

Auburn Athletics Stadium Wide Alcohol Sales

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SEC ALCOHOL POLICY

May 31, 2019 – SEC Revises Conference Alcohol Policy

Each institution in the Conference now has the autonomy to determine the permissibility of selling alcoholic beverages in its athletics venues, subject to certain Conference-wide alcohol management expectations.

SEC Game Management Policy on Alcohol

- Alcoholic beverages are to be sold and dispensed only at designated stationary locations
- May not be sold by vendors within the seating areas;
- Identification check is required at every point of sale Beer and wine only
- Limits must be established on the number of drinks purchased at one time by an individual
- Alcohol must be dispensed into cups
- Safe server training and additional training for staff to handle high risk situations is required
- Designated stop times for sale and/or distribution of alcohol must be enforced as follows
 - Football (end of 3rd quarter)



POWER 5 – FOOTBALL STADIUM WIDE ALCOHOL SALES

SEC (7/14)

Yes: Arkansas, LSU, Ole Miss, Missouri, Tennessee, Texas A&M, Vanderbilt

No: Auburn, Alabama, Florida, Georgia, Kentucky, Mississippi State, South Carolina

Big Ten (7/14)

Big 12 (7/10)

ACC (10/14)

Pac 12 (6/12)

Power 5 Totals: 37/64 sell alcohol stadium wide (58%)

AUBURN ATHLETICS STADIUM WIDE ALCOHOL SALES

- I. Enhanced Fan Experience**
 - I. One way to help combat declining attendance**
 - II. Competing against the in-home experience**
- II. Alcohol Related Incidents**
 - I. Less Binge Drinking**
 - II. Studies show a decline in alcohol related incidents**
- III. Revenue Misconceptions**

NEXT STEPS:

Communication, Outreach & Research

- **Seeking Input and Feedback from Key Stakeholders**
- **SEC Football Postseason Fan Survey**
- **Harbert College of Business MBA Consulting Class**
- **Internal Athletics Committee**

QUESTIONS?

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