



Tobacco Industry Commercial Sponsorship vs. Corporate Sponsorship/Giving: What's the Difference?

	Commercial Sponsorship	Corporate Sponsorship/Giving
Objectives	To sell a product; to increase exposure to a brand name; to associate a brand/product with an event, activity, or lifestyle; to normalize tobacco use; to promote maker of brand/product as a supporting member of the community	To develop a "good-guy" image for the company; to build relationships with influential organizations and people; to promote company as a supporting member of community; <u>not</u> to market a brand name or product
Beneficiary	Events like races, rodeos, sporting events, special interest expos, festivals, concerts, parades, etc.; individual teams, athletes, cars, leagues, and rodeo animals	Events like conferences and conventions; community groups, charitable foundations, organizations/institutions/venues involving the arts, etc.
How relationship established	Often arranged through an advertising agency or a marketing department in the company; company often seeks out beneficiary and bids for sponsorship	Arranged through company grants department or foundation set up by the company for corporate donations; beneficiary applies for grant, but may have been approached by company to do so
How executed	High profile brand association; brand name placed everywhere (uniforms, scoreboards, flags, programs, tents, signs, gear, etc.); brand name may be in title of event	Subtler, "classier" execution; company name (not brand name) mentioned on plaques, in programs, in newsletters, etc.; companies may list corporate donations or sponsorship on their website, newsletter, etc. and refer to these donations for PR purposes
MSA	Regulated by the Master Settlement Agreement; may be potential MSA violation if event is youth- or family-oriented; see text of MSA for details	Typically would not be in violation of MSA because tobacco products or brands are not associated with beneficiary
Examples	<p>Tobacco sponsorship of these events/teams/leagues is obvious due to high profile brand associations. (Seen here: Winston racing Cup, Benson & Hedges cricket Cup from Great Britain, Marlboro racing team, and Dunhill brand [BAT] soccer league from Malaysia.)</p> <div style="text-align: center;">  </div>	<p>These organizations depend on significant amounts of money from tobacco industry sponsors; they list these sponsors in their literature/websites, and may be listed on tobacco company literature/websites as beneficiaries. (Seen here: Altria Group sponsors Meals on Wheels, Dance USA, and the Guggenheim; RJ Reynolds sponsors United Way.)</p> <div style="text-align: center;">  </div>