

**The Use of Corporate Sponsorship as a Tobacco Marketing Tool:  
A Review of Tobacco Industry Sponsorship in the United States, 1995-1999**

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## **Abstract**

*Objective*—To describe the nature and extent of tobacco company sponsorship in the United States during the period 1995-1999 and analyze this sponsorship in a marketing context.

*Design*—A cross-sectional study of tobacco company sponsorships identified through a customized research report from IEG, Inc. and from internet web site searches.

*Methods*—First, we received a customized report from IEG, Inc., which identified sponsorship activities for Philip Morris, R.J. Reynolds, Brown & Williamson, Lorillard, and U.S. Tobacco for the years 1997 and 1998. Second, we systematically searched the internet for tobacco industry sponsorships during the period 1995-1999 by the same parent companies and their respective brands.

*Results*—We found that during the period 1995-1999, tobacco companies sponsored at least 2,733 events, programs, and organizations in the United States. Sponsorships involved all 50 states and the District of Columbia and the minimum total funding amount of these sponsorships was \$365.4 million. We found that tobacco corporate sponsorships involved numerous small, community-based organizations, both through direct funding and through grants to larger umbrella organizations, and that many of these organizations were part of the public health infrastructure.

*Conclusions*—Tobacco corporate sponsorship serves as an important marketing tool for tobacco companies, serving both a sales promotion and public relations function. Public health practitioners need to develop better surveillance systems for monitoring tobacco sponsorship, to seek out alternative funding sources for tobacco company-sponsored events and organizations, and to consider promoting a ban on tobacco sponsorship, possibly linking such regulation to the creation of alternative funding sources.

## Introduction

Corporate sponsorship of events and organizations is a well-recognized marketing tool.<sup>1-4</sup> In the marketing literature, sponsorship is noted to enhance a corporation's image, to associate the name of a sponsoring company with causes that are important to a particular target group, to offer effective product exposure, to target specific populations including groups that are difficult to reach through more traditional forms of advertising, and to provide publicity for a company through highly visible activities.<sup>1-4</sup> Corporate sponsorship of, and donations to, social causes has been termed "cause-related marketing" and its purposes, according to Kotler, are to "enhance corporate image, thwart negative publicity, pacify consumer groups, launch a new product or brand, broaden their customer base, and generate incremental sales."<sup>3,p.29</sup> According to IEG Inc., the leading national source for sponsorship research, corporate sponsorship in North America has become so popular that it grew from \$850 million in 1985 to \$7.6 billion in 1999.<sup>5 6</sup>

Tobacco companies are increasingly using corporate sponsorship as an important component of their marketing mix. From 1995 to 1999, cigarette company spending on public entertainment increased from \$110.7 million to \$267.4 million, and spending on sports sponsorship increased from \$83 million to \$113.6 million.<sup>7 8</sup>

In contrast to the large body of published research on cigarette advertising, research on cigarette company sponsorship is limited. Although sponsorship appears to be an increasingly important tobacco marketing tool, we are not aware of any systematic, comprehensive review of tobacco industry sponsorships. The existing research consists largely of anecdotal reports of specific tobacco sponsorships, focusing mainly on motor sports sponsorships<sup>9-15</sup> and sponsorships targeted towards the African American community,<sup>16-20</sup> towards the Hispanic community,<sup>18-21</sup> and towards women.<sup>18-20 22</sup> We are aware of only one article that attempted to

summarize overall patterns of tobacco sponsorship, and this report consisted mainly of anecdotal reports of sponsorships.<sup>23</sup>

The purpose of this paper was to collect, organize, and summarize information on the nature and extent of tobacco company sponsorship of events and organizations in the United States during a five-year period (1995-1999). Using two data sources – a customized research report from IEG, Inc., and internet web site searches – we attempted to identify all tobacco company sponsorships in the United States during the period 1995-1999. In this paper, we summarize our findings and discuss the implications for tobacco control practice.

