University Policy 1055

Alcoholic Beverages

Effective Date

November 05, 2020

Responsible Party

Office of the President, (208) 426-1491
Director of University Sponsorship, (208) 426-3893
Office of Trademark, Licensing and Enforcement, (208) 426-1358

Scope and Audience

This policy applies to all students, University-recognized student organizations, employees, affiliates, visitors, and all University departments and units. This policy also applies to all University-owned, leased, and/or University-controlled property and to all University-sponsored or affiliated events.

This policy does not apply to property owned by the University but leased to other parties except for University-sponsored or affiliated events held on those properties.

This policy does not describe the Alcoholic Beverage permitting process or apply to alcohol in the workplace. See University Policies 1050 (Alcohol Beverage Permitting) and 7020 (Drug and Alcohol-Free Workplace Policy).

Additional Authority

- Idaho Code § 23-105
- Idaho Code § 23-1007
- Idaho Code § 23-1336
- Idaho State Board of Education Policy, Section I.J.2
- IDAPA 08.01.08
- University Policy 1050 (Alcohol Beverage Permitting)
1. **Policy Purpose**

   To outline the permissible possession, consumption, sale, and service of Alcoholic Beverages on campus and at other University-sponsored or affiliated events and to describe the requirements for Sponsorship and Advertising by businesses that serve, provide, sell, market, manufacture, or distribute Alcoholic Beverages.

2. **Policy Statement**

   The University recognizes that Alcoholic Beverages are legal commodities that may be used responsibly by persons of Legal Drinking Age. The University also recognizes that alcohol use may lead to significant individual and societal harm. This policy is intended to reduce alcohol-related harm while allowing for the legal, safe, and responsible possession, consumption, sale, and service of Alcoholic Beverages.

3. **Definitions**

   3.1 **Advertising**

   Any advertisement, sign, label, logo, packaging, imprint, sales promotion activity or device, public relations material or event, merchandising, or other activity or communication that has the obvious intent of promoting or marketing a non-University product, service, event, or organization.

   3.2 **Alcoholic Beverage**

   Any beverage containing alcoholic liquor as defined in Idaho Code § 23-105.

   3.3 **Legal Drinking Age**

   Twenty-one (21) years of age or older when a person is legally allowed to purchase or consume Alcoholic Beverages in the State of Idaho.
3.4 Permitted Event

An event that has received an Alcohol Beverage Permit under University Policy 1050 (Alcohol Beverage Permitting).

3.5 Sponsorship

A relationship with an entity where that entity provides money, goods and/or services to the University through a school, college, department, unit, or student organization and in return, the entity receives a contractual monetized acknowledgement or other quid pro quo benefit of the Sponsorship via television or radio broadcasts, signage, tickets, programs, other print material, or the internet. Sponsorship differs from the corporate charitable gift support generated by University Advancement, which is generally provided without expectation of quid pro quo benefit.

4. Responsibilities and Procedures

4.1 General Prohibition on the Possession, Consumption, Sale, and Service of Alcoholic Beverages

The University generally prohibits the possession, consumption, sale, and service of Alcoholic Beverages on University property and at University-sponsored or affiliated events, and the Sponsorship or Advertising by businesses that serve, provide, sell, market, manufacture, or distribute Alcoholic Beverages, except as explicitly provided for and under the regulations of this policy.

4.2 Exceptions to the Prohibition

4.2.1 University Residential Facilities

For details about Alcoholic Beverage consumption by persons of Legal Drinking Age in residential facilities, see the Housing and Residence Life Community Standards, Controlled Substances policy.

4.2.2 Permitted Events

Alcoholic Beverages may be served, sold, and consumed at events on campus, excluding classroom settings, and when prior approval is secured following the process and requirements under University Policy 1050 (Alcohol Beverage Permitting).
4.2.2A Concerts

Alcoholic Beverages may be served, sold, and consumed at concerts if served with food and non-Alcoholic Beverages. Alcoholic Beverages must be served by the food and beverage service provider for the permitted event following the process and requirements described in University Policy 1050 (Alcohol Beverage Permitting).

