

Bud Light's major sports sponsorships

The following highlights Bud Light's major sports sponsorships and lists some of the specific marketing elements used with those deals. With many Anheuser-Busch sponsorships, A-B alternates between use of its Budweiser and Bud Light brands.

BASEBALL

Anheuser-Busch became the official beer of Major League Baseball in 1996 and now sponsors 26 of 29 domestic teams. Bud Light's sponsorship at the team level began in 1982.

Marketing elements:

- Team-specific packaging for all sponsored teams to include aluminum cans and bottles
- Team- and league-specific points-of-sale that is co-branded with Budweiser
- Commercials and behind-the-plate signs on all MLB TV, Fox, Turner and ESPN game broadcasts
- All-Star Game One Night Stand concert
- Budweiser Long Ball Challenge video-game promotion in all A-B-sponsored team markets

BASKETBALL

Anheuser-Busch became the official beer of the NBA in 1998. Bud Light team sponsorships date to 1982 and now include 26 of 28 domestic teams. Bud Light is also the official beer sponsor of the NBA in Mexico.

Marketing elements:

- Team-specific points-of-sale
- Schedules, banners, table tents, neon signs, mirrors, metal signs, refrigerator wraps and vehicle wraps
- Team-specific promotional products and events in select team markets including shirts, caps, T-shirts, jerseys, practice jerseys, jackets, wristbands and beads, Bud Light Party Zones, Pop-A-Shot games, viewing parties, concerts and pep rallies.
- League promotions include a marketing presence for the All-Star Game and the NBA Finals, packaging for an All-Star aluminum bottle and a Pop-A-Shot Challenge in select cities.

BOAT RACING

Bud Light began its sponsorship of Team Seebold in 1982. The ChampBoat Racing Series team has 14 national and world championships.

Marketing elements:

- Radio ads, points-of-sale



NBAE/GETTY IMAGES
Bud Light's deal with the NBA dates back to 1998

BULL RIDING

Bud Light signed on as a founding partner of the Professional Bull Riders in 1993 and was the tour title sponsor until 2003. Bud Light is still a sponsor of the PBR and bull riders Ross Coleman and Justin McBride.



The brand was a founding PBR partner.

FOOTBALL

Budweiser and Bud Light are the official beer sponsors of 28 NFL teams and the exclusive alcohol and non-alcohol malt-based beverage sponsor of the Super Bowl. The brands were the official beers of the NFL from 1984-2002.

Marketing elements:

- Team-specific packaging for all sponsored teams to include aluminum cans and bottles
- Internet and in-store cross-promotion for CBS SportsLine Fantasy Football Challenge
- Local promotions include a Bud Light Ultimate Fan Experience, Bud Light tailgate parties and One Night Stand concerts.
- Anheuser-Busch signed a deal in 2006 with Fox to become the official alcohol beverage and non-alcohol malt-based beverage sponsor of Bowl Championship Series games on Fox through 2010.

HOCKEY

Bud Light signed on as the official beer of the NHL in 1988 and currently sponsors 21 domestic teams.

Marketing elements:

- Team-specific points-of-sale
- On-site Drop The Puck tournaments and Team Party Zones in select arenas
- Defining Moments promotion on NHL.com
- Billboard ads and team-specific shrink-wrap packaging for the Buffalo Sabres
- Bud Light has been the official beer of the ECHL since 1997.

LACROSSE

Bud Light has been the official alcoholic beverage of Major League Lacrosse since the league started in 2001 and now, in addition to its league deal, sponsors all 10 MLL teams. Bud Light Zones have been established at each MLL venue and the company has brand identification on Washington Bayhawks team uniforms and field board signage at the games.

In 2006, Anheuser-Busch broadcast the MLL semifinals live on BudLight.com, marking the first time the league's semifinal games were broadcast live to a worldwide audience.



Bud Light Zones are at each MLL venue

OLYMPICS

Anheuser-Busch, with Budweiser, became the official beer sponsor of the U.S. National Soccer Teams starting in 1989.

In 2000, A-B signed on as the official malt beverage of the U.S. Ski Team and U.S. Snowboarding. Bud Light provides use of official marks and signage at eight televised events per

year.

In 2004, A-B extended its sponsorship of the U.S. Olympic Committee through the 2008 Beijing Olympics and became the exclusive beer and alcohol advertiser on the NBC family of networks during Olympic coverage through those games.

POLO

Sponsor of a U.S. polo team

SNOW SPORTS

Bud Light has sponsored the sport of snowboarding since 1995 with current marketing including promotional products and a winter shrink-wrap package.

It also is the primary sponsor of the Warnert Racing snowmobile teams.

SURFING

Bud Light has sponsored the sport since 2004. Current surfer sponsorships include Serena Brooke, Bron Heussenstamm, Sean Moody and Benji Weatherly.

Marketing elements:

- Points-of-sale, outdoor, print ads and shrink-wrap beach bottle packaging
- On-premise promotions, autograph sessions and surf clinics
- Surf video produced each year featuring athletes and their lifestyle



The Tampa Bay Buccaneers are one of 28 NFL teams with a Bud Light sponsorship.

VOLLEYBALL

The AVP Tour named Bud Light its official beer of the tour in 2000. Bud Light is the official and exclusive malt beverage sponsor of 18 events on the tour and receives television exposure on AVP broadcasts on NBC and Fox Sports Net.

Marketing elements:

- Bud Light Party Zones, Beer Gardens and a concert program for the tour
- Player parties, concerts, retail volleyball displays, local radio ads and shrink-wrap bottle packaging, which includes the image of AVP pro Misty May-Treanor

Source: Anheuser-Busch, SportsBusiness Journal archives