## **Methods**

### DESIGN OVERVIEW

We conducted a two-part search for tobacco industry-sponsored events, activities, and organizations in the United States during the period 1995-1999. First, we received a customized report from IEG, Inc., which researched, identified, and compiled sponsorship activities for Philip Morris, R.J. Reynolds, Brown & Williamson, Lorillard, and U.S. Tobacco for the years 1997 and 1998. Second, we systematically searched the internet for tobacco industry sponsorships during the period 1995-1999 by the same parent companies and their respective brands. The period 1995-1999 was chosen because it is easiest and of most interest to collect sponsorship information for the most recent time period, and because we felt a five-year time frame would provide the most accurate picture of tobacco industry sponsorship. A five-year study period, for example, would correct for any short-term changes in sponsorship associated with the discussion of proposals to regulate tobacco marketing.

### DATA SOURCES

## *1. IEG Sponsorship Report*

IEG, Inc., located in Chicago, is the leading national source for information and customized research on sponsorship and it is the only company that tracks and analyzes sponsorship of sporting and other events and causes. It produces more than 13 publications on event sponsorship, runs an annual event marketing conference, and conducts detailed research on sponsored events that is not available elsewhere. Much of IEG's information on sponsorships comes from its annual survey of more than 2000 sponsorship opportunities.

We paid IEG, Inc. to conduct customized research and to provide a written report of their findings of 1997-1998 sponsorship activities of the five major tobacco companies.<sup>24</sup> In addition to information obtained from IEG's sponsorship surveys and other existing sources, the company conducted customized research for us, making additional telephone calls to potential properties that may have been sponsored by tobacco companies. The final report included the sponsoring company and/or brand, property, property type, type of sponsorship, sponsorship status, location, affiliation, attraction, series, or program, estimated annual sponsorship fee, current term, and IEG product and sponsorship category.

## *2. Internet Search*

We conducted a systematic search for web pages that made reference to tobacco sponsorship of events, activities, or organizations in the United States during the period 1995-1999. The search engines used were Excite, Hotbot, Infoseek, Lycos, Netscape, and Yahoo. The key words used were the parent companies (Philip Morris, R.J. Reynolds, Brown & Williamson, Lorillard, and U.S. Tobacco) and major corresponding brands (Marlboro, Benson & Hedges, Merit, Basic, Virginia Slims, Parliament, Capri, Carlton, Kool, Misty, Newport, Camel, Doral, Salem, and Winston) for the five major tobacco companies. To ensure that we correctly identified relevant

web pages, we additionally conducted boolean searches using each of the following additional key words: sponsor, sponsorship, fund, funding, contribute, and contribution. A total of 1,500 web sites were retrieved during our internet search.

#### INCLUSION AND EXCLUSION CRITERIA

All tobacco industry sponsorships in the United States during the period 1995-1999 were included in the study. We excluded tobacco company financial contributions to politicians or political candidates; however, provision of travel for, or hosting of, fact-finding missions and conferences was included. Sponsorships solely under the name of a non-tobacco subsidiary of a parent company (for example, Kraft, Nabisco, and Miller Brewing Company) were not included. For example, we included in the study sponsorships listed under RJR Nabisco or R.J. Reynolds Tobacco Company, but not under Nabisco.

#### DATA COMPILATION

The internet data were combined with the IEG, Inc. report and sponsorships were then categorized by type of sponsorship and demographic group involved. If a sponsorship appeared to fall in two categories, we chose the category which we felt best described the sponsorship. In one case, a sponsorship appeared to fall equally between two categories and was included in both. We also noted the amount of the sponsorship, if available, and the location of the sponsored event or organization. A complete listing of the identified sponsorships was compiled into a written report, which is available on the internet.<sup>25</sup> In no cases were there any discrepancies between data reported by IEG and data retrieved from the internet.

### **Results**

#### DESCRIPTIVE EPIDEMIOLOGY OF TOBACCO INDUSTRY SPONSORSHIP

During the period 1995-1999, we identified 300 tobacco industry sponsorships in the United States, involving a total of at least 2,733 events, activities and organizations (table 1).

