

Tobacco Sponsorship Policy

The Circle L Roundup Club recognizes that rodeo is a family event. Tobacco advertisements at the rodeo detract from the family atmosphere of the rodeo by enticing children to engage in activities that are unlawful. Additionally, tobacco product advertising and promotions that appeal to minors undermine state and local laws prohibiting the sale or distribution of tobacco products to minors.

The Circle L Roundup Club shall not accept or allow any tobacco-related sponsorship or advertising. Examples of tobacco-related sponsorship or advertising that this policy prohibits include:

- Accepting money or other compensation from a tobacco company, including for a purse, point fund, or scholarship program.
- Accepting or allowing any other benefit (such as a scoreboard) that promotes a tobacco brand, product, or company name.
- Distributing or selling tobacco products or promotional items identified with a tobacco company or brand on the premises.
- Distributing or selling tobacco products or promotional items in an “Adult-Only Facility” (AOF) on the premises.
- Distributing or selling rodeo programs that include tobacco advertisements.

The findings supporting this policy are attached.

The Circle L Roundup Club adopts this No Tobacco Sponsorship Policy, September 8, 2007

_____ Board Member

_____ Board Member

_____ Board Member

Findings to Support a Policy Prohibiting Tobacco Sponsorship at Rodeos

The Circle L Roundup Club further recognizes:

Tobacco Use in Oklahoma

High school students who smoke	26.5%(54,400)
Male high school students who use smokeless or spit tobacco	23.0% (females use much lower)
Kids (under 18) who become new daily smokers each year	10,400
Kids exposed to secondhand smoke at home	216,000
Packs of cigarettes bought or smoked by kids each year	13.6 million
Adults in Oklahoma who smoke	25.2% (663,500)

Nationwide, youth smoking has declined since 1997, but remains at high levels. The 2004 National Youth Tobacco Survey (YTS) found that 22.3% of US high school kids smoke and 10.8% of high school males use spit tobacco. US adult smoking has decreased gradually since the 1980s, and 21.6% of US adults (about 45 million) currently smoke.

Deaths in Oklahoma from Smoking

Adults who die each year from their own smoking	5,800
Kids now under 18 and alive in Oklahoma who will ultimately die prematurely from smoking	90,800
Adults, children, & babies who die each year from others' smoking (secondhand smoke & pregnancy smoking)	520 to 930

Amounts do not include health costs caused by exposure to secondhand smoke, smoking-caused fires, spit tobacco use, or cigar and pipe smoking.

Tobacco Industry Influence in Oklahoma

Annual tobacco industry marketing expenditures nationwide	\$12.7 billion
Estimated portion spent for Oklahoma marketing each year	\$213.5 million

Studies show that kids are three times more sensitive to tobacco advertising than adults and are more likely to be influenced to smoke by cigarette marketing than by peer pressure, and that one-third of underage experimentation with smoking is attributable to tobacco company advertising.

Smoking-caused Monetary Costs in Oklahoma

Annual health care costs in Oklahoma directly caused by smoking	\$1.07 billion
Portion covered by the state Medicaid program	\$201 million
Residents' state & federal tax burden from smoking-caused government expenditures	\$525 per household
Smoking-caused productivity losses in Oklahoma	\$1.43 billion

Amounts do not include health costs caused by exposure to secondhand smoke, smoking-caused fires, spit tobacco use, or cigar and pipe smoking.

(Data source: www.okswat.com)

See following page for more information on Youth Spit Tobacco Use in Oklahoma.