



**SIMON FRASER UNIVERSITY**  
**Policies and Procedures**

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## **Selling, Serving and Advertising Liquor**

### **1. Purpose**

This policy aims to promote the safety of the campus community, its members and the public; ensure that appropriate training and education are provided to those responsible for serving or providing liquor and

Wherever conflict may arise between any policy, rules or regulations of the

- b. The following restrictions apply to the advertising in non-licensed areas of events to be held in Licensed Establishments.
- i. Advertising of events must be responsible, in good taste, and will not promote alcohol as the focus of the event.
  - ii. Alternatives to alcohol will be offered and featured equally with liquor.
  - iii. Printed advertising for liquor will not be allowed.
  - iv. Brewery/distiller sponsorship of alcohol awareness and education is permitted as long as the University retains editorial control.
  - v. Permanent signage reflecting brewery/distiller advertising is prohibited.
  - vi. Brewery/distiller sponsorship with respect to the announcement of events via posters, T-shirts, balloons, and other accessories related to the event is not permitted.
  - vii. Brewery/distiller sponsorship of activities such as "Player of the Game" is not allowed.
  - viii. The blatant promotion of alcohol as the focus of an event is prohibited. Terms such as "bash," "drunk," "kegger," "wipeout," etc., are not permitted. Mention of alcohol on such materials shall be restricted to the information that the event is licensed.
  - ix. Acceptable use of advertising of liquor within the Student Residences is set out in the "SFU Residence and Housing Policy on Alcohol Use and Function Responsibility." Wherever conflict may arise between the SFU Residence and Housing Policy on Alcohol Use and Function Responsibility and this Policy, this Policy shall prevail.
  - x. Subject to section 4.3 (b)(xi), an advertisement or other promotion of an SOL event must not indicate that liquor will be sold or served.
  - xi. Where an SOL event is a "Public Special Occasion" (as defined in the Regulation) at which a number of manufacturers of wine, beer or other liquor are conducting tastings at one location, the event organizer may advertise the name of the event followed by the names of the participating liquor manufacturers.

## **5. Roles and Responsibilities**

**5.1** Reports of violations and subsequent actions generated under section 4.2(g) of this Policy must

