

## ANHEUSER-BUSCH -- GOOD SPORT TEAM COALITION -- RESPONSIBILITY HAS ITS REWARDS (RHIR)



As one of the world's largest sponsors of athletic events, Anheuser-Busch has a long-standing relationship with the sports community and the many fans who attend the thousands of events held across the country each year. To help promote positive fan behavior at these large sporting events Anheuser-Busch offers a comprehensive program called **Good Sport**. Good Sport is a communications, training and fan-management program to help stadium operators, team owners, music venues and concessionaires promote a positive crowd environment. Good Sport has been used to develop successful fan-responsibility and event-management programs for international sporting events, including the Olympics and the World Cup games.

The **Responsibility Has Its Rewards (RHIR)** campaign promotes positive fan behavior, responsible alcohol consumption, and the Anheuser-Busch Good Sport designated driver program at sports and entertainment facilities nation-wide. The campaign is a value-added layer of support for the Good Sport designated driver program offering sweepstakes and marketing events. RHIR encourages more fans to make the responsible decision to always have a designated driver. In addition to Anheuser-Busch, partners in the campaign include NHTSA - the U.S. Department of Transportation's National Highway Traffic Safety Administration, state offices of highway safety, professional and collegiate sports, entertainment facilities, concessionaires, stadium service providers, and broadcasters.



### 2009 Events:



- March 19, 2009
- April 4, 2009
- April 11, 2009
- April 12, 2009
- May 2, 2009

Seattle Sounders FC Fan PSA Filming  
Philadelphia Phillies Fan PSA Filming  
San Jose Earthquakes Fan PSA Filming  
Oakland A's Fan PSA Filming  
Colorado Rapids Fan Filming

Seattle, WA  
Philadelphia, PA  
San Jose, CA  
Oakland, CA  
Denver, CO



- Summer 2009
- Summer 2009
- July 10 – 14, 2009
- July 29, 2009

FC Dallas Fan Filming  
Kansas City Wizards Fan Filming  
Major League Baseball All Star Game®  
Major League Soccer All Star Game®

Dallas, TX  
Kansas City, KS  
St. Louis, MO  
Sandy, UT



- October 2009
- November 22, 2009

Major League Baseball World Series®  
MLS Cup™ 2009

TBD  
Seattle, WA

### How Good Sport and Responsibility Has Its Rewards Work Together

- Anheuser-Busch regional corporate responsibility managers and local Anheuser-Busch distributors provide Good Sport designated driver program materials to sports teams and facilities:



- Good Sport designated driver cart
- Pledge forms
- Coupons for complimentary O'Doul's, a small soft drink, or water
- Wrist bands
- Good Sport Signage
- Give away items, including larger-value items for the designated driver of the game
- Video board message, including congratulations for the designated driver of the game

- Role of facility management/concessionaire:
  - Provide staff to operate the designated driver program
  - Honors the coupons for complimentary non-alcoholic drinks
  - Keeps tally of all fans who pledge to be designated drivers
  - Give name and contact information to TEAM Coalition for designated driver of the season
- TEAM Coalition executes the Responsibility Has Its Rewards sweepstakes for designated drivers
  - Produces Public Service Announcements (PSAs) with fans of sports teams as the spokespeople of responsibility for broadcast on local TV, team Web sites, & stadium video boards
  - Runs sweepstakes reward Designated Drivers for the Season win trips/tickets to Super Bowl®, World Series®, MLS Cup®, NBA Finals®, and NCAA Men's Final Four®

Techniques for Effective Alcohol Management • **TEAM Coalition, Inc.**

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[www.teamcoalition.org](http://www.teamcoalition.org)

## Recent Events:



### NATIONAL FOOTBALL LEAGUE (NFL)

140,000 NFL fans pledged to be designated drivers during the 2008 season.

#### Fan Filming with NFL Teams

- Philadelphia Eagles
- San Diego Chargers



### NATIONAL BASKETBALL ASSOCIATION (NBA)



#### NBA All Star Game® and Jam Session®

- The Designated Drivers of the Season from the **LA Lakers** and **Boston Celtics** received a prize including airfare, hotel and tickets to the 2009 NBA All Star Game®.
- At the NBA Jam Session at the Phoenix Convention Center, almost 6,000 fans made the Responsibility Has Its Rewards pledge and received a souvenir photo.
- Fan Filming - **Detroit Pistons** - Michigan OHSP



### MAJOR LEAGUE BASEBALL (MLB)

#### 2008 World Series®

- Designated Drivers of the Season from the **Philadelphia Phillies** and **Tampa Bay Rays** received tickets to the game.
- Both winners were recognized on the stadium video boards during the game.
- 330,000 MLB fans pledged to be designated drivers.



#### 2008 All-Star Game® and FanFest®

- Designated Driver of the Season from the **Kansas City Royals** received a trip to the 2008 All-Star Game at Yankee Stadium.
- Winner was recognized on the stadium video board during the game.
- Over 5,000 fans at FanFest received souvenir branded photos for pledging to be responsible – never driving drunk, always having a designated driver, never providing alcohol to anyone under 21, and always buckling up.
- Fans film traffic safety and responsibility videos, used for PSAs which are posted on the TEAM Web site.

#### Fan Filming with MLB Clubs and State Offices of Highway Safety

- Boston Red Sox - MA EOPSS
- Cincinnati Reds - OH DPS
- Detroit Tigers - MI OHSP
- Houston Astros - TX DOT
- Minnesota Twins
- New York Yankees - NY TSC, CT DOT, NJ DOT
- Tampa Bay Rays – FL DOT
- Texas Rangers
- San Diego Padres - CA OTS
- Seattle Mariners

### MAJOR LEAGUE SOCCER (MLS)

#### MLS Cup™ 2008 and Soccer Celebration

- Designated Drivers of the Season from the **Columbus Crew** and **New York Red Bulls** received a trip to MLS Cup™ 2008.
- Nearly 1,000 soccer fans received souvenir branded photos for pledging to be responsible

#### 2008 All-Star Game® and Soccer Celebration

- The Designated Driver of the Season from the **L.A. Galaxy** received a trip to the 2008 All-Star Game® at BMO Field in Toronto, Ont.
- Nearly 1,000 soccer fans received souvenir branded photos for pledging to be responsible

