



PROHIBITING TOBACCO SPONSORSHIP AT RODEOS MODEL POLICY

Findings of Fact and Purpose

The [rodeo board] finds that:

- a) [Name of rodeo] is a family event. Tobacco advertisements at the rodeo detract from the family atmosphere of the rodeo by enticing children to engage in activities that are unlawful; and
- b) Tobacco product advertising and promotions that appeal to minors undermine state and local laws prohibiting the sale and distribution of tobacco products to minors; and
- c) Tobacco companies' sponsorship of rodeos influences youth attitudes and behaviors related to smoking and spit tobacco, associates cigarette and spit tobacco brands with the excitement of sporting events, and evokes positive attitudes about tobacco and tobacco use; and
- d) The tobacco industry advertises at and sponsors events to foster a connection between tobacco use and community events, normalize tobacco use, and promote the tobacco company as a supporting member of the community; and
- e) The [rodeo board] has a unique opportunity to create and sustain a healthy environment that supports a non-tobacco norm through a tobacco-free sponsorship policy, rule enforcement, and adult-peer role modeling during [the rodeo]

Prohibitions

The [rodeo name] shall not accept or allow any tobacco-related sponsorship or advertising. Prohibitions include:

- a) Accepting or allowing any rodeo-oriented benefit that promotes a tobacco brand, product, or company name. This includes items such as a scoreboard, signs, banners, etc.
- b) The free distribution or sale of tobacco products and promotional items that identify with a tobacco company or brand anywhere on the premises. This includes sampling and promotional booths and tents, and tobacco-related giveaways.
- c) Accepting money or other compensation from a tobacco company, including for a purse, point fund, or scholarship program; naming rights to the rodeo; or advertisements in programs and other print materials.
- d) The use of a tobacco brand, product, or company name to describe livestock in the event program or schedule, or the announcement of livestock with tobacco-related names over the public address system.

[Insert the following sentence if the rodeo has the authority to bind other events held on the property]
This policy extends to any entity that leases, rents, or otherwise holds events on the property.

Effective Date

This policy statement is effective immediately upon the date of adoption.

Board President

Date





TOBACCO-FREE RODEO GROUNDS MODEL POLICY

Findings of Fact and Purpose

The [rodeo board] finds that:

- a) Tobacco use in the proximity of children and adults engaging in or watching outdoor activities at [rodeo name] is detrimental to their health and can be dangerous to those using such facilities; and
- b) The [rodeo board] has a unique opportunity to create and sustain an environment that supports a non-tobacco norm through a tobacco-free policy, rule enforcement, and adult-peer role modeling during [rodeo name]; and
- c) Parents, leaders, and officials involved in rodeo events are role models for youth and can have a positive effect on the lifestyle choices they make; and
- d) The tobacco industry advertises at and sponsors events to foster a connection between tobacco use and community events; and
- e) Tobacco products, once consumed in public spaces, are often discarded on the ground requiring additional maintenance expenses, diminish the beauty of [the rodeo's] facilities, and pose a risk to livestock and toddlers due to ingestion; and
- f) The prohibition of tobacco use at [rodeo name] serves to protect the health, safety and welfare of participants, livestock, and fans of the rodeo.

Prohibitions

- a) During [rodeo name], tobacco use is prohibited on the entire rodeo grounds, including [list applicable areas such as all vendor areas, restrooms, concession areas, seating areas, performance areas, buildings and their entrances, etc.].
- b) This tobacco-free policy applies to all employees, independent contractors, and members of the general public while attending [rodeo name].
- c) [Insert the following sentence if the rodeo has the authority to bind other events held on the property] This policy extends to any entity that leases, rents, or otherwise holds events on the property.

Effective Date

This policy statement is effective immediately upon the date of adoption.

Board President

Date

