

University of West Florida
University Commons and Student Activities
The Big Book: Policy and Procedure Manual
Topic: Student Organization Alcohol Policy

Topic: Student Organization Promotion Policy for Off Campus Alcohol Events and Establishments
Updated: January 6, 2006

Whereas the underage drinking, binge drinking, and other issues related to student alcohol consumption is considered a major college and university health, safety, and conduct issue the following policy is established.

Off campus bars and pubs (used in this context to describe an establishment at which alcoholic beverage sales comprise a significant portion of the gross income) must adhere to the University's general posting procedures, student distribution of written material policy, and alcohol marketing guidelines.

Student organizations (including registered student organizations, sports clubs, athletic teams, and other student groups and agencies) at The University of West Florida are prohibited from participating in alcohol or bar and pub promotional activities, except as described below. There can be no on campus promotional "giveaways" such as tee shirts, glasses, cups, signs, etc. to individual students, faculty, or staff nor to student living groups such as residence halls. University student organizations will not accept money or products from any promoter or other entity in exchange for any promotional consideration. This will include but not be limited to equipment and materials that bear some establishment or industry brand name or symbol. There will be no student organization sponsored programs held on campus which directly or indirectly facilitate or promote the use of any alcohol product.

Whereas the notion of utilizing "third party vendors" (that is, working with a licensed facility to host a social event at which alcohol will be present) is a valid mechanism for risk management, student organizations may advertise, within established guidelines and practices, events they are sponsoring at a local establishment. The following guidelines apply:

1. Must adhere to the University's general posting procedures, student distribution of written material policy, and alcohol marketing guidelines.
2. No publicity for any event may indicate free alcohol or emphasize alcohol themes.
3. Publicity may not visually depict alcohol (i.e., mugs, bottles, kegs, cans, etc.) and may not name any alcohol brand or type.
4. The name of the establishment must appear at no more than 33% scale of the largest element in the poster, flyer, banner or other promotional item and the publicity must clearly indicate that the event is sponsored by the organization at the establishment in question.

The University Commons and Student Activities Office is responsible for the enforcement of this policy. Violations by student organizations will be handled in accordance with the current student handbook. Questions regarding this policy should be addressed to the Director of the University Commons and Student Activities Office.