



# **REPLACING TOBACCO SPONSORSHIP OF RODEOS AND BULL RIDING EVENTS:**

## **GOOD FOR BUSINESS AND FOR THE COMMUNITY**

## TESTIMONIALS FROM BUSINESS OWNERS WHO SPONSOR RODEOS

***Billy Sheldon is a Poway resident and owner of Sheldon Site Utilities, a construction company in Poway.***

*Since moving to Poway in 1972, I've been involved with the Poway Rodeo for most of my life. I even sold popcorn there as a boy. I've been a rodeo sponsor in my own business for 10 years, and before that the company I worked for sponsored the Poway Rodeo as well. I've served on the Poway Rodeo Executive Committee for 10 years and as the arena director for six years.*

*There's a lot of value in being a rodeo sponsor. The Poway Rodeo is a great benefit to the community and actually brings the community together. It's not only great exposure for my business, but it's great for meeting prospective customers, and for employees that you want to reward. I definitely recommend rodeo sponsorship.*

***Carey Burch is a Poway resident and owner of Lender Support Systems, Inc., in Poway.***

*By being a Poway Rodeo sponsor my company is making an investment in the local community and creating brand awareness at the same time. Our sponsorship totals about \$5000 – and I definitely get my money's worth. Two years ago we sponsored the scoreboard. This year we'll be getting our banner and logo on flags and we're mentioned in all marketing materials, radio and on the Poway Rodeo website. It's a great event for my family as well as my employees.*

*I absolutely recommend rodeo sponsorship for other businesses. It's good for the community and for business. Companies should feel good about having their brand visible at the rodeo. There are thousands of people that show up and the brand visibility is great. The Poway Rodeo really shines. They're called a "Brand Above the Rest" – and they live up to their name. They are a class act!*

***Manuel Souza is a Stock Contactor, owner of Souza's Bucks and Bulls in Mariposa County, and organizer of the Coyote Springs Bull Bonanza. Manuel is also a Buck Tobacco supporter.***

*I've been sponsoring rodeo for about eight years and I'm now a full time stock contactor with 200 heads of bulls and calves. Rodeo sponsorship has so many benefits. For me, it's a great way to meet the right promoters and a terrific way to meet all kinds of interesting, different people that I otherwise would never meet. I've sponsored saddles for junior bull riders ages 14-16 and have bought banner ads. Now I'm busy buying lots of bulls. I recommend rodeo sponsorship as a great way to give back to the community and advertising your business at the same time.*

*I'm also totally behind replacing tobacco sponsorship. That's why I support the Buck Tobacco program and want to help as much as I can. I'm trying to help educate kids and adults about the benefits of not smoking or chewing. Tobacco affected my health since I was a kid. I really want to see this program grow.*

## RODEO AUDIENCES

Most rodeo fans are college-educated young adults that are tech-savvy and are in good shape physically and financially. Many rodeo fans say that a sponsor is important to an event when choosing to attend.

## RODEO SPONSORSHIP FACTS

**According to the Professional Rodeo Cowboys Association, Inc. (PRCA), rodeo is one of the fastest growing sports in the U.S.**

- 23 million fans attend rodeo events every year.
- An additional 40 million fans watch the sport on TV.
- Rodeo now has more than 230 TV viewing hours.
- More than 680 professional rodeos are taking place in the 2007-08 season.
- Rodeo has the 7th highest sports audience numbers, higher than tennis and golf.
- Rodeo is known as America's original extreme sport.

In California, more than 80 rodeo events have been scheduled during the 2007-08 season.

