescents, and are directly or indirectly related to the consumption of alcoholic beer and beer-based drinks are not to be used.
- In sponsorship activities, all persons (e.g. models) should visibly be clearly over the minimum legal age so as not to give the impression of any intention to appeal to young people via young people.
- Events in which the majority of the target group are expected to be under the statutory minimum age are not to be sponsored.

2. Events	<p>No product-related advertising materials are to be used which could be understood by children and adolescents as an invitation to consume alcoholic beer or beer-based drinks.</p> <p>At events, sponsorship measures must not encourage excessive consumption of alcoholic beer or beer-based drinks, either by the amount/ quantity to be consumed or the rate of consumption or in any other way.</p> <p>Pressure must not be applied on people to force them to take part in activities or, in particular, tasting events. Furthermore, the measures and activities must not be organised in such a way that the consumer does not have control over the quantity to be drunk.</p>
3. Dangerous activities	<p>The brewing industry does not present the consumption of alcoholic beer or beer-based drinks as being directly linked to activities or places that represent a potential danger to life, limb or health, such as in sporting activity or the operating of machines. Furthermore, there is no direct or indirect encouragement to drive vehicles on the road after the consumption of alcoholic beer or beer-based drinks.</p>
4. Performance / Capacity	<p>In sponsorship activities and advertising/ promotion of the same, the brewing industry does not make any direct or indirect connection between the consumption of alcoholic beer or beer-based drinks and success in society, professional life, education, sport or in the area of sex.</p>
5. Third-Party obligations	<p>Third parties commissioned to run sporting activities and provide support are obliged to comply with the aforementioned obligations.</p>
6. Review (monitoring) and sanctions	<p>Infringements of this code of conduct can be punished as violations of the code of conduct of the German Advertising Council on commercial communication for alcoholic beverages. Any sanctions will be imposed by the German Advertising Council in accordance with the applicable criteria.</p>
