



Creating Successful Events in Washington State

- **Who can sell alcohol at events?**
- **What is a Special occasion license?**
 - How to apply**
 - Alcohol at your event**
 - Promoters/Manufacturer/Distributor**
 - All-ages, auctions, raffles & wine walks**
- **Caterers**
- **Banquet permits**
- **Cannabis**
- **Public Safety**



Public Events and Festivals

Alcohol can be sold at event's open and advertised to the public in WA two ways at an **unlicensed** location;

1. A nonprofit organization can apply for and get a special occasion license
 - * In this case the NPO buys and sells the alcohol themselves and receives 100% of the profits.
2. A nonprofit organization who is putting on an event can hire a liquor caterer to sell the alcohol
 - * In this case the caterer brings and sells the alcohol themselves and receives 100% of the profits.



Public and Civic Events

1. **Special Occasion Event** - Strictly Non-Profit event.

- This event is organized and developed **solely** by the non-profit.
- The non-profit obtains the proceeds of entire event.
- Industry members may NOT sponsor an event held by the non-profit if that non-profit holds a special occasion liquor license.

2. **Public and Civic Event** - Event Coordinator- event is introduced and developed by an Event Coordinator.

- Any individual or organization may organize a public event.
- A Non-profit may be **invited** to be present as a special occasion licensee, all proceeds from the sale of alcohol are retained by the non-profit.
- Industry members (alcohol manufacturers and distributors) may sponsor public and civic events. Event Coordinators may not sponsor alcohol related activities such as beer gardens.
- *See WAC 314-52-130 for additional rules.*



The Special Occasion License

- Who can apply for a special occasion license (SOL)? Any registered nonprofit organization (NPO) can apply.
- Allows a non profit to sell or serve alcohol to raise funds up to 12 times per year.
- Examples of events include fundraising dinners, gala events, auctions, festivals and wine tastings.
- The Non Profit group must be organized and operated for charitable, religious, social, political, educational, civic, fraternal, athletic, or benevolent purposes.



How Non-Profits apply

- Cost: \$60 per day, per location.
- Applications are available:
 - The WSLCB website at www.lcb.wa.gov
 - By calling the WSLCB at (360) 664-1600.
- Mail your completed application and fee **45 days to 60 days** before your event to:
Washington State Liquor and Cannabis Board
P.O. Box 43085
Olympia, WA 98504-3085



Local Authority

- The WSLCB is required to notify the city or county authority (i.e. mayor) of the date, time, and location of your event.
- The local authority has 20 days to respond with an approval or objection to your application.
- Letters of non-objection.



Alcohol at the Event

- You may **not** advertise or sell alcohol below cost.
- Alcohol **must** be sold at wholesale cost or above and you cannot use a donation jar in lieu of charging for each alcoholic beverage, this is illegal.
- You may **not** make awards or gifts of alcohol. For example you may not have a door prize of alcohol.
- If the event is held at a liquor-licensed location, the licensee may **not** sell or serve their liquor in the same room to event guests (*we don't allow two licenses at the one location*).



Beer, Wine & Spirits

Alcohol may be **purchased** from:

- Any licensed distributor
- Manufacturer , (winery, brewery, distillery).
- Or retailer

■ Alcohol may be donated by a winery, brewery, distillery, or spirits from a spirits distributor if your organization is registered as a "501 (C) 3 " or a "501 (C) 6" and your IRS letter has been received.

- Donated alcohol still needs to be sold at wholesale cost or above and cannot be given away free of charge or as a gift.

* Trays of drinks cannot be donated, talked about in slide 13.



On-Premise Sales

- You may sell spirits, beer and wine by the individual serving to be drank at the event (on-premises).
- You may sell bottles of wine for on-premise consumption.
- On-premise sales can be made either by cash bar or in ticket sales prior to the event.
- Ticket sales can say "includes" a specific amount of drinks the guest is getting and the cost must be covered in the price of the ticket. Cannot say or insinuate unlimited alcohol.
- Enforcement Officers have the right to ask for a breakdown of the ticket cost to confirm alcohol is being charged for.



Off Premises Sales

- Special Occasion Licensees may sell beer, wine and spirits by the manufacturer sealed bottle for off – premises (to take home) consumption *with approval from the Board.*
- Off-premises sales and live auctions must be in conjunction with on-premises beverage sales.
- Auctioned alcohol can not be consumed at the event.
- Auctions do not require on-premises sales, but do require a Special Occasion License.



Proceeds From the Sale of Alcohol

- 100% of all proceeds from the sale of liquor must go directly back into the non-profit organization.
- The proceeds may not be paid directly or indirectly to members, officers, or trustees of the organization.
- The organization may compensate members, officers, or trustees for services they perform at the event at the prevailing market rate.



WSLCB ALL AGES

- Outside events for SOL's do not traditionally allow for minors and alcohol to comingle.
- Outside "consumption areas" are considered beer gardens and minors are not allowed in beer gardens.
- To request that minors and alcohol comingle outdoors for your event you must apply with the SOL application plus the *all-ages addendum* and per WAC submit it **at least 60 days prior to your event.**
- Not all all-ages events are approved and certain criteria that isn't required with the normal SOL must be met. The main criteria is that it is the NPO's event.
- If approved for an all-ages event does not guarantee you an approval for the same event or another event applied for.