### Sources:

- Attendees enjoy the tradition as well as the sport; Increase in TV hours boosts number of viewers. Rana Elmir, *The Californian*, July 14, 2003. [www.californian.com](http://www.californian.com)
- [www.prorodeo.org](http://www.prorodeo.org)
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- [www.renorodeo.com/html2003\\_Scarborough\\_PRCA.htm](http://www.renorodeo.com/html2003_Scarborough_PRCA.htm)

## RODEO SPONSORSHIP DEMOGRAPHICS

### Professional Rodeo Cowboys Association (PRCA) Demographics of Attendees Over Age 18:

#### Gender:

- 48% Male
- 52% Female

#### Age:

- 37% 18-34
- 43% 35-54
- 20% 55 or older

#### Race:

- 66% White (non-Hispanic)
- 24% Hispanic
- 5% Black (non-Hispanic)

#### Family:

- 61% Married
- 51% Have children in the home
- 77% Own their home

#### Household Income:

- 62% Earn \$50,000 or more
- 42% Earn \$75,000 or more
- 23% Earn \$100,000 or more

#### Education:

- 59% Some college
- 27% College graduate or more
- 9% Post graduate
- 16% Continuing education classes

#### Technology:

- 77% Own a cell phone
- 76% Own a computer
- 73% Have accessed the Internet in the past 30 days

#### Banking

- 86% Have a checking account
- 83% Have used credit card in past three months
- 73% Have a savings account

#### Financial

- 60% own some type of financial investment
- 41% Have a home mortgage
- 35% Own stocks or stock options
- 34% Own mutual funds
- 32% Have an auto loan
- 31% Have a 401-K

Sources: [Scarborough](#) Multi-Market Release 2005-06 (Adults 18+)

## **BUSINESSES CAN HELP COLLEGE STUDENTS BY REPLACING TOBACCO SPONSORSHIP AT COLLEGE RODEOS**

Local businesses should consider replacing tobacco sponsorship at college rodeos, because giving tobacco funding to college students can have a devastating effect on the health of young people. US Smokeless Tobacco (USSTC) would like the public to think that they are pouring money into education, when they are actually targeting healthy, young athletes with their deadly products.

Although USSTC likes to advertise that they have donated \$5.2 million to rodeos affiliated with the National Intercollegiate Rodeo Association (NIRA), that translates into \$200,000 per year divided among all the athletes that place at the College National Finals Rodeo (CNFR). One California school has reported that they receive under \$10,000 per year from USSTC to distribute to their student rodeo athletes. That amount may be feasible for a local business to replace in return for a reputation for supporting local college athletes.

NIRA is the governing body of organized rodeo for colleges and holds 100 rodeos every year, with 3,500 student members participating in 137 schools and universities.

Tobacco companies also target college students and other young people at tobacco sponsored college events and fraternity parties. They often distribute spit tobacco samples at these events.

Spit tobacco use, with its potential for lifetime addiction and deadly diseases, is a problem on college campuses. One national survey shows that 14% of male college students had used spit tobacco the previous year.

## **The Health Impact of Smokeless Tobacco Use and Marketing**

The marketing of smokeless tobacco at family oriented events is unacceptable for the simple reason that it encourages the visibility and acceptability of a product that can cause serious health problems and death to those that use it.

Research shows that tobacco sponsorship encourages young people to start using tobacco – and that tobacco sponsorship of events provides a “friendly association” between smoking and exciting, glamorous, or fun activities. Several studies have also shown that youths associate sporting events with tobacco brands.

**You will be helping improve the health of your community.**

When your business replaces tobacco sponsorship, it not only keeps the rodeo from losing money, but it will do away with free smokeless samples and tents where tobacco company representatives teach how to use spit tobacco. The rodeo will continue to flourish, your community will appreciate and recognize a healthy sponsor, and your business will gain enormous positive visibility and credibility.

