

- Is there outdoor advertising more than 90 days before or 10 days after the event?
- Is a tobacco product advertised in any advertising for the event?
- Does any tobacco product advertising refer to the event or to a celebrity in the event?
- Is brand name merchandise distributed off the event site?
- Is brand name merchandise distributed by a tobacco company?

\* Exception: The GPC Country Music Festival or Kool Jazz Festival

If your answer to any of these questions is YES, please contact the California Attorney General's Office because a violation may have occurred. Your assistance is much appreciated.

For more information or to report a possible violation, contact:

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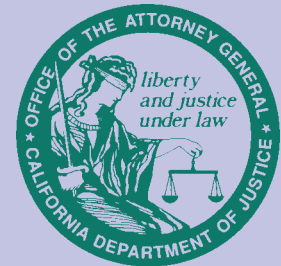
Attorney General Bill Lockyer  
Attn.: Tobacco Litigation Section  
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(916) 565-6486  
(voice mail only)

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To obtain additional copies of this brochure or a companion brochure on the Youth Marketing Restrictions in the Tobacco Industry Settlement, contact the Attorney General at the address or phone number listed above.


# TOBACCO INDUSTRY SETTLEMENT

## **BRAND NAME SPONSORSHIP RESTRICTIONS**




California Attorney General's Office

Bill Lockyer  
Attorney General



***The State Attorneys General Tobacco Settlement strictly limits sponsorship of events by tobacco companies. These restrictions are designed to reduce the appeal of smoking to Youth (persons under 18 years of age). This brochure summarizes the restrictions on event sponsorships to help you detect possible violations. It is not intended as a comprehensive discussion of the sponsorship restrictions or other youth-related restrictions, which appear in the Master Settlement Agreement and the Smokeless Tobacco Master Settlement Agreement.***



### Prohibited Brand Name Sponsorships

Tobacco companies may not sponsor by brand name:

- Concerts\*
- Football, basketball, baseball, soccer, and hockey leagues, teams or games
- Events whose intended audience has a significant percentage of Youth
- Events where any of the paid participants are Youth.

Tobacco companies also may not cause any stadium or arena to be given a brand name.

\* Exception: Brown & Williamson may sponsor either the GPC Country Music Festival or the Kool Jazz Festival.

### Restricted Brand Name Sponsorships

Tobacco companies may sponsor one event by brand name in any 12-month period, provided the event is not a prohibited brand name sponsorship. The one event may be a single national or multi-state series or tour approved by a single organization. Tobacco companies also may sponsor events by brand name under contracts existing as of August 1, 1998 until the contracts expire or November 23, 2001, whichever occurs first.

The following restrictions apply to events sponsored by brand name:

- Billboards and other outdoor advertising of the event is restricted to the event site and to 90 days before and 10 days after the event.

- Event advertising may not advertise any tobacco product.
- Tobacco product advertising may not refer to the event or any celebrity in the event.
- Brand name merchandise may be distributed only at the event and only by the event organizer or certain third parties.

### Permitted Sponsorships

Tobacco companies may sponsor the following:

- Events by corporate name
- Events in adult-only facilities (where Youth are excluded) by brand or corporate name.

### Checklist for Possible Violations

Has a tobacco company sponsored more than one tobacco brand name event within the same 12-month period?

For an event sponsored by a tobacco brand name:

- Is it a concert?\*
- Is it a football, basketball, baseball, soccer, hockey league, team, or game?
- Are any of its paid participants under 18?
- Does the audience contain a significant percentage of Youth?
- Is there outdoor advertising off the event site?

- Is there outdoor advertising more than 90 days before or 10 days after the event?
- Is a tobacco product advertised in any advertising for the event?
- Does any tobacco product advertising refer to the event or to a celebrity in the event?
- Is brand name merchandise distributed off the event site?
- Is brand name merchandise distributed by a tobacco company?

\* Exception: The GPC Country Music Festival or Kool Jazz Festival

If your answer to any of these questions is YES, please contact the California Attorney General's Office because a violation may have occurred. Your assistance is much appreciated.

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