

**VOLUNTARY AGREEMENT ON SPONSORSHIP OF SPORT  
BY TOBACCO COMPANIES IN THE UK**

## **SPONSORSHIP OF SPORT BY TOBACCO COMPANIES IN THE UK**

Terms of the fourth voluntary agreement on sponsorship of sport by tobacco companies in the UK reached between the Minister for Sport, on behalf of Her Majesty's Government, and the Tobacco Manufacturers' Association on behalf of the tobacco manufacturers in the UK and the members of the Imported Tobacco Products Advisory Council.

Signed for and on behalf of the Minister for Sport:

Signed for and on behalf of the Tobacco Manufacturers' Association:

Signed for and on behalf of the Imported Tobacco Products Advisory Council:

31st January 1995

# **FOURTH AGREEMENT ON SPONSORSHIP OF SPORT BY TOBACCO COMPANIES IN THE UK**

## **Preface**

1. The tobacco manufacturers represented on the Tobacco Manufacturers' Association (TMA) and the members of the Imported Tobacco Products Advisory Council (ITPAC) have, at the request of the Minister for Sport (the Minister), agreed to implement the various measures set out hereunder.

2. The companies reaffirm their policy of conducting their businesses in a responsible manner, in particular of exercising special care to ensure that their financial support of sport does not attach to activities in which the majority of participants is under 18 years of age, or to events designed to appeal to audiences predominantly under 18 years of age. Furthermore, while the companies are commercial enterprises requiring public recognition of their financial involvement in the sponsorship of sporting activities, they have accepted specific controls (see Appendix 1) on the degree of this recognition.

3. The companies will continue to sponsor non-televised, minor and/or amateur sporting activities in which the majority of participants is 18 years of age or over. The industry will keep the Department of National Heritage (DNH) informed of such activities.

## **Expenditure**

4. The amount spent on the sponsorship of sport in the UK by each individual company in any financial year of the company concerned will not, without prior

consultation with the Minister, exceed the company's expenditure on this activity during a base period (see paragraph 6) with due allowance for inflation. Inequities may emerge affecting new companies or those which have not hitherto participated significantly in this activity compared with other companies; in these cases, the Minister will consider submissions on revised expenditure proposals within the framework of this agreement.

5. Of total expenditure on sports sponsorship by any company in any financial year not more than 15% may be spent by that company on media advertising and other promotional material directly related to the events, excluding any such advertising or promotion at the venue during the event. This limit will apply from the first full financial year of each company after 1 April 1995.

6. The base period for each company will be its financial year of which the major part fell in the calendar year 1985. The inflationary factor to be allowed will be the percentage change in the monthly average of the Retail Prices Index in the base period compared with that in the accounting period. The expenditure limit for companies represented by ITPAC will not exceed 3.5% of the expenditure limit for companies represented by TMA.

7. Within three months after the end of each financial year, each company, through its auditors, will make a return, in confidence, to TMA and ITPAC of the expenditure incurred in that year on sports sponsorship in the UK. The companies' returns will show separately:-

- a) fees to organisers and governing bodies etc. (including hire of sporting venues and cost of facilities), prizes, donations, and fees or expenses of participants;

- b) costs of media advertising and other promotional material directly related to events, otherwise than at events.

TMA and ITPAC will provide DNH with aggregated data, certificated by auditors, under these categories and submit them to DNH and the Monitoring Committee (see paragraph 15) by 30 September each year. Either DNH or the Committee may publish the data.

### **Virement**

8. Companies will be free to move funds from one sporting activity to another. The Minister will decide whether any company may sponsor a sport which does not appear in Appendix 2.

### **Notification of Plans**

9. Each company agrees to inform the Department of National Heritage in confidence of its plans for the sponsorship of sport in respect of the forthcoming year of the company as soon as these are decided and of any changes to these plans. The information provided will list the dates, the sports and the venues of the proposed activities.

### **Health Warnings**

10. At the request of the Government, the tobacco companies, as sponsors of sporting activities, have agreed that their press and poster advertising for, and static signs at, such activities will carry a Chief Medical Officers' Warning. Details are set out in Appendix 1, Section C. These provisions will be implemented from 1 January

1995. Cinema advertising of tobacco-sponsored events is not permitted.

### **Schools and Places of Education**

11. Advertisements or promotional signs for tobacco-sponsored events shall not be displayed within a radius of 200 metres from the front entrance of schools and other places of education for young people under 18 years of age. In the case of a sponsored event taking place at a venue within such an area, the display of signs at the venue shall be permitted during the period that such an event is taking place and no more than six weeks beforehand. The size and number of such signs shall be no greater than those previously used at that event, or, in the case of a new event or location, to those used at other similar or previous events.

### **Code of Practice**

12. The display of sponsors' signs and other aspects of publicity relating to sponsored sporting activities should, as far as practicable, be compatible with the Cigarette Code contained in the British Codes of Advertising and Sales Promotion (reproduced at Appendix 1 to the Voluntary Agreement on Tobacco Products' Advertising and Promotion). The additional requirements of the code of practice on sponsorship set out at Appendix 1 to this agreement shall also apply.

