

***Bucking***



***Big Tobacco***

"Best of the West" Coalition for Tobacco-Free Arizona  
September 8, 2006

Debra Kelley, Vice President, Government Relations  
American Lung Association  
of San Diego and Imperial Counties

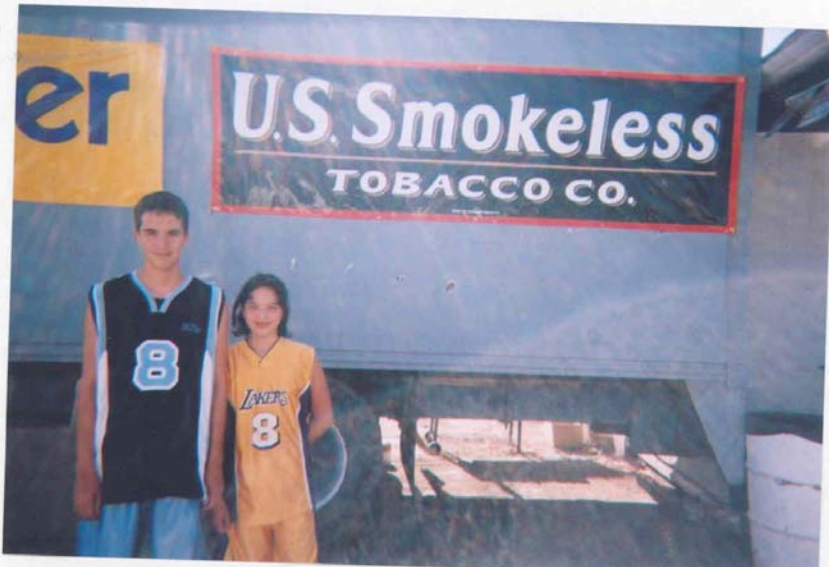
# *Something for Everyone*



# *The Many Faces of Sponsorship*



- Sampling booths
- Program ads
- Title sponsorships
- Scoreboards
- 8-second counters
- Flags carried during ceremonies



- Signage
- Payments to stock owners who name their animals after spit tobacco
- Shared promotions
- Added money promotions

WARNING:

THIS PRODUCT IS NOT A SAFE ALTERNATIVE TO CIGARETTES

**"The three priorities in my life are my horse, my rope and my Copenhagen. But not necessarily in that order."**

- Ty Murray

Retired 7-Time World Champion  
All-Around Cowboy

The bold taste of Copenhagen. As authentic as the people who enjoy it. Whether it's Fine Cut, Long Cut or Pouches, Fresh Cope® satisfies.



SMOKELESS TOBACCO CO.  
NOT FOR SALE TO MINORS

*"I had once been a kid who idolized Larry Mahan. If Larry had worn pink fur coats and eaten Weetabix cereal, I would have worn and eaten exactly the same things."*

# *Sponsorship Provides*



- Access
- Influence
- Respectability
- Silence

# *Market Access*



- More than 720 pro events each year
- 24 million fans attend PRCA events
- 60 million rodeo fans watch PRCA TV broadcasts
- 300 total hours of TV broadcasts
- 7<sup>th</sup> highest U.S. audience numbers, before tennis and golf
- 2.35 million unique visitors at [espn/prorodeo](http://espn/prorodeo) website

# *Rodeo Fans*



- Estimated 33% under 17
- 53% female, 47% male
- Among adults, 73% are 18-49, 27% 50+
- 63% are White (non-Hispanic), 25% are Hispanic, 7% are Black (non-Hispanic)
- 36% earn \$75,000+ annually
- 67% attended college
- 69% have accessed Internet in last month

AND POPULARITY. / THE RODEO COWBOY AND HIS SPORT ARE PRIME  
PROSPECTS FOR OUR BRAND MARKET. / SIXTY-FOUR PER CENT OF THE  
ATTENDEES ARE MALE AND OF THESE, FORTY-SEVEN PER CENT FALL INTO  
THE 18-34 AGE BRACKET. / THESE INGREDIENTS INSURE THAT THE  
WINSTON RODEO SERIES WILL BE A DECISIVE MARKETING TOOL FOR 1982  
AND THE YEARS TO FOLLOW. /



