**Monitoring Alcohol Marketing**

**Appendix 3: Sample In-Depth Observation Checklist**

This form should be used to describe an industry-sponsored event.

Date:

Name of the event:

Location:

Sponsoring company or brand:

Describe the type of event:

Sponsored event (sports, music, art or entertainment, cultural, bar or night club)

CSR (educational, environmental, health or community welfare, drink and driving initiative, violence prevention)

List the co-sponsors (join sample)

Were alcohol beverages free samples provided at the event?

Were alcohol beverages sold at the event? Was there a special offer/price? Multi-pack discounts?

Were coupons provided (join a sample)

Were there gifts or objects with the logo/symbol/brand name provided (such as t-shirts, hats, other)

Did the event include interactive media or gaming features? Describe.

Was customer information collected (e.g. name, address, email, other)