

The role of brewers in the community

The full report on “Supporting local communities: Assessing the contribution of Europe’s brewers” represents the first ever assessment of the support that brewers provide to their local communities through sponsorships and other types of community support.

While breweries have for many years been part of the local social fabric and also supported socially responsible activities such as anti-drink driving campaigns, the support that brewers provide in the areas of the arts, culture, innovation, science and sport has been less well studied.

“This report shines a light on the important work that brewers across Europe are undertaking in their communities and the case studies highlighted in the report serve as poignant examples of the need to keep up the good work and for governments to support this form of engagement and sponsorship of activities.”

Alberto Da Ponte
President of The Brewers of Europe

The Brewers of Europe
Rue Caroly 23-25
B-1050 Brussels

T + 32 (0)2 551 18 10
F + 32 (0)2 660 94 02

www.brewersofeurope.org
info@brewersofeurope.org

Supporting Local Communities: Assessing the Contribution of Europe’s Brewers

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The first report of its kind

The report explores the theory of community involvement and support. Using case studies and research conducted amongst sponsors and event organisers, the report examines brewers' involvement in the community. It also outlines the views of event organisers, the brewing sector and the general public.

"We must also not forget the cultural, tourist and heritage value of brewers and beer consumption across Europe. A large proportion of brewers are SMEs and produce a quality, niche product which can attract cultural and touristic interest to particular regions, generating positive spin-offs for the local economy."

Sean Kelly
Member of The European Parliament

The Full Report can be downloaded at www.brewersofeurope.org/asp/publications/index.asp or requested in hard copy from The Brewers of Europe.

What this report says

Europe's brewers support a broad range of activities in communities across the EU.

Europe's brewers spend almost €1 billion a year supporting a broad range of activities including major and grassroots sports events, culture and arts, charity, conservation and environment, shows and exhibitions, and city and community events.

The report captures more than 8,000 examples of community involvement by Europe's brewers and thousands more are sure to exist.

The majority of brewers' contribution to communities is directed at the local and regional level.

The report finds that 62% of activities supported are community-related projects, with only 11.9% of analysed deals going to professional sports.

Community involvement by brewers is about many small actions involving relatively small amounts of money. Taking out the major deals, the average spend is just €8,544, with 36% of activities being local and 48% regional.

The involvement of brewers in communities benefits event organisers, citizens and brewers.

In many local communities, the brewer is an important employer and often has a stake in ensuring the social and cultural well-being and prosperity of the community.

Many local activities would not take place if they were not supported by brewers, particularly at a time when EU governments are reducing public funding.

Amongst sponsors and event organizers, 78% state there would be significant impact from losing brewers' support, whilst only 11% of the public think that it would be easy to replace brewery support of an event.

"This research into brewery support of the community demonstrates how valuable such sponsorship is, how beneficial it can be for everyone involved, and how essential it is in supporting sport, culture and other activities that are part of the social fabric of Europe."

Karen Earl
Chairman, The European Sponsorship Association