# *Influence*

## Rodeo Participants by State (as needed)

Idaho

Butch Small (SB)  
Dee Pickett (CR)  
Mike Smith (SW)  
Rod Lyman (SW)  
Kent Cooper (CR)  
Zeb Bell (A)

South  
Dakota

Brad Gjermundson (SB)  
Paul Tierney (CR)  
Marvin Garrett (BB)  
Ivan Teiger (SW)  
Red Lemmel (SB)  
Bud Longdrake (SB)  
John Hutson- PRCA (A)  
Harlan Gunville (SC)  
Jim Korkow (SC)  
Jim Sutton (SC)

Oklahoma

Ote Berry (SW)  
Doug Clark (SR)  
Maury Tate (CR)  
Blair Burk (CR)  
David Bailey (SC)  
Bennie Beutler (SC)  
Ed Gaylord (SC)  
Phil Gardonhire (A)  
Clem McSpadden (A)  
Lynn Phillips (A)

Montana

Dan Mortenson (SB)  
Deb Greenough (SB)  
Brad Gleason (TR)  
Scott Breeding (BR)  
Marvin Brookman (SC)  
Greg Kessler (SC)

# *The Action Plan*



- Building community support
- Gathering intelligence
- Carrying out media advocacy
- Educating decision-makers
- Supporting positive change

