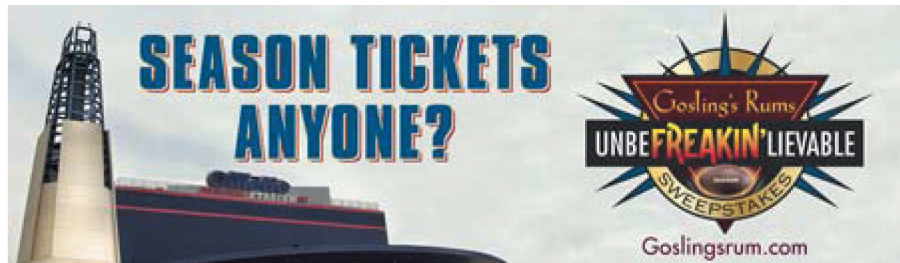


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Sponsorships, Advertising & Marketing

Rum Runners: Patriots Ink Sponsorship Deal With Gosling

The Patriots have signed a sponsorship deal with Bermuda-based rum company Gosling Bros., according to Scott Van Voorhis of the BOSTON HERALD. Gosling's rum will be offered at Gillette Stadium's main club and in luxury suites. Kelley & Co. President & CEO Glenn Kelley, whose company is handling Gosling's Patriots deal, said that there are also "plans for Patriots drinks and punches featuring Gosling's rum, as well as stations on the Gillette Stadium grounds that will offer hot toddies and other Gosling's-based drinks." Van Voorhis notes that for the Patriots, the deal "represents one of the first agreements with a smaller, niche player." Patriots Exec Dir of Media Relations Stacey James: "It's probably the first time we have done something on that scale. That might open the door for other opportunities" (*BOSTON GLOBE*, 8/17). Gosling is running a sweepstakes around the partnership, dangling as the grand prize tickets to every football game, soccer match and concert at Gillette Stadium in '07 (*Gosling*).



Patriots Ink Sponsorship Deal With Bermuda-Based Rum Company