

SPECIAL EVENTS!

Series 15 License

ARS 4-203.02



Who Can Apply For a Special Event License?

- Non-Profit Entity



Must be eligible for 501(C) status and in good standing with Arizona

- Political Party or campaign committee supporting a candidate or ballot measure

Application Process

Must Go to Local Governing Body first for Approval.

*****If at licensed premises no Local Governing Body Required

Must get to the department 10 days prior or show just cause as to why it was late.





Each Organization...

- Only allowed 10 days each year
 - Can take all ten in a row or spread them out
- \$25.00 a day
- On-sale (25% of gross alcohol sales to Non Profit)
- Auction (75% of gross alcohol sales to Non Profit)
 - Auctions limited to 20 cases annually



CONTRACTOR



SPECIAL EVENT CONTRACTOR

- May assist the organization in running the event (i.e. a promoter or venue manager)
- Must be approved by the Department of Liquor
- Must have current liquor training
- Will be listed on the license
- Authorized to do business on behalf of the organization (ie purchase alcohol, hire employees)



Where can the liquor for the event come from?

Alcohol vending machines: the future of your Friday night



Photo Credit: Albert Lapointe/Corbis | Daily Press Staff

- Can purchase from retailer with off-sale privileges
- Can Purchase from Wholesaler
- Can receive free from Wholesaler or Producer
 - ❖ Campaign and Ballots cannot have donated
- For auction they can also receive wine as a personal donation

Licensed vs. Unlicensed Event

Licensed Premise

- Only reviewed by DLLC
- No limit on days
- May need a letter from licensee suspending their license
- Can suspend all or part of premises

NOTE: if event extends past the regular licensed premises it is treated like an unlicensed area and must go to LGB first

Unlicensed Locations

- Must go to LGB before DLLC
- No more than **30 days** a year for locations not owned by GOVERNMENT
- No limit on number of days for Government owned property
- Filed with DLLC **10 days** prior to event



NOTE: This event would need to go to LBG prior to DLLC

Serving Alcohol at Business Events

Tips & Tricks



SECTION 5 How is this special event going to conduct all dispensing, serving, and selling of spirituous liquors? Please read R-19-318 for explanation (look in special event planning guide) and check one of the following boxes.

- Place license in non-use
- Dispense and serve all spirituous liquors under retailer's license
- Dispense and serve all spirituous liquors under special event
- Split premise between special event and retail location

(If not using retail license, submit a letter of agreement from the agent/owner of the licensed premise to suspend the license during the event. If the special event is only using a portion of premise, agent/owner will need to suspend that portion of the premise.)

SECTION 6 What is the purpose of this event? On-site consumption Off-site (auction) Both

Place License in non-use

- Needs letter from location suspending permanent license
- Special event runs event

Dispense and serve all spirituous liquors under retailer's license

- Retailer controls event sales only the product they purchased from wholesaler (not donated)
- 25% of gross still goes to QO

Dispense and serve all spirituous liquor under special event

- Both are responsible
- Needs letter from location suspending permanent license
- Serve purchased or donated product

Split Premise between special event and retail location

- Split the area
- Retailer responsible for his area
- Special event licensee responsible for his area

Licensed Locations: Place the license in non-use

- If a retailer has a licensed premise and is not expanding from what is already licensed they can place their license in non-use and the special event would take over.
- All alcohol would need to be purchased specifically for special event, no alcohol from retailer
- The special event would be responsible for all service of alcohol

*****At least 25 % of proceeds goes to charity organizer can get other 75%



Dispense and Serve all spirituous liquor under retailers license

- This would mean if I hold a liquor license I am going to purchase the alcohol through my retailers license and give 25% of the revenue to the non-profit.
 - Operate just like any other day.
- Must purchase product from wholesale
 - No Donated Product
 - Do not need letter to suspend



Dispense and Serve all spirituous liquor under special event license

Option 3

- Still held on a licensed premise
- All product sold must be purchased or donated to the special event
- Licensee is going to be the one doing the service of the alcohol, just operating under special event license
- Will need an agreement to suspend license
- ***** At least 25 % of proceeds goes to charity organizer can get other 75%

This is going to be the box checked for any special event on unlicensed premise also



Split Premise between special event and retail location

- Licensed premise split into **two** areas
- On the retailer section all alcohol served will need to be purchased through a wholesaler
- The second area is operating under the special event license. The product sold in that area can either be purchased by the special event or donated by a wholesaler.
- Treated as two licenses the alcohol can't mingle
- Must have a letter to suspend the portion that is being used as special event.





The licensed establishment can suspend all or part of their licensed premises so the Special Event can take place.

NOTE: This application only comes to DLLC for approval



Wine and Spirits Pulls

- For a Set Price
- Pay for a mystery bottle
- They then get to take the alcohol home





- On Site Consumption under one of the above explanations
 - Off Site (Auctions or Pulls)
 - Can be via Silent Auction
 - Or Live Auction
 - Both on and off sale.

**** If only off sale privileges need agreement to have special event at licensed location but do not have to suspend privileges to sell alcohol for on premise consumption.



Issues frequently seen

- Cannot sell to go (nothing leaves unless items won via an auction or wine/spirits pulls)
- Cannot have set price, set period of time with unlimited drinks (happy hour violation)
 - No raffled alcohol



**Craft Distillery Festivals
can stack with
Special Events**

&

**Wine Festivals
Can stack with
Special Events**



W WINE
FESTIVAL



Wine Festivals Series 16

- Must go to Local Governing before DLLC
- Issued to series farm winery licensees
- Maximum 50 licenses per year
- Maximum 150 days per year
- \$15.00 a day

******Must be 300 feet from Church of School**

Wine Festivals

- Can sell for on-premises consumption
- Can sample on premises
- Can sell packaged goods to go in original container

THE DISTILLERY DISTRICT



Craft Distillery Festivals Series 16

- If on licensed premise does not go to LGB
- Issued to Craft Distiller
- Maximum 150 days per distiller
- \$15.00 a day
- ****Must be 300 feet from Church of School

Craft Distillery Festivals

- **Can sell for on-premises consumption**
- **Can sample on premises**
- **Can sell packaged goods to go in original container**

Stacking of Special Events and Wine Festival License and Craft Distiller Festival



A top-down view of a dark-colored desk. In the center, a white, hand-drawn thought bubble contains the text "WHAT'S NEXT?". Surrounding the bubble are various office supplies: a white keyboard at the top, a magnifying glass on the left, a smartphone at the bottom left, a white pen at the bottom right, and several colorful paper clips and pens scattered around. The scene is lit from above, creating soft shadows.

WHAT'S NEXT?

FOLLOWING THE EVENT

RETURN PRODUCT

1 DAY AFTER

BILLING UPDATES





Questions???

Trade Practice/ Training Unit

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