#### *Analysis of Sponsorships by Category*

The performing arts received the largest number of sponsorships (56), followed by minorities (41) (table 1). However, the categories in which the most organizations or events received funding were rodeo (1,527), motor sports (348), domestic violence (182), and hunger (180).

#### *Analysis of Sponsorships by State*

Sponsorships under two categories – domestic violence and hunger – involved all 51 states (table 1). Sponsorships under four additional categories – AIDS, minorities, motor sports, and rodeo – involved more than half of the states. Every state in the United States and the District of Columbia had at least two identified tobacco company sponsorships during the study period. The top ten states for overall number of sponsorships were New York (71), California (39), District of Columbia (33), Virginia (34), Illinois (34), North Carolina (31), Texas (31), Kentucky (24), Massachusetts (22), and Georgia (20).

#### *Analysis of Sponsorships by Company*

Of the 300 identified sponsorships, Philip Morris was involved in 244, R.J. Reynolds in 36, Brown & Williamson in 21, and U.S. Tobacco in 21. We identified no programs, organizations, or events sponsored by Lorillard.

#### *Analysis of Sponsorships by Amount of Funding*

Although funding information was available for only a limited number of the sponsorships, we compiled sponsorship funding amounts where they were available in order to generate a bare minimum estimate for the sponsorship funding involved. We estimate that tobacco companies spent no less than \$365 million on sponsorship during the study period (table 1). The category with the highest minimum total amount of sponsorship funding was motor sports at \$208 million, followed by hunger at \$104 million.

We identified 25 sponsorships (13 in the motor sports category) with an estimated sponsorship amount of one million dollars or more (table 2). These 25 sponsorships alone provided funding to 2,267 individual events, programs, or organizations throughout the country.

#### *Analysis of Sponsorships by Nature of Organization*

*Sponsorship of Small, Community Organizations*--Although some tobacco sponsorships supported large national organizations, we found many sponsorships in which the money was directed at small, local organizations serving individual communities. Many of the sponsorships provided large grants to be disbursed to numerous community organizations (table 2). In addition, the tobacco industry funded many small, local organizations directly.

*Sponsorship Involving the Public Health Infrastructure*--A total of 33 sponsorships, funding 446 causes, events or organizations in all 50 states and the District of Columbia, were part of the public health infrastructure. There were 65 AIDS-related events or organizations, 182 domestic violence organizations, 29 environmental protection causes and 180 anti-hunger organizations benefiting from tobacco industry sponsorship during the study period.

## ANALYSIS OF SPONSORSHIPS IN A MARKETING CONTEXT

When viewed in the context of sponsorship being a marketing tool, several general findings emerged from our review of tobacco industry sponsorships.

*Promotion of Brand Awareness and Positive Brand Associations*

While most of the sponsorships were in the name of the parent company, several were brand-name sponsorships that allowed companies to promote awareness of specific cigarette brands and to foster the association of the brand with a particular image. The titling of specific sports and music events with large event and/or television audiences helped to facilitate this. For example, through its sponsorship of pool and billiards, R.J. Reynolds was able to promote the Camel brand by attaching it as a title to three different tournaments: the Camel Pro Billiards Series, Camel 8-Ball Classic and Camel 8-Ball National Team Championships (table 2). Other sponsorships that allowed companies to promote awareness of specific brands and associations of those brands with music or sport included the Senior PGA Tour Vantage Championship, NASCAR Winston Cup Series, the NHRA Winston Drag Racing Series, the Kool Green Team, Team Winston, the Copenhagen Team, the Skoal Bandit Team, the Virginia Slims Women's Legends Tennis Tour, and the Winston Blues Revival (table 2).

Sponsorships not only promote brand awareness among people in attendance at sponsored events. They also may allow cigarette companies to achieve the equivalent of paid television advertising, despite a federal ban on tobacco advertising on television. Based on an analysis of the amount of clear, in-focus exposure time achieved by tobacco company names and logos during televised motor sports events, the companies achieved the equivalent of \$410.5 million in television advertising value from motor sports sponsorships during the years 1997-1999 alone.<sup>26</sup> This may explain why motor sports sponsorship was by far the leading sponsorship expenditure for tobacco companies.

