



“Money’s Worth” Frequently Asked Questions

References: RCW 66.28.305, 043 & 310-WAC 314-52-080 & 113- WAC 314-12-140 (02/11/2015)

Please see Special Occasion Chart for standards related to Non Profits

Theme: Rules on providing items of value between Licensees



Why is Money’s Worth Regulated: Money’s Worth laws were established to prevent one industry member from “unduly influencing” another. Many of the provisions originate out of the desire to not repeat the business tactics that resulted in the national response of Prohibition.

Not Allowed

Items that are “Money’s Worth”

- Extension of Credit or directly providing money
- Providing Labor normally provided by retail licensee
- Liquor Products or other Products
- Sponsoring promotional events for a specific licensee
- Promotional gift Items i.e. vacations, vehicles etc.
- Tables, Chairs, Table Umbrellas, Equipment custom Display Cabinets & Mirrors.

Please note: A licensed retailer may purchase these items at fair market value from another licensee. A violation of the law may impact all licensed parties.

Allowed

Items that are **Not** considered to be “Money’s Worth”

Promotional Items: Trays, Lighters, Blotters, Postcards, Coasters, Menu Cards, Meal Checks, Napkins, Clocks, Mugs, Glasses, Hats, Visors, Tee Shirts, Jackets or other Clothing, Point of Sale Display, Mirrors or Promotional Event Banners, Point of Sale Advertising, Brand Signs (including neon signs) that are limited to one or all of the following information: 1.Product Brand, 2. Product Package information and 3. Product Price)

Please Note: The promotional items are for use by the retail licensee. They are not to be given away to consumers. Items must bear imprinted logo of the industry member that is providing the item only, and items may not be targeted to or appeal principally to youth. Please see restrictions regulations regarding “Signs, Banners & Point of Sale” promotional materials. All items must have invoices.