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NCAA Championship and Ancillary Event Alcohol Sales Policy

I. PURPOSE

This document defines policy and guidelines for the eligible sale of alcohol to attendees at NCAA championship events and ancillary events.

II. STATEMENT OF POLICY

In order to be eligible to engage in the sale of alcohol during an NCAA championship event or ancillary event, the following criteria must be satisfied by any NCAA host institution, event venue, and alcohol concessionaire.

TYPES OF ALCOHOLIC BEVERAGES

- Beer, wine, and prepackaged/premixed beverages with alcohol by volume content not greater than 15% (e.g., hard seltzers) are the only alcoholic beverages to be sold to general attendees at NCAA championship events or ancillary events.
- Hard liquor is only permitted in designated suite and hospitality areas at NCAA championship events.

ELIGIBILITY

- NCAA staff shall not provide direct service of alcohol to any customer, or otherwise be engaged, directly or indirectly, in the alcohol vending or management processes of the host institution, event venue, or alcohol concessionaire.
- Sale of alcoholic beverages by roving vendors (e.g. hawking) is prohibited within the spectator seating.
- “Drink Responsibly” messaging must be present and communicated at concession stands, through PA reads, video board messaging and other platforms available.
- Host institution and its authorized agent (e.g., alcohol concessionaire), if any, must have a written policy in place for, and be actively engaged in, the sale of alcohol during regular season athletic events at the same venue and be properly licensed by the local and state authorities to carry on such operations; or
- If applicable, any event venue that is not owned or controlled by the host institution (“non-host venue”), or its authorized agent (e.g., alcohol concessionaire), must have a written policy in place

Policy: NCAA Championship Events Alcohol Sales Policy Number: CH-01 Responsible Executive: Joni Comstock, SVP of Championships and Alliances	Responsible Office: Championships Ext. Ops. Originally approved: 4/18/2018 Revised: 01/26/2023
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for, and be actively engaged in, the sale of alcohol during its regular course of business and be properly licensed by the local and state authorities to carry on such operations.

- The alcohol management policy of the host institution, event venue, or alcohol concessionaire (whichever may be the case) must address the following:
 - Prevention of alcohol sales to visibly intoxicated patrons
 - Prevention of alcohol sales to minors
 - Serving sizes and quantities
 - Alcohol sales cut-off time
 - Outside beverages
 - Security and disturbances
 - Alcohol management training requirements for employees

INDEMNITY, WARRANTIES, AND INSURANCE

- As a condition to serving alcohol at an NCAA championship event or ancillary event:
 - The NCAA Concessionaire Indemnity and Insurance Agreement must be signed by:
 - All third-party concessionaire(s) to whom the host institution or non-host venue *has outsourced* the alcohol sale operations; and
 - The non-host venue which *has not outsourced* the alcohol sale operations to a third-party concessionaire.
 - The NCAA Host Alcohol Indemnity and Insurance Agreement must be signed by:
 - The host institution which *has not outsourced* the alcohol sale operations to a third-party concessionaire or non-host venue.
 - The NCAA Host/Venue Alcohol Agreement must be signed by:
 - The non-host venue which *has outsourced* the alcohol sale operations to a third-party concessionaire; and
 - The host institution that *has outsourced* the alcohol sale operations to a third-party concessionaire or non-host venue.
- Any material modifications or objections to the NCAA Concessionaire Indemnity and Insurance Agreement, NCAA Host Alcohol Indemnity and Insurance Agreement, or NCAA Host/Venue Alcohol Agreement must be submitted to the NCAA Office of Legal Affairs and Insurance & Financial Risk Management Department for review.

VERIFICATION

- Prior to the championship event, fully signed copies of the NCAA Concessionaire Indemnity and Insurance Agreement(s), NCAA Host Alcohol Indemnity and Insurance Agreement (if any), and NCAA Host/Venue Alcohol Agreement(s) must be submitted to the NCAA.
- Prior to the event, copies of the concessionaire's, host's, and/or venue's certificates of insurance (to the extent applicable) must be submitted to the NCAA to confirm it is compliant with insurance requirements set forth in their respective Indemnity and Insurance Agreements.

EXCEPTIONS AND DETERMINATIONS

- Exceptions to this policy will be decided by a committee of the following representation (or their designees):
 - Managing Director, Championships & Alliances
 - Director of Legal Affairs

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- Associate Director, Insurance and Financial Risk Management

III. WEB ADDRESS FOR THIS POLICY

https://ncaa.sharepoint.com/:w:/r/policies/_layouts/15/Doc.aspx?sourcedoc={eed58de0-1d19-47c3-859c-0528230ce294}&action=edit&wdPid=284f6cc

IV. CONTACTS

Subject matter	Office name	Telephone number
Policy clarification and interpretation	Championships External Operations	317.917.6530

For any policy compliance concerns, it is most effective to raise questions or concerns regarding possible unethical, questionable, unsafe or illegal activity to your direct supervisor. If you do not feel comfortable speaking with your direct supervisor or if you are not satisfied with the supervisor's response, you are encouraged to speak with a member of human resources, any other supervisor or the whistleblower coordinator, who is the NCAA's chief financial officer. Additionally, while the NCAA hopes staff members feel comfortable coming forward with their concerns, it acknowledges that may not always be the case. Therefore, the NCAA has contracted with a separate, third party, EthicsPoint, to allow staff members to anonymously report such activity. To make an anonymous report with EthicsPoint, call 1-855-257-4105 at any time or [click here](#).

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