Reviewer's report

Title: Maintaining relevance: An evaluation of health message sponsorship at Australian community sport and arts events

Version: 4 Date: 12 November 2014

Reviewer: Ben Smith

Reviewer's report:

The authors have now addressed all of the outstanding issues highlighted in the reviews of this manuscript. There are only minor editorial corrections needed in the Discussion section:

- the first sentence refers to two-thirds of audience members, when the figure is now <60%
- line 12 in this same paragraph refers to "Heathway"
- line 18 in the next paragraph refers to "mentally health" messages
- the modified sentence in the next paragraph, beginning "Framing abstinence..." refers to "cessation smoking" (missing "of") and "message" (which should be "messages")
- in the limitations section the issue of visual signage is mentioned for the third time in the sentence beginning "In addition..." (line 10), which seems repetitive
- given the removal of prompted awareness data, the sentence beginning "To minimise the impact of this difference..." (line 15) does not seem relevant now

Level of interest: An article whose findings are important to those with closely related research interests

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I declare that I have no competing interests