Home > Sponsorship of Events by Alcoholic Beverage Corporations/Distributors

Policy Contents

- Policy

Policy Information

Effective Date:
July 1, 1991
Policy Number:
UR-103
Responsible Unit:
University Relations Marketing
Phone:
(520) 621-6259
Email:
universityrelations@email.arizona.edu [1]

Policy

The alcoholic beverage policy of the University of Arizona in relation to joint advertising, sponsorships, and promotions where contractual relationships exist between the University and a vendor is as follows:

- Advertising or sponsorship from alcoholic beverage distributors is acceptable provided such advertising or sponsorship excludes any reference to an alcoholic beverage, product logo, or product mascot. The corporation's/distributor's logo is acceptable.
- Promotions which relate to nonalcoholic beverages or messages that promote the responsible use of alcohol are acceptable. No advertisement, promotion, or message shall include any reference to an alcoholic product in conjunction with the distributor's name.
- Use of University of Arizona marks or logos is prohibited without prior permission.

Source URL:
http://policy.arizona.edu/university-relations/sponsorship-events-alcoholic-beverage-corporationsdistributors

Links
[1] mailto:universityrelations@email.arizona.edu