4.2.2B Conferences, Weddings, or Other Events

Alcoholic Beverages may be served, sold, and consumed at conferences, weddings, and other events on campus if served with food and non-Alcoholic Beverages. Alcoholic Beverages must be served by the food and beverage service provider for the permitted event following the process and requirements described in University Policy 1050 (Alcohol Beverage Permitting). Event guidelines are available on the University Event Services website.

4.2.2C Student Organization Events

Events hosted by student organizations have requirements that must be followed. Guidelines are available on the Student Involvement and Leadership Center website or by contacting the Student Involvement and Leadership staff.

4.2.2D Athletic Events

Alcoholic Beverages may be served at NCAA-sanctioned events with additional caveats. There is no reentry to a NCAA-sanctioned event where Alcoholic Beverages are being served. This means that once a patron enters the event, they may not leave and reenter the event. The Alcoholic Beverage service must be closed at least thirty (30) minutes prior to the scheduled ending of the NCAA-sanctioned event. The University reserves the right to cease the serving of Alcoholic Beverages at any time.

4.2.2E Tailgating

a. Alcoholic Beverages are allowed at certain tailgate functions as outlined in Idaho State Board of Education Policy.

b. Advertising Alcoholic Beverages is prohibited. All participants must comply with Idaho State laws regarding the use of alcohol, University department rules and regulations, and signage posted in the tailgating areas. The sale of Alcoholic Beverages in parking lot tailgating areas is not allowed unless permitted to a University department pursuant to University Policy 1050 (Alcohol Beverage Permitting).
c. Individuals of Legal Drinking Age may consume Alcoholic Beverages in athletic complex’s designated parking areas before the events and at privately hosted tailgate parties.

4.2.3 Research Studies

Alcoholic Beverages may be served and consumed as part of research studies if the study adheres to all applicable University policies, standards, oversight, or rules and is approved in writing in advance by the University’s Office of Research Compliance.

4.3 Sponsorship and Advertising

Sponsorship from and Advertising by businesses that serve, provide, sell, market, manufacture, or distribute Alcoholic Beverages are subject to the provisions of this policy. Sponsorship and Advertising are at the sole discretion of the University. The primary audience must be of Legal Drinking Age. Sponsorship must not adversely affect the University’s reputation.

4.3.1 Authorization

a. Alcohol-related Sponsorship and Advertising for athletic events or facilities must first be reviewed and approved by the Office of Trademark, Licensing and Enforcement.

b. All other alcohol-related Sponsorship and Advertising must first be reviewed by University Sponsorship and the Office of Trademark, Licensing and Enforcement.

c. The Student Involvement and Leadership team must review the display or distribution of promotional materials by University-registered student organizations, and the Campus Recreation Management must review the distribution of materials by intramural or club sport teams.

d. Final approval for all alcohol-related Sponsorship and Advertising is subject to approval by the President, or designee.

4.3.2 Sponsorship

Commercial partnerships with businesses that serve, provide, sell, market, manufacture, or distribute Alcoholic Beverages must be approved by the President, or designee, in advance of any publication pursuant to University Policy 9180 (University Sponsorships).
4.3.3 Advertising

a. Advertising of Alcoholic Beverages on campus or at any other University-owned, leased, and/or University-controlled property is further limited to responsible drinking campaigns.

b. Advertising must encourage the responsible and legal use of the products represented. At a minimum, a statement similar to “This Company supports the legal and responsible use of this product” must appear in all Advertising (see University Policy 10000 - University Brand Standards).

4.3.4 Co-branded Alcohol Beverages

a. The University may pursue a licensed drink with an Alcoholic Beverage company. All products must be approved by the President, or designee, and the Office of Trademark, