

# Sales, Service and Sponsorship

- Provide appropriate alcohol beverage sizes to avoid over-service/sales to intoxicated patrons  
\*12 oz beer; 5 oz wine; 1.5 oz distilled spirits
- Prohibit free alcoholic drinks and drink promotions that encourage excessive drinking
- Prohibit workers from consuming alcohol while on duty, including the post clean up period\*
- Provide distinctive containers for alcohol (events with 150+ patrons)\*
- Restrict the number of drinks per sale to one or two drinks/person/sale
- Sell food and promote non-alcoholic drinks; provide free water throughout the event
- Consider utilizing only non-alcohol sponsorships and safety messaging; do not allow for alcohol-themed promotional give-away items

## Additional Considerations

- Provide alternative transportation options for patrons
- Require staff to notify replacement staff about the status of patrons at the end of their shifts
- Require that incident reports are filed with the local governing body and notify law enforcement when incidents happen
- Provide parking lot security

*\*Indicates required provision for non-profit SDL applicants under the Nebraska Liquor Control Act, Rules and Regulations R2-013*

Sources:

*Alcohol Epidemiology Program, University of Minnesota*

*Nebraska Liquor Control Act*

*Project SAFER, Ventura County Behavioral Health Department*

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# SDL checklist

*Are you obtaining a special designated license? If so, this checklist offers suggestions for planning and implementing a successful event. Thanks for doing your part to make our communities safer for everyone.*

## Preventing Youth Access to Alcohol

- Designate alcohol-free area(s) for families and children
- Restrict alcohol consumption to a designated area and do not allow minors to access the area where alcohol is consumed
- Ensure that no alcohol leaves and is consumed outside the licensed area
- Provide for 6' double fencing, 4' apart (events with 150+ patrons) to prevent individuals from passing alcoholic beverages to patrons outside the licensed area\*



# Planning

- Ensure that the licensee and all workers have received responsible beverage service training and are familiar with the Liquor Control Act
- Establish a procedure for ensuring that each patron's age is properly verified, including:
  - a policy to check all identifications, regardless of age
  - training to identify fake identifications
  - training on the five acceptable forms of identification outlined in the Liquor Control Act
- Establish a procedure for preventing alcohol sales to intoxicated patrons (see Sales, Service and Sponsorship)
- Establish a policy that alcohol servers will be at least 21 years old
- Adopt measures to ensure that patrons do not bring alcohol into the event, including:
  - staff posted at entrance of event
  - clear posting of rules at entrance
  - parking lot supervision and/or security personnel
- Plan for the use of additional items like non-transferable wristbands to identify adults who are 21 and older

## Dram Shop and Social Host

As of January 1, 2008, adults in Nebraska who host an underage drinking party, or provide or sell alcohol to a minor, can be held civilly liable if the intoxicated minor injures or kills someone.

### did you know?

When young males and females attempted to buy beer without an ID at community festivals, 50% of the attempts resulted in a sale to the buyer.  
*(Toomey et al., 2005)*

## Implementation

- Implement a procedure for age checking/disseminating wristbands at the entrance of the area where alcohol is consumed (events with 150+ patrons)\*
- Provide at least one security personnel per 200 attendees, dressed in distinctive clothing and identified as security staff\*
- Ensure that security personnel maintain a presence throughout the event
- Ensure that the event supervisor is in the licensed area at all times, including the post clean-up period\*
- Stop serving alcohol at least one hour before the event is over
- Consider eliminating all alcohol sponsorships and the distribution of alcohol promotional items to help promote a family-friendly event
- Limit the number of locations to purchase alcohol within the licensed premises

Visit <http://www.epi.umn.edu/alcohol/festivals/index.shtm> to access a variety of materials to be used by event organizers to improve alcohol control at community events.