## Background Information

### A. What is smokeless tobacco?

- **Snuff** is moist, finely chopped tobacco, and is the most popular type of smokeless tobacco. The user takes a small pinch of loose snuff between the thumb and finger, and puts it between the cheek and gum, keeping it in one spot without chewing it. Snuff is sometimes packaged in single-dose servings resembling small tea bags, which allow the user to chew without spitting.
- **Chewing tobacco** comes in three forms: loose leaf, plugs and twists. Loose leaf is shredded tobacco leaves made into strips. Plugs are pressed into small, soft blocks flavored with licorice and sugar and dried. Chewing tobacco can also be dried and twisted into hard spirals called twists.
- **Smokeless products designed for cigarette smokers** include the “Camel Snus” brand (RJ Reynolds), “Marlboro Snus” (Philip Morris), as well as “Cope” and “Skool Dry” (US Smokeless Tobacco Company, or USSTC). These brands are being marketed to smokers for use when they cannot smoke due to smoke-free policies, such as on airplanes, in the workplace, and in a growing number of sports arenas. This strategy, unfortunately, circumvents the benefits of smoke-free policies.
- When smokeless tobacco is mixed with saliva, nicotine is released into the mouth and absorbed into the bloodstream.

### B. Smokeless tobacco use rates

- Nationwide, nearly 14% of high school boys used smokeless tobacco in 2005. (CDC, 2006)
- In California, nearly 10% of boys aged 16 and 17 tried smokeless tobacco in 2002. (Gilpin et al, 2004)

### C. Health impact of smokeless tobacco

- Smokeless tobacco is very addictive. One pinch or pouch of smokeless tobacco delivers the same amount of nicotine as 3 to 4 cigarettes. (Mayo Foundation for Medical Education and Research, 2005)
- Chew tobacco and snuff contain 28 known cancer-causing agents, which are linked to cancers of the oral cavity (tongue, lip, cheek, and gums), throat, larynx and esophagus. (National Cancer Institute)
- According to the American Cancer Society, *leukoplakia* consistently appears in the place in the mouth where smokeless tobacco users put their tobacco, and is found in more than half of all smokeless tobacco users in the first three years of use. Leukoplakia is a pre-cancerous disease of the mouth that shows up as white patches and oral lesions on the inside of the cheeks, gums and/or tongue, and it can lead to oral cancer.

- Other health risks include tooth decay, gum disease, and heart problems. (National Cancer Institute)
- The Swedish government does *not* support using snus (Swedish smokeless tobacco) as a cessation aid. In 2006, the Swedish government released a report that stated that “California recently reported lower smoking prevalence figures than Sweden – without the use of snus.” (Boethius et al, 2006)

### **Marketing of smokeless tobacco**

- Smokeless tobacco marketing at rodeos reaches rural boys and young men, the groups most at risk for smokeless tobacco use. Tobacco marketing is associated with increased tobacco use by young people.
- The most popular smokeless tobacco brands nationwide among youth age 12 to 17 and young adults age 18 to 25 are Skoal and Copenhagen. Skoal and Copenhagen are products of the US Smokeless Tobacco Company (USSTC), the major tobacco sponsor of rodeos. (SAMHSA, 2004)
- Smokeless tobacco companies’ yearly spending on advertising and promotion went up from \$80 million in 1985 to \$250 million in 2005. (Federal Trade Commission)
- US Tobacco’s 2005 Annual Report said that new tobacco products the company launched during the previous three years accounted for more than 11% of total moist smokeless tobacco sales. Several of the new products were flavored blends, including apple, berry, peach and vanilla.
- A former USSTC sales representative once said that “Cherry Skoal is for somebody who likes the taste of candy, if you know what I’m saying.” (Campaign for Tobacco-Free Kids, 2006)
- Advertising and promotion encourage tobacco use among youths. (Institute of Medicine, 1994)
- Adolescents’ decisions to start smoking are influenced more by tobacco marketing than by parental smoking or peer pressure. (Evans et. Al., 1995)
- “Promotional events “may encourage the initiation or the progression of tobacco use among college students” (Rigotti et al., 2005).
- 51% of PBR fans over age 18 said they were likely to purchase a product because it was a PBR sponsor (Scarborough Sports Marketing, 2003 and R&R Research, 2002).

## E. References

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American Cancer Society. Fact Sheet: Spit (Smokeless) Tobacco. [www.cancer.org/docroot/PED/content/PED\\_10\\_2x\\_Smokeless\\_Tobacco\\_and\\_Cancer.asp](http://www.cancer.org/docroot/PED/content/PED_10_2x_Smokeless_Tobacco_and_Cancer.asp)

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