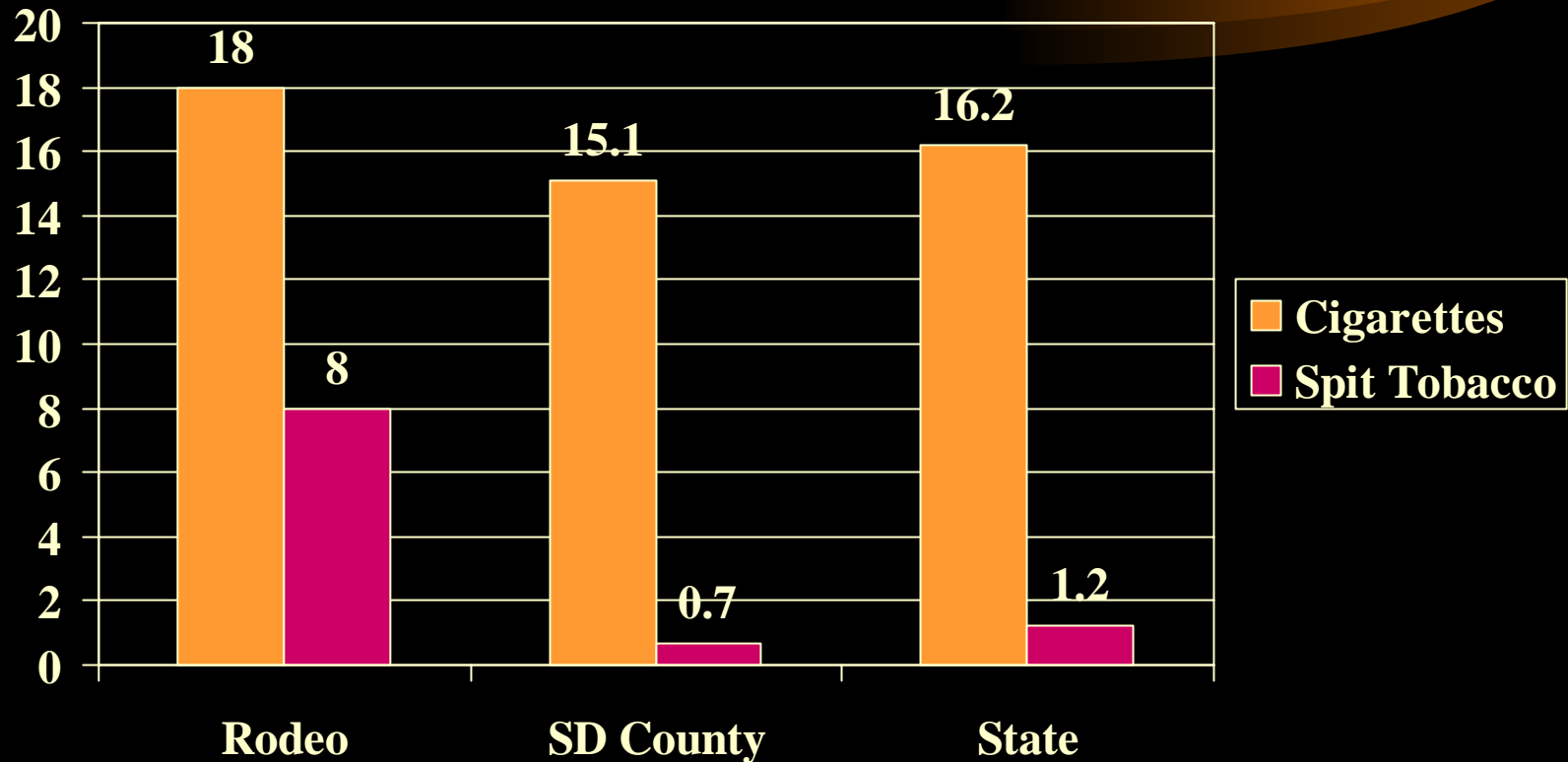
# Community Support



# Event Assessment

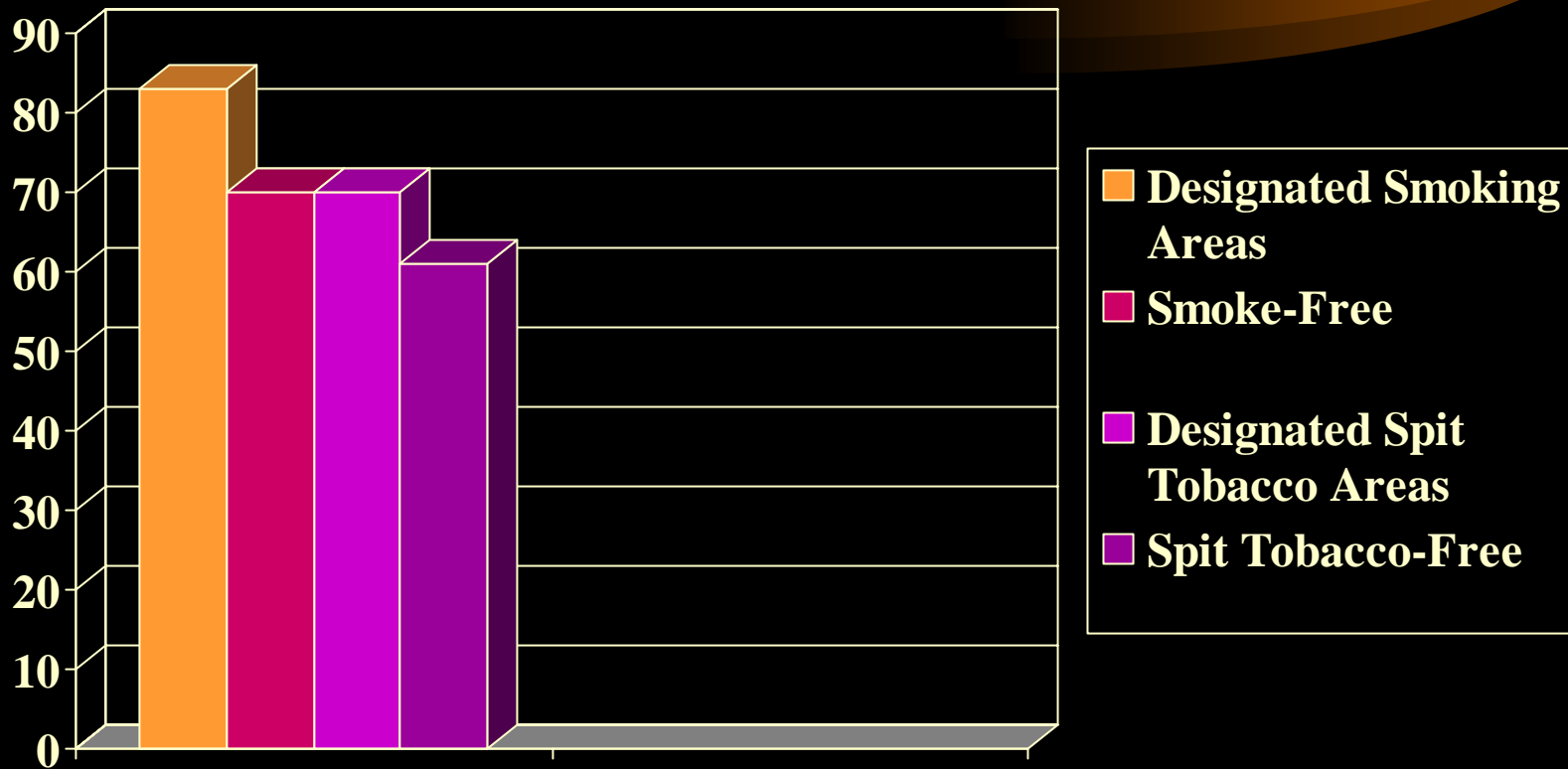