### *Direct Promotion of Company Awareness and Positive Company Associations*

In consideration of the contributions made by tobacco companies, many of the sponsored organizations used the parent company name in the titling of a program, event, or facility. This allowed the sponsoring company to promote awareness of the company as well as to directly associate the company name with a favorable activity or image. For example, in consideration of its three million dollar gift to help construct the University of Louisville's new football stadium, the stadium's club facility was named the Brown & Williamson Club (table 2). This allowed for a long-term association of the company name with the excitement, competition, and action of Louisville football. Other sponsorships we identified in which the sponsoring company was given title sponsorship of a program, event or facility included the Philip Morris Center for Organizational Renewal at Catawba College, the Philip Morris Agricultural Leadership Development Program, the R.J. Reynolds Forest Aviary at the North Carolina Zoological Park, the Philip Morris Festival of Stars and Brown & Williamson Derby Fest at the Kentucky Derby Festival, the Philip Morris Humanities Forum at the Huntington Theatre Company in Boston, and the Philip Morris Mixed Doubles Championship bowling tournament.

### *Co-Marketing Opportunities*

Several of the sponsorships allowed companies the opportunity to combine sponsorship with more traditional advertising to promote a particular product image. For example, R.J. Reynolds was able to integrate a traditional print advertising campaign into its 1998 sponsorship of the Winston Blues Revival to promote Winston's image as a "No Bull" cigarette brand. The company ran a series of print advertisements featuring prominent blues musicians and using the slogan "Real Blues – Real Tobacco" in Rolling Stone and other magazines in conjunction with the Revival.<sup>27</sup> Philip Morris integrated print advertising into the Virginia Slims Women's

Legends Tennis Tour sponsorship to associate the Virginia Slims brand with legendary women's tennis stars.<sup>27</sup> Similarly, R.J. Reynolds ran a series of print advertisements in Sports Illustrated in 1997 to promote the Camel Pro Billiards Series and associate the Camel product with images associated with pool playing.<sup>27</sup>

### *Achieving Recognition as a Good Corporate Citizen*

Through the sponsorships we identified, tobacco companies have achieved a great deal of recognition as good corporate citizens. Often, this recognition was achieved publicly (for example, in major media) and it therefore had the potential to create good will for the companies among the public. For example, after Brown & Williamson announced its three million dollar contribution to help build a new football stadium at the University of Louisville, the University president stated in a press release: "We welcome Brown & Williamson to the great family of corporate citizens who have stepped forward to make the entire stadium project, including what will be a magnificent Brown & Williamson Club, a reality."<sup>28</sup> In 1999, the Blues Foundation awarded its Blues Sponsor of the Year Award to R.J. Reynolds for its sponsorship of the Winston Blues Revival.<sup>29</sup> In 1999, Hispanic Magazine listed Philip Morris among its Hispanic Corporate 100" (the 100 companies providing the most opportunities for Hispanics) and reported that Philip Morris received the 1998 Corporation of the Year award from the United States Hispanic Chamber of Commerce.<sup>30</sup>

### **Discussion**

To the best of our knowledge, this is the first study to systematically examine tobacco industry sponsorship of events, activities, and causes for a given time period. We found that during the period 1995-1999, tobacco companies sponsored at least 2,733 events, programs, and

organizations in the United States. Sponsorships involved all 50 states and the District of Columbia and the minimum total funding amount of these sponsorships was \$365.4 million. We found that tobacco corporate sponsorships involved numerous small, community-based organizations, both through direct funding and through grants to larger umbrella organizations, and that many of these organizations were part of the public health infrastructure.

There are two important limitations of this research. First, although we attempted to identify all tobacco company sponsorships during the period 1995-1999, we were unlikely to have succeeded in doing so. Our data were limited to sponsorships identified through IEG, Inc. or through an internet search. Because many small organizations do not have web sites, we most likely missed a considerable number of sponsorships of small organizations that would not have been identifiable on the internet. Moreover, we had information on funding levels for only a limited number of the sponsorships. Our estimates of total spending on tobacco corporate sponsorships is clearly a large underestimate, and is only provided to indicate the minimum level of funding identified and to provide some sense of the relative funding levels by category of sponsorship.

