

# Alcohol sports sponsorship in Uganda

## Fact Sheet

### Why it matters

Uganda has the highest per capita alcohol consumption in the African Region (19.9 among males, and 4.9 among females).(1) The alcohol industry promotes its brands by sponsoring sports teams and events.(2,3) This kind of sponsorship influences young people.(4,5) Studies indicate that when young consumers and adult athletes are exposed to alcohol sponsorship in sports, they tend to drink more alcohol.(6)

In Uganda, alcohol producers have partnered with various sporting bodies to sponsor sports teams, tournaments and other activities. The case study explores what types of sponsorship activities related to professional sports are taking place across Uganda, which alcohol industry actors are involved, and what similarities and differences exist between sports sponsorship in Uganda and globally.

Uganda lacks statutory laws on alcohol marketing and only has voluntary guidelines to reduce harmful and misleading alcohol advertising. There are currently no restrictions against alcohol sponsorship in sports in Uganda.

The Uganda Alcohol Control Bill was presented to Parliament in 2023 and aimed to regulate the purchase, sale and consumption of alcohol. However, in August 2024, the Parliament of Uganda rejected the Bill after reported lobbying from the alcohol industry and opposition from the Committees of Trade and Health. (7)

### What the case study is about

This fact sheet is part of a wider campaign by FORUT, which includes a research project commissioned to study alcohol industry activity across sub-Saharan Africa. It includes documenting examples of marketing and corporate social responsibility activities in sub-Saharan Africa. The project focused on three transnational alcohol companies in which the Norwegian Government Pension Fund invests: AB InBev, Diageo and Heineken. The project's research findings can be found in the FORUT report "Pursuing profit at the expense of public health? Case studies of alcohol industry political activity in sub-Saharan Africa." This fact sheet is based on: Purves, R., Ogora Auma, V., Mitchell, G., & Tumwesigye, N. (2025). Alcohol Sports sponsorship in Uganda: A case study analysis. *International Journal of Alcohol and Drug Research*. <https://doi.org/10.7895/ijadr.557>

### What did the alcohol industry do?

- **There are two main sports sponsors in Uganda: Nile Breweries Limited (owned by AB InBev) and Uganda Breweries Limited (a subsidiary of East African Breweries Limited which is mainly owned by Diageo).**

- The alcohol industry sponsored sports as a common practice in Uganda, with multiple alcohol brands sponsoring a wide range of sports, including **football, rugby, basketball, pool and golf**.
- The alcohol industry promotes its sponsorships through:
  - social media posts and
  - news reports.
- News and social media coverage of **sports sponsorship** emphasised the financial contribution made by the alcohol industry, positioning it as central to the sustainability of sports in the country.
- The alcohol industry explicitly promoted their products with:
  - limited edition alcohol products,
  - alcohol brand logos in sports venues,
  - advertising and promotion at various locations inside and outside of sports venues,
  - featuring of alcohol industry representatives in news reports.
- The alcohol industry used elements of **Uganda heritage and history** in its marketing activities.
- The alcohol industry's sports sponsorship positioned alcohol brands as central to **Ugandan culture**.

## Way Forward

- The government needs to introduce restrictions on alcohol industry sponsorships in sports to reduce youth exposure to alcohol marketing.

## References

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