



# Alcohol sellers woo Ontario campus teams

TORONTO (CUP) — Members of an Ontario athletics association have refused a \$25,000 sponsorship from a Canadian distiller because the company wanted too direct an association with the organization.

The Ontario Universities Athletic Association (OUAA) rejected Gilbey Canada's offer to sponsor the 1982-83 hockey season, although it accepted a Labatt's proposal to promote football.

The Gilbey's offer was rejected because the administrations at the universities of Toronto, Western and Queen's opposed it. However, the 10 other OUAA members supported it.

U of T athletic director Gib Chapman said the Gilbey sponsorship entailed too direct an association with OUAA hockey and "there are better ways of achieving our objectives".

Chapman said the Labatt's offer to promote OUAA football was acceptable because they planned to use posters and advertisements, while Gilbey's wanted to directly sponsor teams and competitions. He said the Labatt's approach was acceptable "provided the ads meet any liquor commission regulations

and are approved in good taste by the OUAA".

So why are these companies fighting to offer sports teams easy money?

Labatt's campus representative Ed Skrlj doesn't deny that increased sales is his company's motivation.

"The university market is one of the most important markets to breweries," said Skrlj. "We recognize they (the OUAA) need funds. We try and help the university out and in return we get the advertising and keep our name in a high profile."

Nike, Pony, Coca-Cola and Speedo have all sponsored OUAA sports at some time and, according to Chapman, "there was always some suggestion that students buy their products".

But some universities are sensitive about which sponsorships they will accept because of the product's image.

"We're trying to promote health and fitness," said Al Lenard, Queen's University athletic director. "We can't be promoting beer and

liquor in the same breath."

Lenard said he also spurns large-scale sponsorship by any company. Although Queen's allows several Kingston companies to quietly support its teams, "We don't want posters plastered all over the place or high-key commercialism," he said.

However, he added that Queen's would participate in any OUAA-approved programs. "It's not fair to tell our students they can't compete because of a decision we made," he said.

Luckily, Queen's competes in the Ontario-Quebec Football Conference, not the OUAA, and so avoided any debate over the Labatt's proposal.

The University of Western Ontario was not so lucky. Western, like Queen's, opposes any sponsorship by breweries, distilleries or tobacco companies, and stood alone in opposition to Labatt's offer.

Western policy permits beer and alcohol ads in continuing university publications, but opposes other types of promotions. Western has therefore refused to share in any revenue the OUAA agreement with Labatt's generates.

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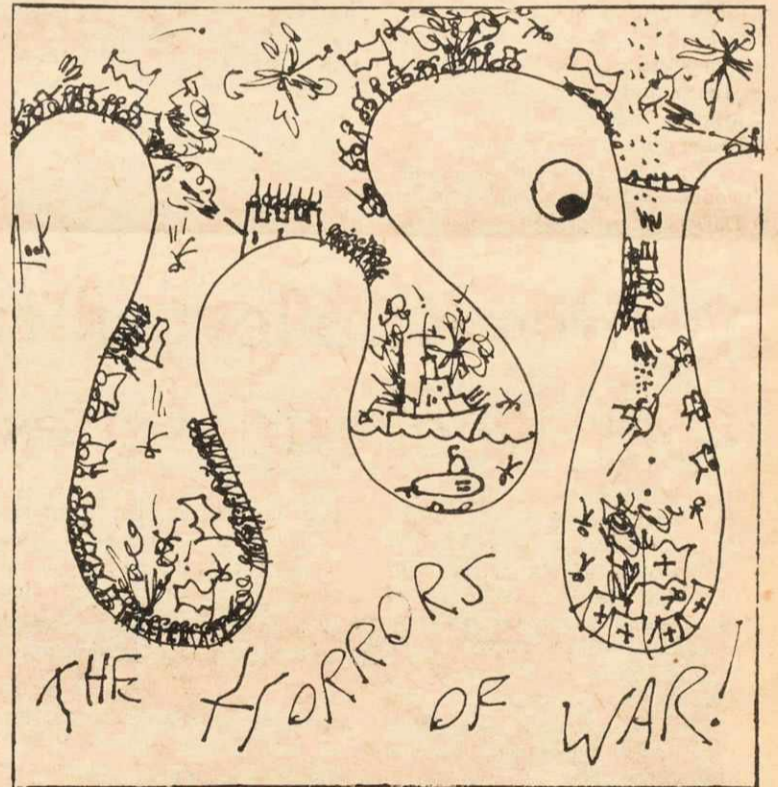
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nurses, and succeeded at keeping the audience entertained.

After the final act of the evening (the SAHPER choir), "For the Health of It '83," closed with a Grand Finale. The SAHPER choir began singing "Up, Up with People," and before they were through, everyone in the show joined on stage to bring the event to a close.

Dr. Tonks, Dean of the Health Professions took care of announcing the winning skit. In fourth place was SAHPER, third was Pharmacy, second place went to Nursing, and for the third year in a row, Physiotherapy took first place honours in the Variety Show "For the Health of It."

Throughout the show, door prizes were awarded. The first prize (Luncheon at LeBistro's) went to Sandy Sandford, the second prize (Two tickets to Neptune's "Special Occasions") went to Pam Boyce, and the third prize (A record of her choice from Kelly's stereo mart) went to Angie Jones.



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