

BENSON AND HEDGES  
& Sadler's Wells

**SELLOUT**



## SPONSORSHIP - WHAT'S IN IT FOR THE TOBACCO COMPANIES?

Ever since their advertisements were banned from radio and television, the tobacco companies have been desperately searching for alternative ways to keep their brands in the public eye.

Thanks to a gaping loophole, they have managed to circumvent the radio and T.V. ban. Corporate advertising and "same name" advertising techniques (such as the House of Dunhill) have taken over from straight cigarette commercials, while exposure of brand names is maintained through sponsorship of televised events; the Winfield Cup, Benson and Hedges cricket, Marlboro tennis, Dunhill showjumping, the Phillip Morris Collection at the new National Gallery, Winfield Promotions at the Nimrod, the Benson and Hedges presentation of Sadlers Wells ballet.

The list goes on and on.

## SO WHAT'S WRONG WITH SPONSORSHIP?

There's nothing wrong with sponsorship in principle. But the tobacco industry has embarked on a program to systematically "buy out" prominent sportspersons, artists and personalities. By out-bidding other corporations who offer their sponsorship, they are accumulating a long list of celebrities who are financially dependent on the tobacco industry. These people, most of whom don't smoke, become the pimps of the tobacco pushers. They are forced to endorse the smoking habit whether they like it or not.

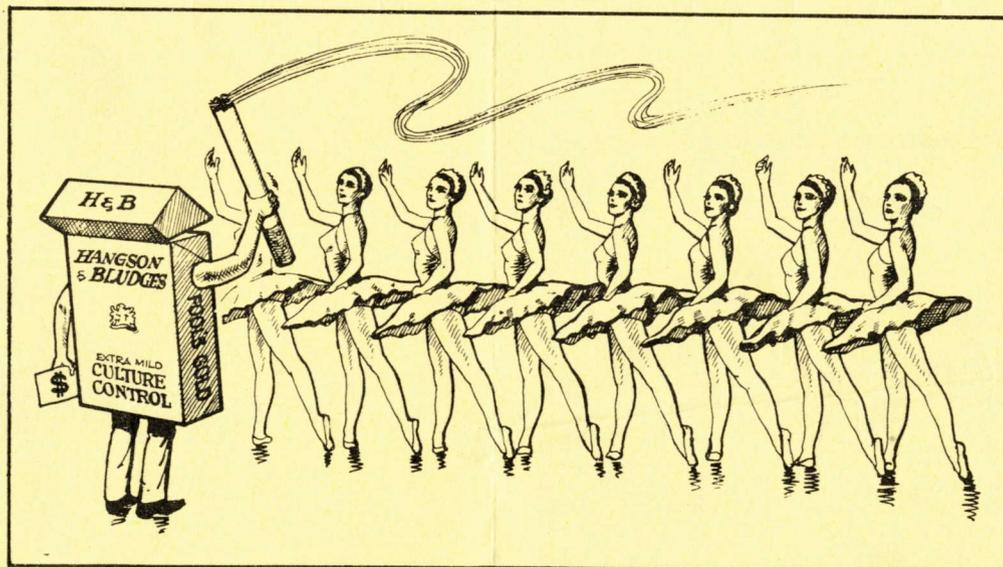
The manipulative power of the tobacco companies guarantees that anyone speaking out against them will be quickly silenced.

## WHAT ABOUT FREEDOM OF CHOICE?

The tobacco pushers say that people should be free to choose whether they smoke or not. That's perfectly right. But through their sheer financial might, the tobacco industry is taking over Australian culture, and as their influence spreads, they are buying up our freedom of choice.

If we didn't want to be subjected to cigarette advertising, we used to have the choice of not buying magazines which carry those ads. We used to be able to change channels to the A.B.C. There were sporting events which were not just extravagant cigarette ads. Actors who didn't want to be co-opted into drug pushing could avoid the theatres who accepted tobacco sponsorship. Sportsmen who felt it immoral to promote a habit that they themselves abhor once had some choice.

Now that freedom of choice is almost gone.



## WHO CARES ANYHOW?

Three years ago, a small group of people concerned about a gutless and hypocritical government which refused to ban advertising of unhealthy products, decided to take action.

Since then thousands of posters advertising unhealthy products have been re-faced and the initials B.U.G.A. U.P. (Billboard Utilising Graffitists Against Unhealthy Promotions) added.

B.U.G.A. U.P. has since become an Australia wide movement, dedicated to exposing the manipulative processes used by advertisers to perpetrate legal drug abuse.

If you too care about the legal drug pushers' rampant immorality, here are some things you could do:

- a) Reface billboards
- b) Start your own protest movement
- c) Write to your local member
- d) Complain to the theatre management
- e) Send money to B.U.G.A. U.P.
- f) None of the above
- g) All of the above

Support B.U.G.A. U.P. and go for it!

B.U.G.A. U.P.  
P.O. Box 78,  
Wentworth Building,  
University of Sydney  
N.S.W., 2006

B.U.G.A. U.P.  
P.O. Box 285  
Fitzroy,  
Victoria, 3065

