

# RESPONSIBILITY HAS ITS REWARDS

## FACT SHEET



### WHAT IS RHIR

RHIR is an umbrella campaign to promote responsible drinking and positive fan behavior at sporting events and entertainment venues. The campaign includes both communications and programmatic efforts designed to enhance the guest experience with specific calls to action that emphasize personal responsibility and accountability. As a safety program, RHIR demonstrates, encourages, and reinforces positive fan behavior, while the TEAM training in effective alcohol management provides the necessary tools for venue and concessionaire employees to manage fan behavior and alcohol consumption.

### BENEFITS

- Provides an opportunity for cause-marketing, cross-promotion/marketing for organizations, corporations, teams, leagues, government agencies, media outlets and celebrities
- Provides an annual opportunity for a co-branded campaign, which extends the reach of leagues, teams and athletes beyond their active season
- Addresses traffic safety issues with positive, proactive and lifesaving solutions
- Creates added value and leverage for state, federal and corporate media dollars
- Creates increased bonus and earned media opportunities with cause-marketing tie-in
- Provides flexible and customizable marketing and promotional opportunity for fan outreach
- Provides opportunity for mutually beneficial TEAM alcohol management training for venues
- Creates opportunity to include RADD celebrity messengers for event, venue and media activities
- Customizable and scalable RHIR elements for states, teams, leagues, sponsors, communities and individuals to participate and support

### STAKEHOLDERS

RHIR encompasses the resources and credibility of the TEAM Coalition's members and supporters.

- Professional and collegiate sports - MLB, MLS, NBA, NCAA, NFL, NHL
- Brewers – Anheuser-Busch, Miller Brewing Company, and Coors Brewing Company
- Concessionaires - Aramark and Sportservice
- Media and entertainment - NAB, Live Nation
- Venues and service partners - IAAM and Contemporary Services Corporation
- U.S. Department of Transportation, National Highway Traffic Safety Administration
- Strategic Partners – SMA, NSA, IACP, SUM, HERO Campaign, GHSA, RADD
- State and local stakeholders
- Corporate supporters of campaign events

### HOW IS RHIR EXECUTED

RHIR reaches the sports and entertainment community with both campaign messages and programmatic elements. These components can be customized to fit the differing needs of each state and the seasonality of various sports. RHIR program activities can include, but are not limited to:

- TEAM training in effective alcohol management
- Designated driver and buckle up pledging booths
- Prize drawings (both in-person at venue and online) for those fans that pledge
- RADD celebrity messenger meet and greets, interviews, and PSAs
- Public Service Announcements
- Fan photos in co-branded photo frames
- Filming fan traffic safety and responsibility messages
- Co-branded campaign collateral and premiums

### NATIONAL COMMUNICATIONS AND PROGRAM ELEMENTS

- Press releases with all outreach included
- RHIR Sweepstakes
- Public Service Announcements
- Media advisories
- VNR production
- Earned and paid media outreach