# *Chicken or Egg?*



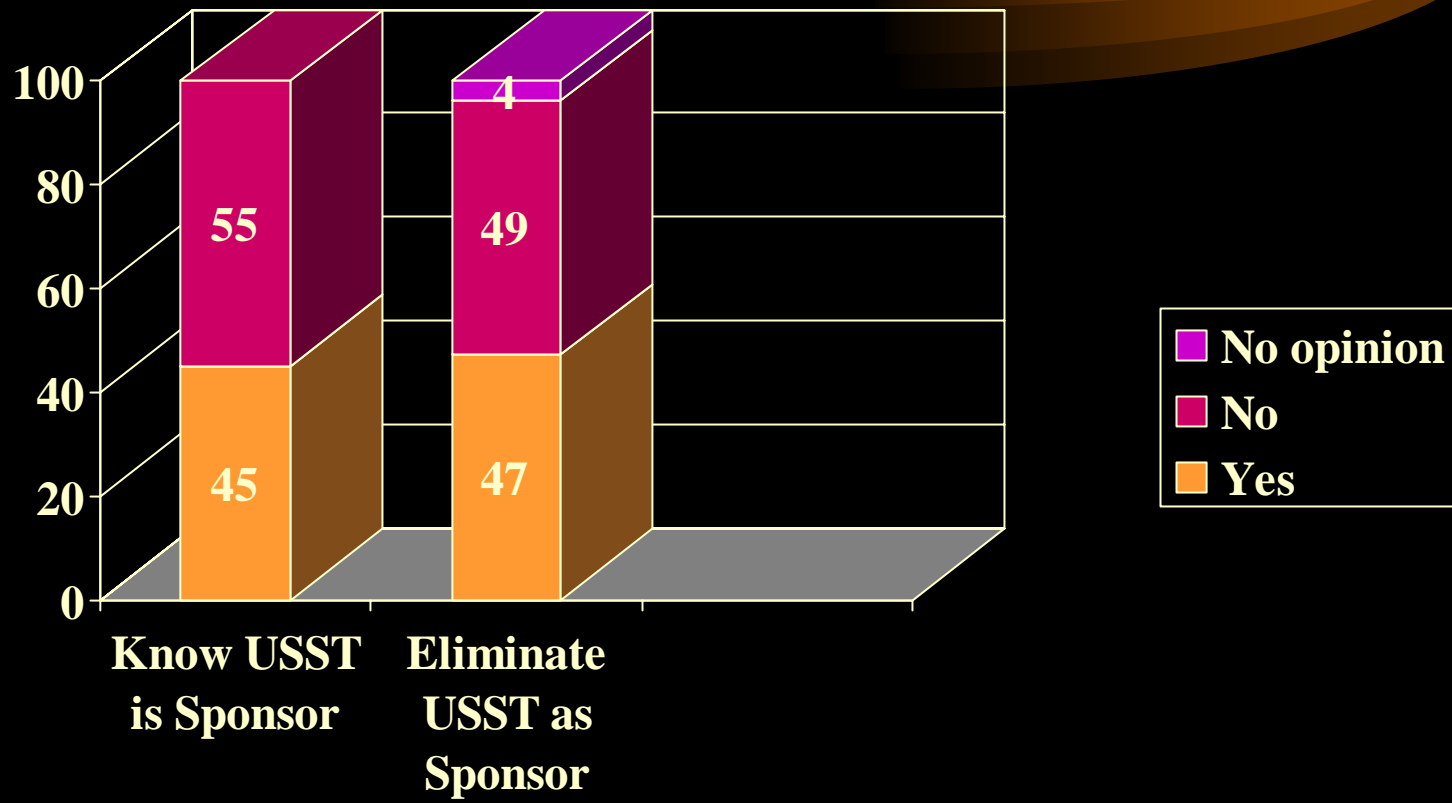
**N=291, 52% female, 48% male, done at Poway Rodeo**

