

ELECTION YEAR DISBURSEMENT PLANNING & STRATEGY

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ABOUT DIAGEO PAC

- ~1,600 eligibles
- 3.1% participation
- 60% leadership giving
- \$140,000/cycle
- Ranked 11th among top beverage alcohol PACs
- Established PAC Governance Committee

KEY TRENDS IN A DYNAMIC POLITICAL LANDSCAPE


- Rise in individual high-dollar and Super PAC spending
- Nationwide donor pools and online platforms
- Sophisticated political teams and data-driven analysis
- Greater online transactions
- More/unique giving opportunities

PLANNING CONSIDERATIONS

- Budget
- Priorities
- ROI
- Bandwidth
- Decisionmakers

DISBURSEMENT DELIBERATIONS

- Annual/cycle budget
- Candidate criteria and/or questionnaire
- Annual/election report
- Conventions, other special events
- Expanding your political footprint
- Other considerations?



DIAGEO PAC
Giving Principles

In consultation with staff, the Diageo PAC Governance Committee considers certain criteria to determine an effective strategy for disbursing funds. These guidelines are by no means all-inclusive of the factors considered, and Diageo PAC reserves the right to routinely re-evaluate financial support to ensure prudent, transparent, and compliant giving.

Criteria

Demonstrated Professionalism Individuals exhibit behavior that earns employee and public trust prior to seeking public office, during a campaign, or while holding elective office, including demonstrated integrity regarding personal, political, and policy matters.	Record on Issues For those with a public voting record or campaign platform, Diageo PAC considers candidates' history of supporting issues that impact stakeholders, existing and/or prospective entities, and consumers.
Campaign Viability Candidates running for office should have established, organized campaign operations with demonstrated potential for success.	Knowledge and Commitment to Issues For those without a public voting record or campaign platform, Diageo PAC evaluates candidates' knowledge of industry issues, particularly expressed interest in partnering with Diageo to become more informed and engaged.
Committee and Caucus Assignments Individuals serving on key committees or caucuses, particularly those with jurisdiction over Diageo business interests and are well positioned to address industry priorities while protecting responsible business practices and values.	Industry Professional/ Experience Candidates with business acumen or expertise, especially individuals who understand highly regulated industries and are recognized industry leaders, often receive priority consideration.
Leadership Position Lawmakers who serve in leadership positions within their political parties have a greater ability to help advance, or prevent, legislation from moving through the process and impact the party's position on various issues.	Constituent/ Geographic/ Jurisdictional Relevance Policymakers who represent or who work/reside near Diageo owned/operated facilities and who actively engage and consider Diageo stakeholder perspectives.

Guidelines

Ensure Compliance and Balance Uphold the highest ethical and nonpartisan standards to ensure that contributions are distributed in compliance with Federal Election Commission (FEC) regulations to individuals who support business growth and excellence and who exhibit professionalism in public service.	Identify Emerging Advocates Using established criteria, identify candidates with business expertise who understand and appreciate highly regulated industries.
Preserve Traditional Giving Primarily support candidates for U.S. Congress, leadership PACs of federal officeholders, trade association PACs, and others seeking public offices such as governor and state legislator. Diageo PAC does not participate in presidential elections.	Expand Political Footprint Identify opportunities through financial and in-kind contributions to expand the political footprint of Diageo PAC and Diageo North America across the country.
Prioritize Diversity Support various candidates, caucuses, and other PACs that prioritize diversity in government.	

DISBURSEMENT CATEGORIES/TYPES

- Monetary
 - In-kind
 - Corporate political
 - Other (IEs, Super PACs, (c)(4), etc.)
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- Check (mail, hand-deliver?)
 - ACH
 - Wire
 - CC

KEY TAKEAWAYS & CONSIDERATIONS

- Ensure timely payment, reconciliation, and compliance.
- Make the ask and maximize your impact.
- Be transparent (with fundraisers and eligibles).
- Prompt bigger thinking:
 - > How large does our PAC need to be to support our disbursement priorities?
 - > What resources are available or could be reprioritized/allocated to amplify disbursement activity?

QUESTIONS?

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