

Appendix 1. Data Sources

Data reference	Source	Web link	Date last accessed
NB1	X	https://x.com/KayangweGodwin/status/1698652073804644453?s=09	10.09.24
NB5	X	https://x.com/FUFADrum/status/1721181014779646062	10.09.24
NB7	Facebook	https://www.facebook.com/search/top/?q=Nile%20Breweries%202022%20-%20Kiplimo	23.10.23 Content now removed
NB9	Tik Tok	https://www.tiktok.com/@radiowestug/video/7178506894426918150?is_from_webapp=1&sender_device=pc	13.09.24
NB10	Tik Tok	https://www.tiktok.com/@radiowestug/video/7178506894426918150?is_from_webapp=1&sender_device=pc	13.09.24
NB11	Sports Nation	https://sportsnation.co.ug/2022/05/06/uganda-rugby-busking-in-sh9-8bn-nile-special-package/	10.09.21
NB12	Uganda Radio Network	https://ugandaradionetwork.net/story/nile-breweries-to-sponsor-fufa-drum-tournament-for-3-years#google_vignette	10.09.24
NB13	FUFA	https://www.fufa.co.ug/marketing-fufa-nile-special-announce-ugx-4-billion-partnership-deal/	10.09.24
NB14	Pulse Sports Uganda	https://www.pulsesports.ug/other-sports/story/nile-special-national-open-resuscitates-pau-pool	10.09.24
NB15	X	https://x.com/NileSpecial/status/1717776141677699567?s=09	10.09.24
NB16	Kawowo Sports	https://kawowo.com/2022/05/06/nile-special-unveils-shs9-8bn-rugby-sponsorship/#:~:text=Uganda%20Breweries%20Limited%20has%20unveiled,their%20flagship%20brand%20Nile%20Special.	10.09.24
NB17	Sports Nation	https://sportsnation.co.ug/2022/11/18/onyango-nile-special-spearhead-cranes-2026-world-cup-campaign/	10.09.24
NB18	Facebook	https://www.facebook.com/search/top?q=nile%20breweries%20limited	23.10.23 Content now removed
NB20	X	https://x.com/NBLUganda/status/1717841382012817728?s=09	10.09.24
NB21	X	https://x.com/NileSpecial/status/1717841887455748254?s=09	10.09.21
NB23	X	https://x.com/AFKampala/status/1698644838365696402?s=09	10.09.23
NB24	X	https://x.com/MbararaCorpClub/status/1703851068231200775?s=09	10.09.24
NB25	X	https://x.com/NBLUganda/status/1728008614437085443?s=09	10.09.24
NB29	Facebook	https://www.facebook.com/search/top/?q=Nile%20Breweries%202022%20-%20Kiplimo	23.10.23 Content now removed
NB31	X	https://x.com/UgandaRugby/status/1733768856353603851?s=09	10.09.24
UB1	X	https://x.com/AndrewOulanyah/status/1698604230909513988/photo/2	13.09.24
UB3	Kawowo Sports	https://kawowo.com/2022/03/08/uganda-premier-league-rewards-uras-timbe-mukwala/	10.09.24
UB4	Chimpreports	https://chimpreports.com/ubl-fuba-enter-multi-million-sponsorship-deal-for-national-basketball-league/	10.09.24
UB6	X	https://x.com/UgandaBreweries?s=09	03.11.23 Access now restricted
UB7	X	https://x.com/UgandaBreweries?s=09	03.11.23 Access now restricted
UB8	Kawowo Sports	https://kawowo.com/2021/10/18/uganda-premier-league-gets-shs-1-billion-boost-fans-to-win-cash-in-prediction-gimmick/	10.09.24
UB9	X	https://x.com/UgandaBreweries?s=09	03.11.23 Access now restricted
UB12	X	https://x.com/UgandaBreweries?s=09	03.11.23 Access now restricted

Appendix 2. Images from site visits featuring Nile Breweries' brands



Appendix 3. Images from site visits featuring Uganda Breweries' brands

