

Tobacco companies have increased spending for event sponsorship to promote their products. You may be surprised to learn why. Did you know

- ✓ tobacco companies sponsor charitable events because they have learned that sponsorship creates an emotional connection between their product and the audience.
- ✓ sponsorship encourages those who attend the event to purchase tobacco industry products.
- ✓ sponsorship boosts the tobacco industry's image as a good neighbor rather than a company selling a harmful product.
- ✓ the dollars tobacco companies contribute to sponsor events come from selling products that kill more than 400,000 people each year.
- ✓ sponsoring a sporting event connects tobacco products to the healthy lifestyle associated with sports and 30% of sports fans who attend sporting events say they would buy products from the sponsoring company.
- ✓ sponsorship of auto racing allows tobacco companies to advertise to 70 million children because auto races are often a family-centered event and the sponsoring company's logo is prominently displayed.
- ✓ tobacco advertising is not permitted on TV, however, sponsoring a sporting event that is televised exposes those watching to tobacco advertisements and signage?

Oswego County is taking steps toward a healthier community...

- ✓ Local venues such as the Oswego Speedway, Thunder Island Recreation Center, and Red Planet have signed policies to not accept tobacco company sponsorship.
- ✓ Local community organizations such as the K&G Lodge, Farnham, and Bounce N Around Inflatables have signed policies to not accept tobacco company sponsorship.
- ✓ Local event planners signed policies to not accept tobacco company sponsorship for events including the 10Kan, and the Phoenix Blues Festival.

You can help...

- ✓ Ask businesses and event planners to adopt policies to not accept tobacco sponsorship dollars because you do not want your family exposed to the tobacco industry's detrimental marketing tactics.
- ✓ Give your patronage to businesses that choose a healthier community instead of tobacco sponsorship money.
- ✓ Support events that reject tobacco sponsorship dollars to protect children from the tobacco industry's harmful influence.

