

Chair
Working Group on Regulating Sponsorship by Alcohol Companies of Major Sporting Events
Department of the Taoiseach
Via email: consultation@taoiseach.gov.ie

6 June 2014

Dear Chair,

RE: Institute of Alcohol Studies response to Working Group on Regulating Sponsorship by Alcohol Companies of Major Sporting Events consultation

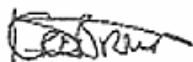
The Institute of Alcohol Studies (IAS) is grateful for the opportunity to comment on the proposals outlined by the Republic of Ireland's Working Group on Regulating Sponsorship by Alcohol Companies of Major Sporting Events. IAS is an independent charity that aims to bridge the gap between the scientific evidence on alcohol and the wider public. We advocate for effective, evidence-based public policy responses that will reduce the toll of alcohol in society.

IAS strongly endorses the consultation submission made by Alcohol Action Ireland (see appendix 1). We support the recommendations outlined in this submission, including its advocacy for a ban on sports sponsorship by alcohol brands in the Republic of Ireland:

'A ban on alcohol brands' sponsorship of sports should be legislated for, with an implementation date of six years hence to allow alternative arrangements to be made by sporting organisations to replace sponsorship income. In the intervening period no further alcohol industry sponsorship of sport should be permitted.'¹

I hope you find this a useful contribution to the consultation. If it would be helpful to discuss things further please contact me at the address above and I would be happy to talk with you in more detail.

Yours faithfully,



Katherine Brown
Director, Institute of Alcohol Studies

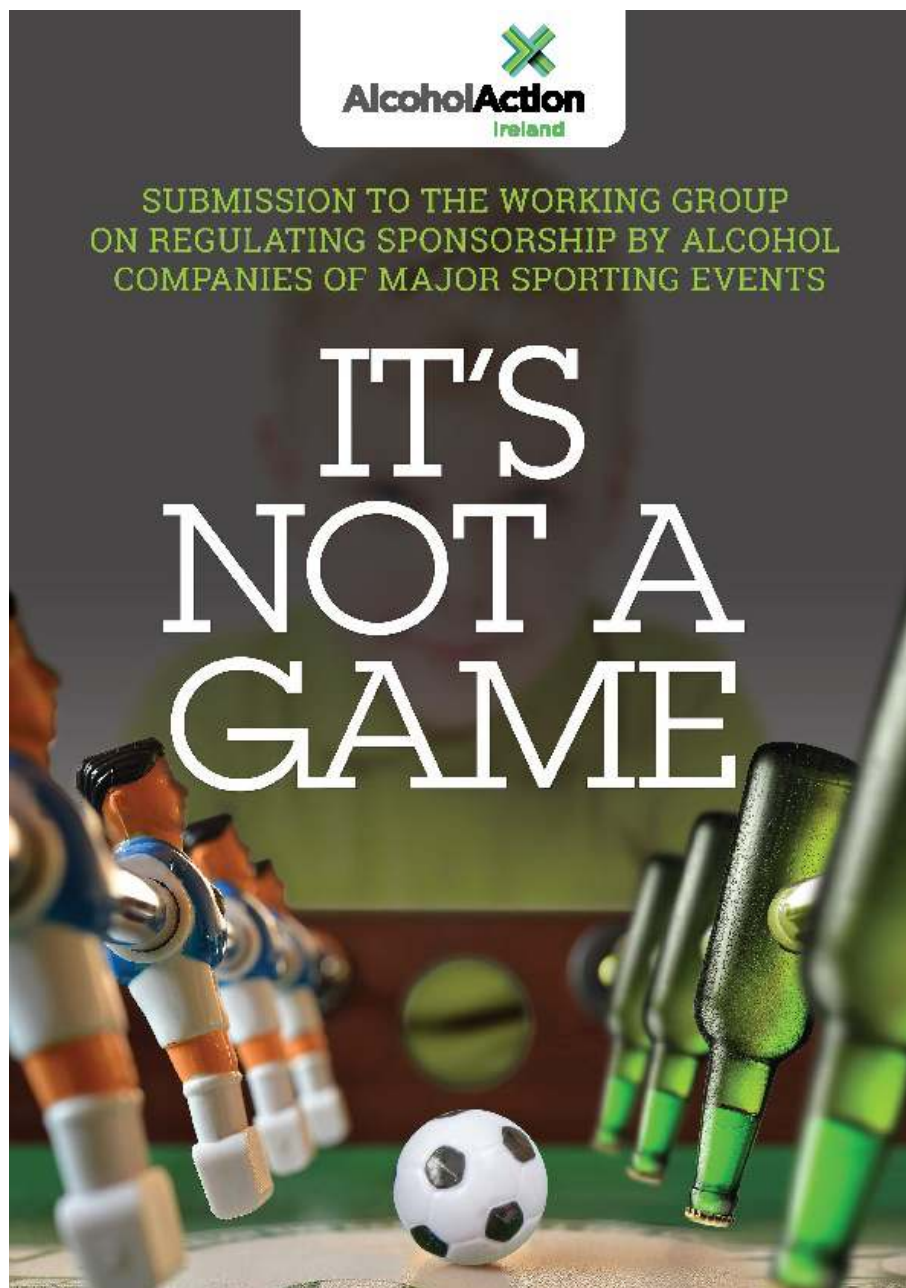
¹ Alcohol Action Ireland. *It's Not A Game: Submission to the Working Group on Regulation Sponsorship by Alcohol Companies of Major Sporting Events*. Dublin: AAI, 2014.

Advisory Council

Chairman: Michael Carr, Vice-Chair: Rev Dr Janet Tollington, Director: Katherine Brown
Professor Rob Baggott, Professor Jonathan Chick, Professor Christopher Cook, Miss Mary Le Feuvre, Dr Marsha Morgan
Professor Petra Meier, Professor Gerard Hastings
Secretary to the Board: Paul Whitaker
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Appendix 1: Alcohol Action Ireland. *It's Not A Game: Submission to the Working Group on Regulation Sponsorship by Alcohol Companies of Major Sporting Events*. Dublin: AAI, 2014.

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