It is difficult to assess the extent to which this report underestimates the true amount of tobacco company sponsorship in the United States because there is no adequate surveillance system for tobacco company sponsorships. However, the FTC does report sports sponsorship expenditures, allowing us to check a subset of our results. For the years 1995-1999, total reported cigarette and smokeless tobacco expenditures in this category were \$650.1 million.<sup>7 8 31 32</sup> Our estimated total for sports sponsorships during the study period (including motor sports and rodeo) was \$226.8 million, or 35% of total FTC-measured spending for sports sponsorships. This analysis suggests that we are underestimating tobacco sponsorship expenditures by a factor of

about three to one. It should be noted, however, that FTC estimates of sports sponsorship expenditures include spending on traditional advertising associated with these events, which is not included in this research. Thus, our underestimate of sports sponsorship spending is actually off by somewhat less than a factor of three to one.

Undoubtedly, one reason for our underestimate is that we included sponsorship funding in the totals only if we could confirm these fees separately for each year. Since IEG reported data mainly for 1997-1998, we are often missing sponsorship fees for 1995, 1996, and 1999, even though we know the tobacco companies sponsored a given event in 1997 and 1998. Although we conducted internet searches for events in all years, web sites do become outdated, and the internet most likely contains more information on more recent sponsorships. For both of these reasons, our sponsorship estimates for 1997-1999 are probably more accurate than our estimates for the years 1995 and 1996. A second component of our underestimate is the fact that many web sites did not list sponsorship fees, even though they listed tobacco companies as being corporate sponsors. The remainder of our underestimate is likely due to actually missing sponsorships because they were not captured by either IEG or by the internet search process.

A second important limitation is that because we relied upon internet searches for much of our information, we are dependent upon the accuracy of the information presented on these web sites. As web sites may contain inaccurate or outdated information, some of the data in this study could be inaccurate or out of date. The study is intended to provide a general overview of the nature and extent of tobacco company sponsorships, and it should not be relied upon for information about specific sponsorships.

Despite these limitations, we conclude from our analysis that corporate sponsorship is an important part of the marketing mix for tobacco companies, and that if public health practitioners

wish to counteract the impact of tobacco marketing on smoking behavior,<sup>15</sup> they must find a way to eliminate tobacco sponsorship. We found that the identified sponsorships enabled tobacco companies to promote brand and company awareness, to develop brand and company associations with attractive images, to create co-marketing opportunities by allowing them to combine advertising with sponsorship in promotion of a product image, and to enhance their public image by achieving recognition as good corporate citizens. Each of these functions is well-recognized in the marketing literature as a major objective of corporate sponsorship.<sup>1-4 6</sup>

These marketing functions have two major outcomes. First, they promote tobacco sales, and therefore, the bottom line, for the sponsoring companies. Increased awareness of cigarette brands creates brand familiarity, a factor known to influence consumer buying behavior.<sup>3</sup> Associating a brand with attractive images influences consumers' beliefs about the brand, and therefore the brand image, another factor recognized as being a determinant of purchasing behavior.<sup>3</sup> Combining advertising with sponsorship allows both to work together to promote a brand image.

The second outcome of the marketing functions achieved through tobacco sponsorship is enhanced corporate image, which in turn affects tobacco policy by influencing social attitudes and values regarding tobacco. Through its corporate sponsorship, a tobacco company may be able to create good will among the public, even given the recognition that tobacco is a harmful product. In other words, it may help put a "human" face on the corporation and point out its contributions to the community, taking the focus away from damage caused by its products.

