

OREGON LIQUOR CONTROL COMMISSION
OAR 845 DIVISION 13
SPONSORSHIPS
PROPOSED ADOPTION

Note: **Bold and underlined** = new text

OAR 845-013-0080

Manufacturer or Wholesaler Sponsorship of Temporary Special Events

(1) The Commission allows a supplier (wholesaler or manufacturer) or its agents to provide to a retail licensee only the items or services that ORS 471.398 and ORS 471.400 allow. This rule describes the terms and conditions under which a supplier or its agents may provide items or services to a retail licensee in connection with the sponsorship of a temporary licensed special event. This rule does not apply to items or services provided to nonprofit temporary sales licensees under OAR 845-013-0090.

(2) This rule applies only to temporary special events that are held off of a retailer's annually licensed premises. The event must be licensed with a temporary sales license under ORS 471.190 or the temporary use of an annual license under ORS 471.184(2). For the purposes of this rule, a temporary special event may not exceed seven license days, which need not be consecutive. Each additional period of seven or fewer license days is considered a separate event.

(3) A supplier may provide the following items or services to a retail licensee for use at a temporary special event:

(a) A supplier may provide signs, banners and other point of sale material allowed under ORS 845-013-0050 for use at the event. These items may list the name and location of the event.

(b) A supplier may provide advertising of a special event. Notwithstanding OAR 845-013-0040, the advertising may list the name and location of the special event along with the name of the supplier's product.

(c) A supplier may provide entertainment for the special event.

(d) A supplier may loan certain equipment to a licensee for a special event, including picnic pumps, cold plates, refrigerated trailers and vans, and refrigerated draft systems, provided that a reasonable fee is charged for the items. Such items may only be used at the event and may not be retained by the event licensee.

(4) No monetary payments of any kind may be made by a supplier or its agent to a retail licensee in connection with a special event. Any payments for items or services provided under this rule must be made by the supplier or its agent directly to the third party provider of the items or services (for example, payments for advertising furnished by the supplier must be made to the media outlet that provides the advertising and not to the event licensee).

(5) All alcoholic beverages sold or served at a temporary special event must be purchased by the event licensee from a licensed wholesaler or manufacturer at the established wholesale price or from the Commission. The supplier may not require the event licensee to exclude any competitor's products.

(6) A supplier may not sponsor more than one event licensed to the same licensee during any one calendar year. No licensee may accept sponsorship from suppliers more than three times during any one calendar year. Each supplier and each licensee providing or accepting sponsorship for an event shall maintain an accurate and complete record of the sponsorship. These records must include the items or services provided in connection with the sponsorship, the name and duration of the event, and the names of the licensee and sponsoring suppliers. These records must be retained for a period of two years from the date of the event, and this information shall be provided to the OLCC upon request.

(7) Violation of any section of this rule is a Category III violation.

Stats Auth: ORS Chapter 471, including 471.030, 471.040, 471.730(1) & (5)
Stats implemented: ORS 471.398 & 471.400