

**4301:1-1-71. Sponsorship of athletic events or tournaments, concerts, shows, or entertainment.**

(A) Nothing contained in rule 4301:1-1-44 of the Administrative Code or other rule of the commission as applied to persons engaged in the business of manufacturing alcoholic beverages, shall prohibit such persons from sponsoring athletic events or tournaments, provided that no participant of said athletic event or tournament is a minor and an amateur.

(B) Nothing contained in this rule or rule 4301:1-1-44 of the Administrative Code shall prohibit the sponsorship of radio or television broadcasts of athletic events or tournaments by persons engaged in the business of manufacturing alcoholic beverages,

(C) An alcoholic beverage manufacturer may sponsor an athletic event or tournament being conducted by a charitable organization, which is not a liquor permit holder (other than a temporary liquor permit), even though a retail permit holder is also a sponsor of the event or tournament. A retail permit holder may sponsor a charitable organization's athletic event or tournament, even if an alcoholic beverage manufacturer is also a sponsor, under the same conditions as stated above.

(D) An alcoholic beverage manufacturer may sponsor events, concerts, shows, or entertainment that are not athletic in nature and that are conducted by nonprofit or charitable organizations, which are not liquor permit holders other than temporary liquor permits.

(E) An alcoholic beverage manufacturer may sponsor events, concerts, shows, or entertainment at a liquor permit premises, provided that: the primary purpose of the permit premises is to provide events, concerts, shows, and other entertainment to the general public, and is not to sell alcoholic beverages.

(F) An alcoholic beverage manufacturer may purchase a license for trademarked or copyrighted material from charitable organization that is a retail liquor permit holder. Payment to the organization must reflect the fair market value of the license rights received.

(G) Sponsorship of any event, concert, show, entertainment, or tournament, or the purchase of license rights by an alcoholic beverage manufacturer shall not be contingent on the purchase of alcoholic beverages or retail advertising specialties.

(H) For purposes of this rule, "charitable organization" means an organization that has received a determination letter from the federal internal revenue service that is currently in effect stating that the organization is exempt from federal income taxation pursuant to subsection 501(a) and described in subsection 501(c) of the Internal Revenue Code.

History:Effective: 08/27/2007.

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Promulgated Under: 119.03.

Statutory Authority: 4301.03.

Rule Amplifies: 4301.03(E).

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