As Tuckson has noted, sponsorship may provide tobacco companies with "innocence by association."<sup>19</sup> This softening of public opinion towards the tobacco industry may make it more difficult to enact strong tobacco control policy measures and may make it less likely that juries will hold tobacco companies responsible for the harms caused by their products. For example,

companies used their funding of youth anti-smoking programs in an attempt to convince the jury in the Engle class-action lawsuit that they had changed their behavior and were committed to doing everything they could to prevent smoking among youths.<sup>33</sup> Tobacco industry documents, however, suggest that the primary purpose of company sponsorship of youth smoking prevention programs is to “offset further erosion of the industry’s image in this area, reverse political trends and gain recognition of our efforts from public service organizations and public officials.”<sup>34,pp.1-2</sup>

Tobacco sponsorship may affect policy not only by serving a public relations function and enhancing the companies’ public image, but also by creating a community dependency on tobacco company funding. Because many small organizations are funded by tobacco companies, they may be afraid to support tobacco control policies in fear that their funding may be cut off. For example, “in 1994, when New York City moved to ban smoking from restaurants, Philip Morris asked arts organizations to let the city council know that if the company pulled its funding, it would be a dark day for the arts.”<sup>35,p.3</sup> Not only is there a threat for loss of funding for many small organizations, but many of the sponsorships occur in areas where there are few existing sources of alternative funding (e.g., domestic violence).

Tobacco sponsorship may also weaken opposition to tobacco control policies by supporting organizations that are an integral part of the public health infrastructure, and that might otherwise be expected to advocate strongly for such policies. For example, in a Boston Globe op-ed piece, Derrick Jackson explained how tobacco sponsorship of environmental organizations may divert these organizations’ attention away from environmental problems caused by tobacco: “Philip Morris’s gifts buy a critical disconnect. People who preach about ecosystems, food chains, and Planet Ocean suddenly become blind to a toxic dumping that kills more people a year than the combined genocides of Rwanda, Bosnia, and Pol Pot. They run from evidence that tobacco

curing and cigarette papers contribute to deforestation and that cigarette butts are the most common garbage on the nation's beaches.”<sup>36</sup>

We have several recommendations for how tobacco control practitioners can begin to address the problems posed by tobacco corporate sponsorship. First, there is a need for surveillance of tobacco company sponsorship, since we have demonstrated that it represents an important tobacco marketing technique. On a national level, the FTC could monitor expenditures for all cigarette company sponsorships. Currently, the FTC only monitors sports sponsorships and a vague category of public entertainment. An ongoing surveillance system would not only track sponsorships of the kind we have documented in this paper, but would alert public health practitioners to new and emerging trends in tobacco sponsorship.

Second, there need to be alternative funding sources to lessen the dependency of organizations and events on tobacco company sponsorship. One potential source of such alternative funding is cigarette excise taxes or tobacco settlement funds.

Third, a legislative or regulatory ban on tobacco company sponsorship (both brand name and corporate name sponsorship) should be considered. The multi-state tobacco settlement contains some limits on brand-name sponsorship, but does not regulate sponsorships in the corporate name.<sup>37</sup> Australian states such as Victoria, Western Australia, and South Australia have in fact implemented a comprehensive ban on tobacco sponsorship, and at the same time, increased the tobacco tax to provide alternative funding to organizations previously supported by tobacco companies.<sup>38-40</sup>

This research provides the first systematic overview of the nature and extent of tobacco industry sponsorship in the United States. We have demonstrated that tobacco corporate sponsorship serves as an important marketing tool for tobacco companies, serving both a sales

promotion and public relations function. To address this issue, public health practitioners need to develop better surveillance systems for monitoring tobacco sponsorship, to seek out alternative funding sources for tobacco company-sponsored events and organizations, and to consider regulation of tobacco sponsorship, possibly linking such regulation to the creation of alternative funding sources.

