



BOARD OF DIRECTORS AGENDA REPORT

MEETING DATE: **JANUARY 25, 2024** ITEM: **8C**

SUBJECT: **Vote on Whether or Not to Approve Amendment to Sponsorship Policy 4.10 (Sponsorship) to Allow Sponsorships from Some Categories of Liquor**

DATE: January 19, 2024

FROM: Michele Richards, CEO

PRESENTATION BY: Michele Richards, CEO

Action Item

BACKGROUND

Board Policy 4.10 (Sponsorship) currently prohibits sponsorships in certain categories including hard liquor or spirits. This language is somewhat vague and does not provide a specific alcohol content limit as a guide for staff. In addition, the introduction of popular adult beverages such as hard seltzers has added a new and very popular choice for our guests. There is interest from sponsors in this particular category.

Staff is recommending an amendment to the current policy to allow sponsorships from brands representing beverages that contain less than 40% alcohol by content (ABV). This would allow sponsorships of certain alcohol-based beverages, while maintaining a ban on sponsorships by hard liquor brands with an ABV of 40% or higher. Stating the specific ABV limit in the policy will help maintain the intent of the policy to prohibit sponsorships from hard liquor brands.

Staff is recommending that the language in the policy be amended as follows:

To be consistent with the 32nd DAA's family-friendly focus, sponsorships in the following categories are not permitted:

- *Tobacco or vaping products*
- *Cannabis or CBD products that contain more than 0.3% THC*
- *Hard liquor or spirits that are 40% alcohol by volume (ABV) or higher*

RECOMMENDATION

It is the Governance Committee's and staff's recommendation to approve the amendment to Policy 4.10.