13. Advertisements for sponsored sporting activities will not, however, simply on account of the observance of any requirements of this Voluntary Agreement on Sponsorship of Sport, be deemed also to be tobacco advertising and therefore subject to the requirements of other voluntary agreements relating to such advertising.

14. The television coverage of sponsored activities is subject to Codes of Practice

laid down by the BBC and ITC. Notwithstanding these codes the tobacco companies will not exceed the controls on static signs and the display of house or brand names or symbols at televised sporting activities set out in Appendix 1.

### **Monitoring**

15. This agreement will be monitored by the Committee for Monitoring Agreements on Tobacco Advertising and Sponsorship (COMATAS), whose membership and terms of reference are set out at Appendix 8 to the Voluntary Agreement on Tobacco Products' Advertising and Promotion.

### **International sponsorship**

16. Spending on sponsorship of sports where a majority of the events or activities take place outside the United Kingdom does not come within the terms of this agreement. All sporting events and activities taking place within the United Kingdom must however comply with the requirements and restrictions relating to the display of sponsors' signs, the use of brand names or symbols at televised events, and other aspects of publicity set out within this agreement.

### **Duration**

17. This agreement and code of practice will stand until at least 1 June 1999 (with provision for amendment in the light of any United Kingdom legislation necessary to enact European Community legislation).

Code of Practice Governing the Sponsorship of Sporting Activities

by Tobacco Companies in the UK

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A. **Introduction**

1. The following rules will be observed by tobacco companies engaged in the sponsorship of sporting activities in the UK.

B. **Name of the activity**

2. Where a company determines the name of the sponsored sporting activity, it will avoid the use in the title of any qualifying words or numerals, such as "filter", "king-size", "No. 4", etc. which have individual brand connotations. They may use house or brand names as part of the name of the activity, subject to the following provisions.

C. **Health Warnings**

3. The companies will comply with the Government's request that they should print a health warning in their press and poster advertising for, and on static promotional signs at, sponsored sporting activities.

4. Except in respect of static promotional signs at the venue of the event (see 5 below), in respect of wording rotation, position, size and style of lettering and clarity, the warning notices must, as far as possible, be consistent with the specifications applicable to cigarette and hand-rolling tobacco advertisements as set out in the Voluntary Agreement on Tobacco Products' Advertising and Promotion. There shall be no restriction on the size of advertisements.

5. The warning on static signs at the venue of the event will be:

"TOBACCO SERIOUSLY DAMAGES HEALTH

Chief Medical Officers' Warning"

For legibility it will be printed either at the side or the bottom of the sign and occupy 20% of the area of the sign. Size and style of lettering and clarity should, as far as possible, be consistent with (4) above.

6. Advertisements for and static signs at sponsored sporting activities are not required to carry statements of tar and nicotine yields.

D. **Media Advertising**

7. Press and poster advertisements, and material supplied by the companies for display on retail shop windows, for sponsored sporting events should be so designed and written as far as practicable not to conflict with the letter and spirit of the Cigarette Code contained in the British Codes of Advertising and Sales Promotion. The primary purpose of such advertisements will be to direct attention to the event and venue.

8. Specifically, such advertisements should not:

- include any representation of cigarette or cigarette or hand-rolling tobacco pack;
- echo any elements in the design (or copy, as appropriate), of any cigarette, or cigarette or hand-rolling tobacco pack, or advertisement. But the use of a house or brand name, as the sponsor of the event, is permitted; such names may be printed in the style and colours and on the background colours normally associated with such house or brand names, providing that they are not otherwise given more emphasis than the remainder of the event title;
- depict any participants in a sport (whether or not that with which the advertised activity is concerned) or any part of the equipment or clothing of such participants;
- depict anybody smoking;
- contain anything, except as provided in (9) below, which has any direct relation to sport, or which has implications of health;
- appear in conjunction with any cigarette or hand-rolling tobacco brand advertisement, or allude or refer to such an advertisement.

9. Notwithstanding the provisions of (7) and (8) above, advertisements for a sponsored sporting activity may announce that activity, attract people to attend, or announce its result. They may give full information concerning the activity, venue, dates, admission prices and other such practical details. The names of participating sportsmen/sportswomen may be given, but should not

be emphasised in the advertisement; participants should not be pictured.

E. **Other tobacco company promotional material**

10. Other promotional material produced by tobacco companies in direct connection with a sponsored sporting activity will not include cigarette or hand-rolling tobacco pack shots, except as part of cigarette or hand-rolling tobacco brand advertisements which may be included in such material.

F. **Static signs at televised events**

11. Static signs featuring advertisements for hand-rolling tobacco or for cigarette brands (and which therefore for cigarettes may carry statements of tar and nicotine yields as well as the health warning) may, in accordance with current practice, be covered up by the television authorities.

12. Signs stating the name of a sponsored sporting activity may be displayed at the venue, subject to the following limitations:-

a) Static signs at sporting events should not be located within camera sightlines for prolonged, uninterrupted periods. For example, they should not be placed on or at scoreboards, set playing positions, rest areas etc that are likely to come within the scope of the television cameras, or between a participant and the camera.

b) Signs which are likely to come within the scope of television

coverage should carry only the official title of the event or activity and the Chief Medical Officers' Warning. The sponsor's name should not be given more emphasis than the rest of the title.

