



Policy

University Policy SA-33.02-08/13

Alcohol Marketing Guidelines

To: University of West Florida Community

From: Dr. Judith Bense, President

Subject: On-Campus Alcohol Marketing Guidelines

Authority: BOG Regulation 1.001

Rationale:

Underage drinking, binge drinking, and other issues related to student alcohol consumption are considered a major national, college, and university health, safety, and conduct issue. Managing the marketing and promotion of alcohol on college campuses is an effective environmental management strategy for reducing misuse and abuse of alcohol. Academic environments should be centered on goals of higher education and offer a health promoting normative atmosphere. Drinking is not central to the academic mission and should not be disproportionately promoted within the academic environment. The promotion of alcohol at any University sponsored event creates a need to monitor the messages being promoted so as not to undermine the academic mission of the institution.

This policy applies equally where alcoholic beverages are provided free, purchased from a cash bar, or brought by guests to an event. Further, this policy applies to all forms of marketing regardless of format.

The following apply to all on-campus marketing or publicity activities by students, university departments, third party vendors, or others:

1. Use of promotional materials related to alcohol or alcohol-events must be approved through the appropriate Vice President's office or designate.
2. All on campus publicity for alcohol related events must adhere to the University's policies and procedures including but not limited to solicitation, bulletin board access, and student event management.
3. Except for publicity related to alcohol misuse/abuse prevention education programs no publicity for any event may emphasize alcohol themes.

4. The promotion of alcohol shall not encourage any form of alcohol abuse nor shall it emphasize quantity or frequency of use.
5. Advertising and other promotional activities shall not portray drinking as a solution to personal or academic problems or as necessary to social, sexual, or academic success; shall not link alcohol consumption with sexualized images; nor shall it be associated with the performance of tasks that require skilled reactions, such as the operation of motor vehicles, machinery, or athletic participation.
6. Informational marketing programs should have educational value and subscribe to the philosophy of responsible and legal use of the products represented.
7. The consumption of alcoholic beverages shall not be the sole purpose of any promotional activity.
8. All promotion of alcoholic beverages shall also prominently note the availability of food and non-alcoholic beverages.
9. All promotion of events at which alcoholic beverages will be served and which mentions alcohol directly or indirectly shall also note that proper identification is required in order to be served or sold alcoholic beverages.
10. Marketing of Happy Hours and drink specials is not permitted.
11. No promotional materials shall promote or make reference to drinking games or competitions.
12. No promotional materials shall make reference to the amount of alcoholic beverages available at a specific event (e.g. number of beer cases or bottles or wine).
13. There can be no on-campus promotional "giveaways" of alcohol, alcohol branded, or alcohol related paraphernalia (e.g. tee shirts, glasses, cups, signs, bottle openers, key chains, etc.) to individual students, faculty, or staff, nor to student living groups, such as residence halls, or any other student groups. An exception will be made for university sponsored alcohol misuse/abuse prevention education.
14. Promotional activities shall not be associated with otherwise existing campus events or programs without the prior knowledge and consent of sponsors and appropriate University officials.
15. Student Organizations and Residence Halls are not permitted to accept donation of alcoholic beverages.

16. Alcoholic beverages shall not be provided as free prizes, rewards, or awards to individual students or campus or student organizations either directly or indirectly (e.g. free drink coupons). Drink tickets distributed at an event are appropriate means to control for age and quantities consumed and are not prohibited under this policy.

17. No uncontrolled sampling is permitted. No sampling or other promotional activities shall include or mention drinking games or contests. When controlled sampling is permitted, it shall be limited as to time and quantity. Alternate beverages, food, and planned programs must be provided.

The following additional items apply to On-Campus marketing or publicity of Student Sponsored events:

1. No publicity for any event may indicate free alcohol.
2. Publicity may not visually depict alcohol (e.g. mugs, bottles, kegs, cans, wine glasses, etc.), nor name any alcohol type or brand. In cases where student organizations might make a case for legitimate exceptions to this provision (e.g. in the case of a wine tasting club), exceptions may be requested from the University Commons and Student Activities Office.
3. Publicity for student sponsored events at a third party vendor's licensed establishment (e.g. pub or sports bar) must clearly indicate the name of the sponsoring organization. The name of the establishment must appear at no more than 1/3 scale of the largest element in the poster, flyer, banner, or other promotional item.

The following additional item applies to marketing or publicity of Departmental events:

Publicity may not visually depict alcohol (e.g. mugs, bottles, kegs, cans, wine glasses, etc.). Unlike student sponsored events, publicity for departmental events may name types of alcohol, e.g. "Wine and Cheese Social," though specific brands of alcohol may not be named.

The following additional item applies to On-Campus marketing or publicity by vendors:

All contracts with vendors who market alcoholic beverages must have a provision requiring the vendor to support campus alcohol education programs that encourage informed and responsible decisions about the use and non-use of alcoholic beverages.

Approved by:

Dr. Judith Bense

8/13/13

Date

History: Formerly 05.02-06/01; amended and renumbered August, 2013