



2007 ANHEUSER-BUSCH SPORTS MARKETING

With its numerous sports-related sponsorships, Anheuser-Busch is a leader in the world of sports marketing and has helped thousands of athletes across the world participate in their favorite sports. The company's sports sponsorships include:

Baseball

- Official beer sponsor of Major League Baseball and 26 teams (Budweiser and Bud Light).

Basketball

- Official beer sponsor of the National Basketball Association (Bud Light).
- Official beer sponsor of the NBA in China (Budweiser) and Mexico (Bud Light).
- Beer sponsor of 25 domestic NBA teams (Bud Light).

Boat Racing

- Official team sponsor of Champ Boat Racing Series driver Tim Seibold (Bud Light).
- Official team sponsor of David Scott's offshore powerboat racing (Budweiser Select).

Boxing

- Official sponsor of marquee Latino boxing events (Budweiser).

Cycling

- Official beer of the U.S. Open Cycling Championships (Michelob ULTRA).

Equestrian Sports

- Title sponsor of the Budweiser Irish Derby.
- Numerous event title sponsorships on American Grandprix Association circuit (Budweiser).
- Sponsor of two U.S. polo teams (Michelob ULTRA and Bud Light).

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Football

- Official beer sponsor of 28 National Football League teams (Budweiser and Bud Light).
- Official beer sponsor of the National Football League (NFL) in Canada (Budweiser).
- Exclusive alcohol beverage and non-alcohol, malt-based beverage sponsor of the Super Bowl telecast through 2012 (Anheuser-Busch).
- Exclusive alcohol beverage and non-alcohol, malt-based beverage sponsor of the Bowl Championship Series (Orange, Sugar, Fiesta and National Champ Games) on FOX through 2010 (Anheuser-Busch).

Golf

- Official sponsors of the PGA TOUR, the Champions Tour and the LPGA (Michelob ULTRA and O'Doul's).
- Title sponsor of the LPGA Michelob ULTRA Open at Kingsmill Resort and Spa.
- Sponsor of PGA TOUR golfer Sergio Garcia (Michelob ULTRA).
- Sponsor of LPGA golfers Lorie Kane, Grace Park and Natalie Gulbis (Michelob ULTRA).
- Exclusive alcohol beverage and non-alcohol, malt-based beverage sponsor of the Ryder Cup/Presidents Cup on NBC through 2011 (Anheuser-Busch).
- Exclusive alcohol beverage and non-alcohol, malt-based beverage sponsor of the PGA Championship on CBS through 2011 (Anheuser-Busch).

Hockey

- Official beer sponsor of the National Hockey League (Bud Light).
- Official beer sponsor of 21 U.S.-based NHL teams (Bud Light).

Lacrosse

- Official beer sponsor of Major League Lacrosse and each of its 10 teams (Bud Light).

NASCAR

- Official beer sponsor of NASCAR (Budweiser).
- Primary team sponsor of #8 Budweiser Chevrolet, driver Dale Earnhardt Jr. (Budweiser).
- Official beer sponsor of Daytona International Speedway (Budweiser).
- Title sponsor of the Budweiser Shootout at Daytona and the Budweiser Pole Award.
- Title sponsor of the NASCAR *BUSCH* Series/NASCAR *BUSCH* East Series and the *BUSCH* Pole Award.
- Exclusive alcohol and non-alcohol, malt-based beverage sponsor of the Daytona 500 on FOX through 2010 (Anheuser-Busch).

NHRA

- Official beer sponsor of the NHRA (Budweiser).
- Primary team sponsor of Kenny Bernstein's Top Fuel Dragster, driver Brandon Bernstein (Budweiser).

Olympics

- Official malt beverage sponsor of the U.S. Olympic Team through 2008 (Anheuser-Busch).
- Official international beer sponsor of the 2008 Olympic Games in Beijing, China (Budweiser).
- Exclusive alcohol and non-alcohol, malt-based beverage of the 2008 Beijing Olympic Games telecast on NBC, Telemundo and all cable properties (Anheuser-Busch).
- Official beer sponsor of the China Olympic Team through 2008 (Budweiser).
- Official beer sponsor of the Guam National Olympic Committee (Budweiser).
- Official beer sponsor of Team Great Britain (Michelob ULTRA).
- Official beer sponsor of the National Olympic Teams in 30 countries (Budweiser).

Outdoors

- Sponsor of the National Fish and Wildlife Foundation, the National Shooting Sports Foundation, Ducks Unlimited, Quail Unlimited, Delta Waterfowl Foundation, Quality Deer Management Association, American Trapshooting Association Grand American, National Bird Dog Trials and World Shooting Complex (Budweiser).

Rodeo Sports

- Official beer sponsor of the Professional Bull Riders (Bud Light).
- Sponsor of world-class bull riders Ross Coleman and Justin McBride (Bud Light).

Running

- Title sponsor of the Michelob ULTRA Run to the ULTRA series; 40 events in the United States.
- Official beer sponsor of the Flora London Marathon (Michelob ULTRA).

Soccer

- Official beer sponsor of the Mexican National Soccer Team in the United States (Bud Light).
- Official beer of Chivas of Guadalajara in the United States (Bud Light).
- Official beer of the InterLiga tournament (Bud Light).
- Official beer of the SuperLiga Tournament between Mexican First Division and MLS teams (Bud Light).
- Official beer of the English F.A. Premier League (Budweiser).
- Official beer of Manchester United of the English F.A. Premier League (Budweiser).
- Official beer sponsor of Club Libertad, in Asunción, Paraguay (Budweiser).
- Official sponsor of the U.S. men's (Budweiser) and women's (Bud Light) National and Olympic teams.
- Official beer sponsor of Major League Soccer and each of its 12 teams (Budweiser and Bud Light).

Snow Sports

- Official beer sponsors of the American Ski Company and its seven mountains, which includes title sponsorship of the Bud Light Cowboy Downhill at Steamboat Springs, Colo. (Bud Light).
- Official beer sponsors of Aspen Ski Company (Bud Light).
- Title sponsor of the Bud Light Street Beat concert series in Vail, Colo.
- Official beer sponsor of the American Ski Classic held at Vail, Colo. (Bud Light).
- Official beer of United States Ski and Snowboard Association (Bud Light).
- Official sponsor of “The Session” snowboard event in Vail, Colo. (Bud Light).
- Title sponsor of the BudRiders’ River Jump in Italy (Budweiser).
- Official sponsor of professional Italian snowboarder Tato Chiala (Budweiser).

Tennis

- Official beer sponsor of Pilot Pen Tennis, a United States Tennis Association event (Michelob ULTRA).

Triathlon

- Title sponsor of the 2007 Michelob ULTRA London Triathlon.

Volleyball

- Official beer sponsor of the Association of Volleyball Professionals (Bud Light).
- Official beer sponsor of the California Beach Volleyball Association (Bud Light).

Water Sports

- Official sponsor of professional surfers Fred Patacchia, Benji Weatherley, Serena Brooke, Bron Heussenstamm and Sean Moody (Bud Light).
- Official sponsor of Italian surf champion Nicola Bresciani, 2006 female surf champion Valentina Vitale, 2006 Italian windsurf freestyle champion Federico La Croce and kite rider Piercarlo Ricasoli (Budweiser).
- Title sponsor of Bud Light WakeFest in Toronto, Canada.

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