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*Table 1 Tobacco industry-sponsored events, programs and organizations – United States, 1995-1999, by*

<i>Category</i>	<i>Number of sponsorships</i>	<i>Number of events, programs or organizations sponsored</i>	<i>Number of states in which events or organizations were located</i>	<i>Minimum sponsorship amount</i>
AIDS	5	65	26	
Charities/Causes	20	22	9	
Domestic Violence	2	182	51	
Education	37	53	19	
Environment	15	29	15	
Festivals	10	12	7	
Hunger	11	180	51	
Minorities	41	78	31	
Motor Sports	33	348	27	
Performing Arts	56	74	19	
Politics/Government	12	43	6	
Rodeo	11	1,527	36	
Sports*	3	55	10	
Visual Arts	24	31	14	
Women	10	33	11	
Youth	11	11	10	
<b>Total†</b>	<b>300</b>	<b>2,733</b>	<b>51</b>	

\*Sponsorships of rodeo and motor sports events are included as separate entries.

†Sponsorship amount could only be ascertained for a limited number of the identified sponsorships. Therefore represent a bare minimum for the amount of sponsorship funding in each category.

‡Total is less than the sum of the column figures because one sponsorship was included in two categories.

*Table 2 Top tobacco industry-sponsored events, programs and organizations – United States, 1995-1999*  
*(Sponsorships of \$1 million dollars or more)*

<i>Event, Program, or Organization</i>	<i>Estimated sponsorship amount<sup>†</sup></i>	<i>Brief description of sponsorship</i>
Motor Sports Sponsorships (13 separate sponsorships exceeded \$1 million)	\$208.3 million	Includes sponsorship of: (1) NASCAR Winston Cup Series with approximately 33 races per year and estimated annual sponsorship fees of \$1 million; (2) NHRA Winston Drag Racing Series from 1995-1998, with 23 events per year and estimated annual sponsorship fees of \$1 million; (3) Green Team in CART FedEx Championship Series from 1995-1998, with estimated annual sponsorship fees of \$3 million; (4) Marlboro Penske Truck Racing Team in CART FedEx Championship Series from 1995-1998, with estimated annual sponsorship fees of \$3 million; (5) Team Winston in NASCAR Winston Cup Series from 1995-1998, with estimated annual sponsorship fees of \$7 million; (6) Team Winston in NHRA Winston Drag Racing Series in 1997 and 1998, with estimated annual sponsorship fees of \$7 million; (7) Copenhagen Team in NHRA Winston Drag Racing Series from 1995-1998, with estimated annual sponsorship fees of \$2 million; and (8) Skoal in NASCAR Winston Cup series in 1998, with estimated annual sponsorship fees of \$1 million.
Fight Against Hunger	\$100 million	Four-year initiative launched by Philip Morris in March 1999 as the largest corporate effort ever to fight hunger in the United States. It consisted of a combination of \$50 million in cash donations to fund food distribution programs, soup kitchens, food pantries, shelters, and food-rescue programs in the United States and \$50 million in food donations to be distributed through the Second Harvest national network of food banks.

*Table 2 Top tobacco industry-sponsored events, programs and organizations – United States, 1995-1999  
(Sponsorships of \$1 million or more) (continued)*

<i>Event, Program, or Organization</i>	<i>Estimated sponsorship amount<sup>†</sup></i>	<i>Brief description of sponsorship</i>
Vantage Championship	\$7.5 million	R.J. Reynolds has had title sponsorship of this golf tournament, one of the most prestigious events on the Senior PGA Tour and is held annually in Vero Beach, Florida. The estimated annual sponsorship fee is \$1.5 million.
American Poolplayers Association	\$7.5 million	Camel has been a national sponsor of the American Poolplayers Association since 1994, with an estimated annual sponsorship fee of \$1.5 million. Camel was recognized as the official tobacco product of the APA and has sponsored the Camel 8-Ball Classic and Camel 8-Ball National Team Championships. In 1996, Camel has sponsored the Camel Pro Billiards Series, the world's best professional billiards. Tournaments are held in eight cities.
Life Skills Training Program	\$4.5 million	In 1999, Philip Morris and Brown & Williamson offered a grant for three years to the West Virginia Department of Education to implement a Life Skills Training program for middle-school students throughout West Virginia. The program, endorsed by the Centers for Disease Control and Prevention, focuses on alcohol, tobacco, and drug prevention. During the three-year period, approximately \$2.2 million was spent on program implementation. The program is run independently by the Department of Education, without a tobacco industry presence.
4-H	\$4.3 million	In 1999, Philip Morris offered \$4.3 million to the National 4-H Council for a youth tobacco prevention program. More than half of the chapters refused the funding, so total actual amount of sponsorship was \$2.1 million. The program, called Health Rocks!, is now being implemented in 10 states.

