

RESPONSIBLE EVENT CHECKLIST

EXTERNAL OR PRIVATE EVENTS THAT BROWN-FORMAN IS SPONSORING, BUT NOT PLANNING

This checklist is to be used for Brown-Forman external sponsored events, where product is being served. Not all suggested items will be appropriate for every event. Use legal guidelines and discretion to incorporate as many responsible practices as possible.

To be the leader in alcohol responsibility, all of our external sponsored events should model Brown-Forman's commitment to promote the responsible consumption of our brands and to reduce alcohol abuse and misuse.

BEFORE THE EVENT

INCORPORATE RESPONSIBILITY INITIATIVES INTO CONTRACTS

MANDATORY

- Use a sponsorship agreement that is reviewed and approved by Legal

SUGGESTIONS

- Have "ownable" elements - e.g. be the official designated driver, safe ride, or responsible fan partner
- Incorporate responsibility PSAs to be aired

EVENT PERSONNEL TRAINING

SUGGESTIONS

- Share this responsible event checklist and Tim Laird hosting video
- Ask if they have received TIPs, STAR, TEAM or other certified training. If they have not been trained, offer to connect them to training resources
- Ask if they have all of the appropriate licenses

DEVELOP AND COMMUNICATE RESPONSIBILITY MESSAGES

MANDATORY

- Include appropriate moderation and mandatory statements
- Include responsibility.org on POS and printed materials
- Ensure all communication follows Brown-Forman standards for responsible marketing

SUGGESTIONS

- Rename the "cocktail hour" – e.g. Sip & Socialize, Networking, etc.
- Public Service Announcements
- Work with digital team for social media
- Hashtags – e.g. #responsibility
- Radio
- Videos
- Signage, table tents, posters, etc.
- Write wording for speakers, DJs., etc.

IS THIS FOR A SPORTING VENUE OR MUSIC FESTIVAL?

SUGGESTIONS

- Partner with TEAM Coalition on a joint activation and training for all venue personnel

DURING THE EVENT

HAVE NON-ALCOHOLIC BEVERAGES AVAILABLE

SUGGESTIONS

- Inform attendees where they can get a non-alcoholic beverage
- Serve a signature non-alcoholic beverage
- Provide a non-alcoholic version of a branded cocktail
- Provide non-alcoholic recipes along with branded recipe cards

UNDERAGE PERSONS

MANDATORY

- Check IDs for everyone entering the branded footprint area
- Do not take branded pictures with underage attendees

SUGGESTIONS

- Ask the organizer to identify underage attendees (e.g. a different color bracelet)

PREVENT OVER CONSUMPTION

SUGGESTIONS

- Ask staff to be aware of over consumption and to stop serving when appropriate
- Ask the organizer to use drink tickets (when appropriate) 1 per hour of event with a maximum of 3
- Ask attendees to sign a creative banner, inflatable, barrel, etc. as a pledge to be responsible and have a safe ride home. It's always good to have an incentive

PROVIDE A SAFE RIDE PROGRAM

SUGGESTIONS

- Partner with BeMyDD, Uber, Lyft, cab company, valet company, scooter company, etc.
- Provide a discount code
- Provide vouchers or gift cards
- Pay for a service that is then free to attendees
- Have drivers on-site
- Reward Designated Drivers
- Sponsor the designated drop-off/pick-up locations

WATER AND FOOD SHOULD BE AVAILABLE FOR ATTENDEES

SUGGESTIONS

- Inform attendees about where they can get water and food
- Partner with the local water company
- Provide free water bottles
- Provide a water dispenser and cups
- Have infused water - e.g. citrus, cucumber, etc.

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