- c) The maximum number and size of signs likely to come within the scope of television coverage during the course of the event or activity is detailed for typical sporting groups in Annex A.
- d) The limitations in (a), (b) and (c) above extend to the preliminaries, post-event activities, practice and training sessions subject to prior notice to the sponsor or the event organiser, by the programme contractor, that the inclusion of these is to be part of the television coverage of the event or activity.

G. **Participants and equipment at televised activities**

13. The display of house or brand names or symbols on participants and officials, their vehicles, equipment and/or animals likely to come within the scope of the television cameras, is not permitted during the course of a televised activity in the UK.

14. Incidental furniture and accessories bearing brand identification will not be exposed within normal television range during the coverage of an event.

15. The design or combination of colours used in the visual presentation of the set for small arena sports (category (viii) in Annex A) should not resemble or depict the product of the sponsor, except that promotional signs may be

printed in the style and colours and on the background colours normally associated with the house or brand name of the sponsor.

H. **Explanatory notes**

16. a) Auxiliary personnel, such as caddies, mechanics, grooms etc. are to be regarded as participants.
- b) Brand names, for the purpose of this code, shall include those for cigarettes and hand-rolling tobacco.
- c) Cinema advertising of tobacco-sponsored events is not permitted.
- d) Arena signs at non-televised events of the type listed as examples in Annex A will carry the health warning.

**Maximum number and size of signs**  
**permitted within the scope of television coverage**

- i) Horse-racing  
Three signs on race-course – maximum 60' x 6' each  
One winning post sign – maximum 8' in diameter  
One runners and riders board sign – not to exceed established panel size on each race-course.
  
- ii) Show jumping and Dressage  
Four signs at large arenas (eg. Hickstead) and pro rata for intermediate and small size arenas. Each sign should not exceed 90 square feet.
  
- iii) Motor-racing  
Four signs per mile of circuit. Signs to be a minimum of 440 yards apart. Each sign to be a maximum of 120 square feet.
  
- iv) “Three Day Event” or similar  
On a cross-country course, three signs each not larger than 120 square feet; show-jumping and dressage events are governed by category (ii) restrictions.
  
- v) Golf  
Four signs each not exceeding 90 square feet and one sign on each tee denoting hold number, yardage and event title, not exceeding 8 square feet.

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| vi)   | Cricket          | ) |   |
|       | Soccer           | ) |   |
|       | Field hockey     | ) |   |
|       | Rugby League     | ) | Three signs on the perimeter or within the    |
|       | Rugby Union      | ) | arena. Each sign should not exceed 75 sq. ft. |
|       | Athletics        | ) |   |
|       | Cycling          | ) |   |
|       | Rally cross      | ) |   |
|       | Greyhound racing | ) |   |
|       | Speedway         | ) |   |
|       |                  |   |   |
| vii)  | Tennis           | ) |   |
|       | Swimming         | ) |   |
|       | Indoor hockey    | ) | Two signs on the perimeter of the playing     |
|       | Ice hockey       | ) | area.   |
|       | Curling          | ) | Each sign should not exceed 40 sq. ft.        |
|       | Basketball       | ) |   |
|       | Bowls            | ) |   |
|       |                  |   |   |
| viii) | Snooker          | ) |   |
|       | Badminton        | ) |   |
|       | Table tennis     | ) | Two signs on the perimeter or within the      |
|       | Darts            | ) | arena.  |
|       | Wrestling        | ) | Each sign should not exceed 24 sq. ft.        |
|       | Boxing           | ) |   |
|       | Squash           | ) |   |

**SPORTS SPONSORSHIP**

**Activities that have been sponsored by TMA member companies**

Angling  
Archery  
Athletics  
Autocross  
Aviation, Acrobatics  
Badminton  
Ballooning (Hot Air)  
Basket Ball  
Billiards  
Bob-Sleighting  
Bowls, Indoor and Outdoor  
Boxing  
Canoeing  
Car Rallying  
Coaching  
Cricket  
Curling  
Cycling  
Darts  
Dog Trials

Eventing  
Fencing  
Football, Association (minor league)  
Football, Rugby League  
Football, Rugby Union  
Gliding  
Golf  
Grass Skiing  
Greyhound Racing  
Hang Gliding  
Highland Pentathlon  
Hill Rallying  
Hockey, Indoor and Outdoor  
Horse Racing  
Ice-hockey  
Lacrosse  
Motocross  
Motor Cycle Scrambling and Trials  
Motor Cycle Racing  
Motor Racing  
Mountaineering  
Parachuting  
Pigeon Racing  
Polo  
Powerboat Racing  
Rallysprint  
Rowing  
Sand and Land Yachting  
Sailing

Shooting  
Shove-halfpenny  
Show Jumping  
Skiing  
Snooker/Pool  
Speedway  
Squash Rackets  
Surfing  
Swimming  
Table Tennis  
Tennis  
Ten-pin Bowling & Skittles  
Tug-of-War  
Water Polo  
Water Skiing  
Wind-Surfing