*Table 2 Top tobacco industry-sponsored events, programs and organizations – United States, 1995-1999  
(Sponsorships of \$1 million or more) (continued)*

<i>Event, Program, or Organization</i>	<i>Estimated sponsorship amount<sup>†</sup></i>	<i>Brief description of sponsorship</i>
Virginia Slims Women's Legends Tour	\$4 million	Sponsored by Philip Morris from 1995-1998, this tour visited and involved matches by former women's tennis greats and female singers. Conducted in partnership with the National A money for the National AIDS Fund and for local AIDS organ annual sponsorship fee was \$1 million.
Pro Rodeo Cowboys Association	\$3.25 million	U.S. Tobacco, through its Copenhagen and Skoal brands, sponsored the Pro Rodeo Cowboys Association (PRCA) Tour annually during the period 1995-1998. The estimated annual sponsorship fees of \$650,000. The sponsors also supported the Skoal Championship Awards Program, and promotional and approximately 300 annual PRCA events, including the National Finals Steer Roping, 12 PRCA circuit finals, and Do Finals Rodeo. The sponsorship also included the provision of approximately 375 performances taking place at rodeo events, prize money and funding for rodeo athletes.
University of Louisville	\$3 million	In 1996, Brown & Williamson announced a contribution to construct a new Papa John's Cardinal Stadium. The contribution would help fund the stadium at the club level and a training facility. In consideration of the stadium facility was called the Brown & Williamson Club. The gift was the second largest corporate gift ever to the University's athletics department.

*Table 2 Top tobacco industry-sponsored events, programs and organizations – United States, 1995-1999  
(Sponsorships of \$1 million or more) (continued)*

<i>Event, Program, or Organization</i>	<i>Estimated sponsorship amount<sup>†</sup></i>	<i>Brief description of sponsorship</i>
Senior Helpings Initiative	\$2.1 million	In 1998, this program, sponsored by Philip Morris, contribute organizations throughout the country to provide meals to elde Initiative is in partnership with the National Meals on Wheels was funded at \$2.1 million in 1999, but is considered to be pa Against Hunger Program launched in 1999.
Doors of Hope	\$2 million	This Philip Morris initiative, announced in October 1999, wil local domestic violence organizations throughout the country. food, meals, emergency shelter, transitional housing, counseli training. In partnership with the National Network to End Dc
Positive Helpings	\$1.025 million	Funded by Philip Morris during the period 1996-1999 and ad National AIDS Fund, this program provides grants to commu to support the nutritional needs of people living with HIV/AI 21 organizations were funded; in 1999, the program funded 3 states.
Winston Blues Revival	\$1 million	Sponsored by R.J. Reynolds in 1998, this was a six-month, 14 several well-known blues artists. Some of these musicians we of print ads in national magazines connecting the blues and ci the tag line “Real blues – real tobacco.” Money from the tour Maker Relief Foundation, an organization that provides food, care to neglected blues and country artists.

*Table 2 Top tobacco industry-sponsored events, programs and organizations – United States, 1995-1999  
(Sponsorships of \$1 million or more) (continued)*

<i>Event, Program, or Organization</i>	<i>Estimated sponsorship amount<sup>†</sup></i>	<i>Brief description of sponsorship</i>
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\*Sponsorship amount is estimated and could only be ascertained for a limited number of the identified sponsorships. This table includes only sponsorships for which funding information was available. It is possible that other sponsorships exist but are not included in the funding amounts in this table. For some sponsorships, funding was pledged for a multi-year period, and may not have been paid out during the study period.

<sup>†</sup>Estimated amount of total funding for sponsorship across all years of the study (1995-1999) based on information from public web sites or provided by IEG, Inc. These represent minimum estimates because sponsorship funding amounts are reported for all years of each sponsorship.