# *Policy Support*



**N=291**

# *Sponsorship Opinions*



**N=291**

# Earned Media

## Lung association targeting Poway Rodeo sponsorship

By **Tom Chambers**

The American Lung Association is targeting the Poway Rodeo as part of a state-wide effort to discourage smokeless tobacco sponsorship of rodeo events.

Dubbed the "Tobacco-Free Poway Rodeo Project," the effort is funded through a two-year grant from the Public Health Institute.

The Lung Association objects to U.S. Smokeless Tobacco's sponsorship of the Poway Rodeo, slated for Sept. 26 through 28.

U.S. Smokeless Tobacco produces Skoal, Copenhagen, Rooster and Red Seal smokeless tobacco brands.

The Lung Association has reserved a spot in the Poway Days Heritage Parade on Sept. 13, a booth at Community Day in Community Park after the parade and a booth at the rodeo itself.

"We look at this as a family event," said Bela Friedman, who is organizing the campaign. "There will be thousands of people there with children that will see messages about a product that's addictive and causes oral cancer and death."

As part of its campaign, the Lung Association has assembled a local committee of doctors, school officials and other concerned residents. Friedman said her group will pass out

information about smokeless tobacco usage at its booths to rouse community concern.

Friedman said the effort will include visits by "Cowboy Ted" Hallisey to Poway schools. Hallisey is the founder of Cowboys Against Tobacco and Cowboy Ted's Kids Club.

Rodeo organizers said they have stepped up efforts to ensure U.S. Smokeless Tobacco does not violate any laws or expose children to tobacco products at the rodeo.

Rodeo Chairman Russ Sheldon said they have hired a security guard to stand outside U.S. Smokeless Tobacco's booth at the events to check identification before allowing patrons inside.

"We have met with them (the Lung Association), and we understand their concerns," Sheldon said. "They're free to express their opinion just like anybody else."

Lung Association spokesman Ross Porter said the group does not want to cause trouble, but wants to "be a part of the fun" and raise awareness about smokeless tobacco in the community.

"There's so much good about rodeo," Porter said. "To us it's not political, it's a question of health. We want to encourage the rodeo leadership to look at other sponsors. Spit tobacco is kind of a stain on the rodeo — it's not a positive aspect to a family event."

with the company later this year. U.S. Smokeless Tobacco also is a major sponsor of the Professional Rodeo Cowboys Association. Because the Poway Rodeo is a part of the PRCA, it may be difficult for the rodeo to disassociate itself completely from U.S. Smokeless, Sheldon said.

"They're a sponsor," he said. "We're trying to stay neutral right now and then re-evaluate it at the end of the year."

Public opinion about tobacco use could eventually force a tough decision for not only Poway, but for the PRCA and U.S. Smokeless Tobacco, Sheldon said.

"People's perceptions change," he said. "Eventually, U.S. Smokeless is going to have a problem. We probably will be forced with that decision at some point."

"I do know at this year's rodeo the tobacco industry will be under a microscope," Sheldon added.

## Rodeo needs youngsters for fun events

Youngsters who want to get in on the action surrounding the Poway Rodeo — slated for Sept. 26 through 28 — can compete in *Mutties Rustling*



