

Topic: University Alcohol Marketing Guidelines
Updated: January 6, 2006

The following guidelines shall govern alcohol marketing practices at the University of West Florida. These are supplementary to existing rules and regulations regarding alcoholic beverages.

1. Alcohol beverage marketing programs held on campus or specifically targeted for students shall conform to the Code of Student Conduct and shall avoid demeaning sexual or discriminatory portrayal of individuals.
2. The promotion of alcohol shall not encourage any form of alcohol abuse nor shall it place emphasis on quantity and frequency of use.
3. The consumption of beer or wine shall not be the sole purpose of any promotional activity.
4. No uncontrolled sampling is permitted. No sampling, or other promotional activities shall include drinking contests.
5. When controlled sampling is permitted, it shall be limited as to time and quantity. Principles of good hosting shall be observed including availability of alternate beverages, food, and planned programs.
6. Promotional activities shall not be associated with otherwise existing campus events or programs without the prior knowledge and consent of appropriate institutional officials.
7. Display or availability of promotional materials shall be approved by the University Commons and Student Activities Office. Large displays, hot balloons, etc., will not be approved.
8. 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, 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.
9. Informational marketing programs should have educational value and subscribe to the philosophy of responsible and legal use of the products represented.
10. Alcohol beverage marketers should support campus alcohol education programs that encourage informed and responsible decisions about the use and non-use of beer, wine or distilled spirits.
11. Donations of alcoholic beverages to student organizations and/or residence halls must be approved by the University Commons and Student Activities.
12. Kegs or cases of beer shall not be provided as free awards to individual students or campus organizations.
13. All alcohol marketers must agree to abide by the above guidelines or they will not be permitted on campus.