



WAC 314-52-130 Public and civic events – Effective April 3, 2010

This rule was created to clarify existing law as it applies to public and civic events (for example: Seafair, Lakefair, Northwest Folklife). It is effective April 3, 2010.

Event Organizer:

The organizer of a public or civic event may receive sponsorship fees from a manufacturer or distributor of alcohol if the event organizer is not a special occasion liquor licensee. The manufacturer or distributor of alcohol may also provide the following:

- Programs or flyers to be disseminated at the event;
- Signage with the manufacturers name or brand name of products; and
- Giveaways of alcohol promotional items may only be given to persons over 21 years of age.

Acknowledgement of the sponsor, either by name, brand, or both is allowed in any media advertisement where the function recognizes the sponsors of the event. The size of the alcohol sponsor acknowledgement may not exceed the size of the event name.

There cannot be a direct or indirect relation between the manufacturer or distributor and the special occasion licensee. In other words, the contract between the event organizer and the manufacturer or distributor cannot require participation of any kind of the special occasion licensee.

Special Occasion Liquor Licensee:

A manufacturer or distributor of alcohol may not sponsor a special occasion licensee at public and civic events. Money may not be given directly to the special occasion licensee, or employees thereof. There are two exceptions; a manufacturer or distributor of alcohol may provide the following advertising for a special occasion licensed event:

- Signage with the industry members name or brand name of their products; and
- Media coverage of the event, programs or flyers to be disseminated at the event.

A manufacturer of alcohol may donate their product to a nonprofit charitable corporation or association 501(c)(3) or 501(c)(6) holding a special occasion license.

Advertising Restrictions at Special Occasion Licensed Premises:

- The board limits each special occasion licensed premises to a total of four signs referring to alcoholic beverages, brand names, or manufacturers that are affixed or hanging in the windows and on the outside of the special occasion licensed premises that are visible to the general public from the public right of way.
- The board limits the size of a sign advertising alcohol, brand names, or manufacturers that are affixed or hanging in the windows and on the outside of the special occasion premises that are visible to the general public from the public right of way to 1600 hundred square inches (approximately 32 inches by 50 inches).
- Brand advertising is allowed inside the special occasion license event area where alcohol sales and consumption occur.

Example #1:

Lakefair is organized by Capitol Lakefair, Inc. The special occasion liquor license for the beer garden at Lakefair is held by the Olympia Firefighters. In this scenario, Capitol Lakefair, Inc. may accept sponsorship dollars from a manufacturer or distributor of alcohol since they don't hold a special occasion liquor license. The Olympia Firefighters are prohibited from receiving any money or from manufacturers or distributors of alcohol. (RCW 66.28.010, RCW 66.28.305). If the Olympia Firefighters are a charitable 501(c)(3) non-profit organization, they may receive donated product from a manufacturer of alcohol as allowed in RCW 66.28.040, and a manufacturer or distributor of alcohol is allowed to pay for advertising as allowed in RCW 66.28.010 and RCW 66.28.310 (payment must be made directly to the business providing the advertising – newspaper, radio, etc.).

Example #2

Sea Otter Days is organized by the local Lions Club. The local Lions Club also holds a special occasion liquor license for the beer garden at the event. In this scenario, the local Lions Club is prohibited from accepting sponsorship dollars from a manufacturer or distributor of alcohol since they hold a special occasion liquor license for the event (RCW 66.28.010, RCW 66.28.305). If the local Lions Club is a charitable 501(c)(3) non-profit organization, they may receive donated product from a manufacturer of alcohol as allowed in RCW 66.28.040, and a manufacturer or distributor of alcohol is allowed to pay for advertising as allowed in RCW 66.28.010 and RCW 66.28.310 (payment must be made directly to the business providing the advertising – newspaper, radio, etc.).

Example #3

A County Fair Association organizes the County Fair and Rodeo. They also hold a special occasion license for the beer garden at the event. In this scenario, the County Fair Association is prohibited from accepting sponsorship dollars from a manufacturer or distributor of alcohol since they hold a special occasion liquor license for the event (RCW 66.28.010, RCW 66.28.305). If the County Fair Association is a charitable 501(c)(3) non-profit organization, they may receive donated product from a manufacturer of alcohol as allowed in RCW 66.28.040, and a manufacturer or distributor of alcohol is allowed to pay for advertising as allowed in RCW 66.28.010 and RCW 66.28.310 (payment must be made directly to the business providing the advertising – newspaper, radio, etc.).

More Information

For a description of the rule revisions in their entirety, please visit the Laws and Rules section of the WSLCB Web site at www.liq.wa.gov or contact Karen McCall at kjm@liq.wa.gov or 360-664-1631.