**Pouring Rights Campaign Presentation**

This presentation is designed to give you the tools to communicate to students, faculty, staff and administrators about the negative impacts of pouring rights contracts and some of the possible solutions.

**Tailoring your presentation**

Document the beverage environment at your school with photos and by counting where sugary drinks are marketed and sold, for example:

* Where and how many Coca-Cola or Pepsi logos do you see?
* How many sugary drinks are for sale on the shelves, in dining halls, and in vending machines, compared to healthier beverage options?
* In the campus stores, are there apparel and souvenirs co-branded with your school’s logo along with Coca-Cola's or Pepsi’s?
* Are the delivery trucks that bring beverages to campus co-branded?
* What is the beverage and marketing environment at the sports facilities?
* Do you see company logos on recycling bins around campus?

Include any commitments your school has made to sustainability and health.

If you have a copy of your school’s pouring rights contract, look for clauses that are of concern and include them in your presentation.

**Showing your presentation**

Organize an event where you give this presentation or ask professors if you can speak to their classes. Get permission to present to the student government and faculty senate. If there are any upcoming sustainability or health conferences on campus, try to get on the agenda.

If you’re speaking to school administrators, focus on the evidence for why the pouring rights contract is in direct conflict with the school’s commitment to health and sustainability. Stick to the facts and keep it short.

If you have any questions, please email policy@cspinet.org.

**University Pouring Rights Contracts**

**PowerPoint Script**

1. Welcome, thanks for joining, I’m \_\_\_\_ from \_\_\_\_\_, here to talk about the beverages available on our campus.

1. Here’s what we’ll cover today. [Read slide.] Let’s jump right in.
2. It’s all about pouring rights contracts, which most people have never heard of. Pouring rights contracts are legal agreements through which institutions give Coca-Cola or Pepsi exclusive rights to sell and market beverages in exchange for cash and other payments.

These contracts were common in grade schools before the Healthy Hunger Free Kids Act of 2010 banned them. But they’re still common at universities and other public institutions.

Pouring rights contracts are typically arranged through campus procurement, corporate relations, athletics and dining.

Health and sustainability perspectives are usually not represented.

1. Over the past year or so, the Center for Science in the Public Interest and researchers at the Johns Hopkins Bloomberg School of Public Health obtained and reviewed about 130 pouring rights contracts from large public universities in the US.

All of the contracts were with Coca-Cola or Pepsi and outlined how sugary drinks would be sold and advertised throughout campus, in partnership with the university.

In exchange for all types of advertising rights and for being the school’s exclusive beverage partner, many schools receive hundreds of thousands of dollars in annual payments—sometimes over a million dollars each year.

Sometimes the payments could be used by the university however it wanted. Other times payments were directed to a specific department, like the athletics program.

Some contracts included payments specifically for scholarships, but most did not.

Marketing and advertising rights on campus include things like co-branded coolers and vending machines, branded equipment like the Pepsi logo on the football scoreboard or Gatorade equipment all over the sidelines, and announcements at sports games that Coke or Pepsi is the “Official Soft Drink” of the university.

1. On top of the annual sponsorship payments, most contracts include some sort of agreement on additional payments tied to sugary drink sales—the more beverages that are sold on campus, the more money the university makes from the contract. Sometimes a contract includes larger financial incentives for sales of soft drinks versus water, which is concerning from a health perspective. Some contracts even specify that water may be provided to athletes only if it’s out of Gatorade-branded coolers, cups and containers.

The university may also be incentivized or pressured to increase sales, for example:

Commissions, like some percentage of each sale;

Rebates, like cash back on cases purchased;

Volume incentives like commissions, rebates, or cash payments that kick in or increase after the university hits different volume targets.

Sometimes incentives are higher for carbonated soft drinks compared to bottled water.

Some contracts also include minimum volume commitments, imposing a penalty on the university if it does not sell enough product.

1. These provisions effectively turn the university into a marketing partner of the beverage company, with a shared interest in driving up sales. This creates a feedback loop, where the university sees value in having more beverage marketing across campus and benefits from cobranding opportunities that encourage consumption.
2. What do pouring rights contracts not include? They generally don’t contain nutrition standards; sustainability standards; contracts with small, local businesses; accountability for human rights in the supply chain; hidden costs like energy to run vending machines 24/7; and most importantly *your voice*.
3. Here's what beverage marketing looks like on campuses.
4. [Same as above]
5. [Same as above]
6. Even university presidents get in on the action.
7. Companies pay brand ambassadors to hawk for them on campuses. Sometimes they’re students but they can also be faculty.
8. [Same as above]
9. So, why are *you* here? Maybe you care about the very clear connection between sugary drinks and health. Sugar-sweetened beverages are the top source of added sugars in the U.S. diet, and are linked to weight gain, diabetes, heart disease, and tooth decay.
10. Or the environmental impact of plastics.
11. Or Coke and Pepsi’s disingenuous commitments to health promotion.
12. Let’s think about what would be better. Student and faculty advocates at several universities have campaigned to improve the beverage environments at their schools. Some have improved their school’s pouring rights contract and others have eliminated it. Here are some of the changes they made at those schools.
13. [This slide will depend on whether you have access to your school’s contract. It’s easier to obtain a contract for public universities than private ones because you can often use open records acts like the Freedom of Information Act to gain access. Then you can highlight provisions that concern you here. If you go to a private university, it will be harder to access the contract and you may only be able to document beverage options and marketing on campus by doing surveys and taking photos. Then, you can propose changes you’d like to see.]
14. [Whether you obtain your school’s contract or not, at this point in the presentation you can contrast what you see around campus with other commitments your school has made publicly about sustainability and health. Does your school have a public health or medical school? Does your university brag about its goals and values but also markets sugary drinks?]
15. If you’re ready to act, here’s what the work looks like.
16. Please get in touch if you would like to support the campaign.