Auctions

All auctions must be in-person now

- The non-profit organization obtains a special occasion license from the WSLCB;
- Every auction must take place at an in-person event
- The alcohol to be auctioned must be owned by the NPO
- Live auctions can take place while alcohol is being consumed as long as the NPO has a SOL for the on-premises sales.
- Silent auctions can take place while the NPO is selling alcohol or the venue or caterer
- Alcohol that is won during the auction, must be manufacturer sealed and may not be consumed at the event and needs to be taken off premise with the winners.
- No auctioning trays or drinks.
- ** ID must be checked on delivery to winners to ensure the winner is 21 or older.



Raffles, Ring Toss and Wine Walls

- Raffles of alcohol can't be done with the public. Only with your nonprofit members, not the public. You must apply for a raffle permit with the WSLCB. If you are selling more than \$5000 worth of tickets you need to contact the Gambling Commission for their regulations.
- You need a Special Occasion from the WSLCB for the ring tosses or wine walls if wine is supposed to be a "prize".
- Please remember that all alcohol must be sold at wholesale cost or above. This means that with both RT & WW the tickets can't be sold for less than the most expensive bottle.



Wine Walks

- Each location needs a SOL \$60 per day/per location
- Ticket sales that include alcohol samples must be sold by the NPO
- Each location must have alcohol supplied by the NPO, unless they hold a liquor license. If they hold a license they can opt to sell/supply their own alcohol
- Winery/brewery/distillery can pour their product but they do not own this alcohol
 - * breweries cannot pour unless there are 3 or more breweries present
- May not have alcohol on the streets in between stops, so the sample must be consumed where it is poured



Non Profits working with a 3rd Party

Working with Promoters/Event planners

- A promoter/planner or for-profit company **may not** “buy” your license in order to have alcohol at an event.
- Non- profits may have a 3rd party person promote their event.
- Promoters/planners are considered employees of the non-profit.
- The non-profit is responsible for what the promoter/planner does.
- Tickets to the event are ran and collected by the non-profit.



Non Profits working with a 3rd Party

Working with Promoters/Event planners (cont.)

- Alcohol distributors/or manufactures may not give funds directly or indirectly to the Special Occasion Licensee or their employees.
- Promoters may not accept sponsorship dollars for the Special Occasion licensee holder.
- Promoters may not accept alcohol product.



Non Profits working with a Manufacturer

Can Do's for Manufacturers and Distributors

- May accept returns and refunds of unused product, if they choose to.
- May allow to accept payment for product immediately following event (winery/brewery/distillery).
- May pay booth fees (winery/brewery/distillery).
- May provide product education at event (must have Agent's license if distributor, brewery, distillery, COAs or winery's indirect employees).
- May provide branded promotional items (nominal value).



Non Profits working with a Manufacturer

Cannot do's for Manufacturers and Distributors

- Cannot have on duty employees drink during the event.
- Cannot have brand naming rights to beer garden.
- Cannot sell to the public.



Using a Caterer

- A nonprofit may hold an event open to the public and hire a licensed liquor caterer to do the alcohol.
- This allows a liquor licensed caterer to bring their liquor to a non-liquor licensed location to sell to event guests.
- A caterer may only do events open to the public if a nonprofit is putting said event on.
- A NPO cannot be "brought into" the event to hire a caterer.
- If the non-profit hires a caterer, the event is under the catering license and a Special Occasion is **not** allowed.



Banquet Permits

A banquet permit allows the service and consumption of liquor at a private, invitation-only banquet or gathering held in a public place or business.

- ✓ The events may not be advertised to the public, or on social media websites that the public can see.
- ✓ Alcohol may not be sold in any way, must be given away free of charge to attendees.
- ✓ Think wedding reception, Quinceanera, or a birthday party.



Concerns We See

- Don't fall prey to your NPO being told that you are a "beneficiary" for someone else's event.
- Being told all you need to do is acquire a SOL to raise money for your NPO, isn't legal.
- An NPO cannot be brought in last minute to provide alcohol unless the NPO applies for the SOL themselves.



Public Safety

- Liquor may not be sold, served, or supplied to anyone under 21 years of age.
- Intoxicated persons may not consume, possess, or purchase liquor.
- Disorderly conduct is not allowed.
- No sales, service or consumption between 2 a.m. and 6 a.m.
- Mandatory Alcohol Server Training (MAST) Permits are not required, but encouraged under Special Occasions or Banquet Permits.

Learn more about free Responsible Liquor Service Training at your local WSLCB enforcement office and other alcohol awareness resources at www.lcb.wa.gov.



Public Safety Laws

- You, as the special occasion liquor license holder, are responsible for the conduct of your patrons.
- Public safety violations can be criminally and administratively levied against the license holder.
- Sale of alcohol to a minor is punishable by a \$5,000 fine and/or a year in jail (maximum).
- Over-service, lewd conduct or disorderly conduct carry similar fines and penalties.
- Liquor officers, and state and local police have the right to inspect your premises.



Washington State Liquor and Cannabis Board





Cannabis at Events

- Cannabis is **not** allowed at events
- Cannabis may **not** be donated to you
- Cannabis may **not** be auctioned, sold or gifted at any event
- By law cannabis is **only** allowed in the privacy of your own home



***Thank you...
we wish you success!***