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POMERADO  
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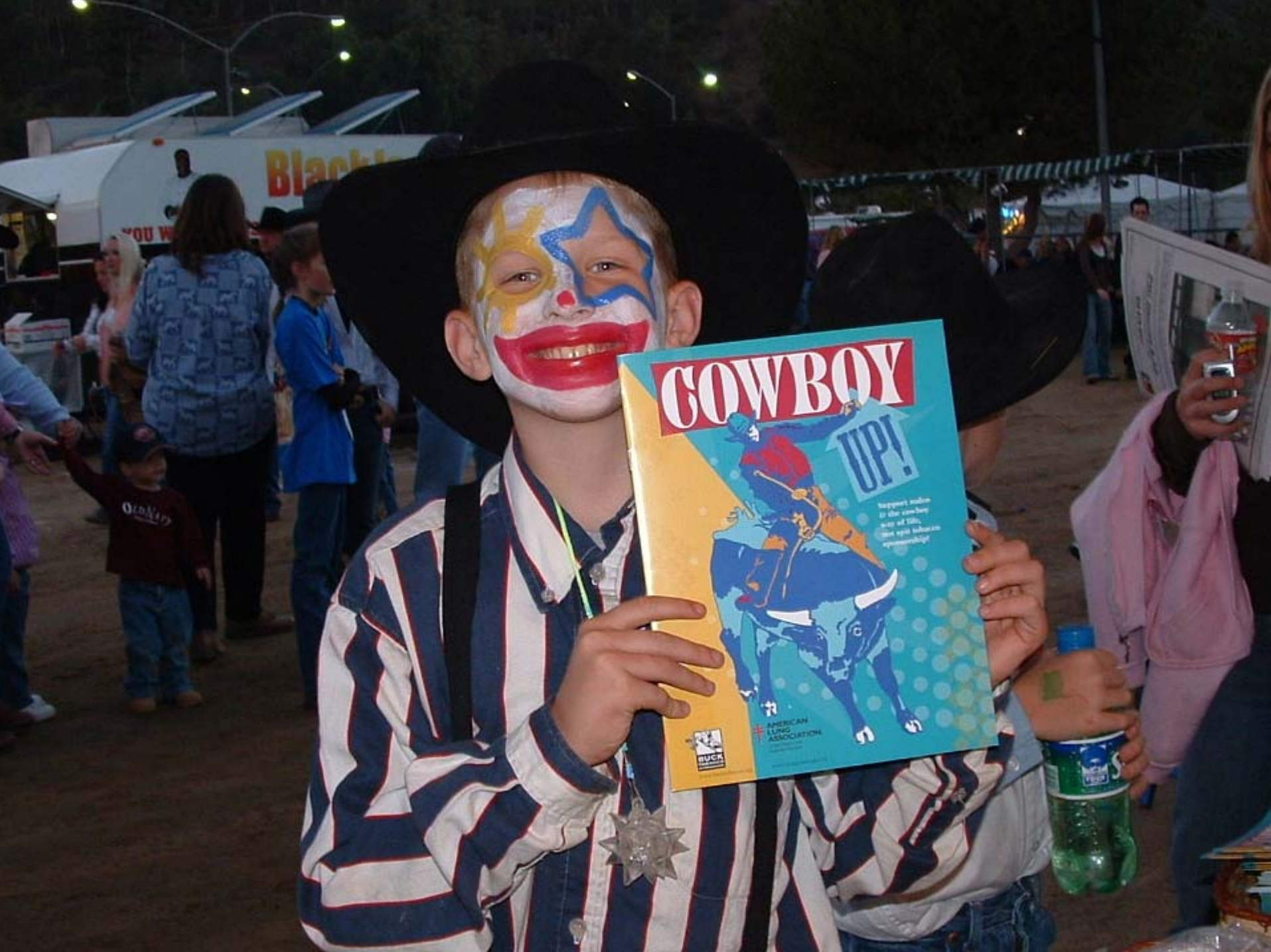
# *Educating Leaders*



- Identify policy options
- Identify benefits to rodeo
- Meet with decision-makers
- Ask for a written policy

# *Supporting Change*





# COWBOY

## UP!

Support rodeo in the cowboy spirit of the American Lung Association!



AMERICAN LUNG ASSOCIATION

# *Lessons Learned*



- All business relationships are personal
- Address PETA issue from the start
- Gain in-depth understanding of sponsorship in a rodeo setting
- Research the rodeo's history and controversies
- Do not use rodeo's name in project name

# *Lessons Learned*



- Better define role of Steering Committee
- Emphasize “moving the rodeo into the future” message
- Show more appreciation for role of volunteers in running the rodeo
- Gather more personal stories about tobacco use and feature them in project

# *Lessons Learned*



- Be more organized in getting endorsements
- Involve rodeo queens more
- Incorporate more “commitment-inducing” (for youth and adults) activities into exhibits, booths

*Yee-haw, that's all, folks.*



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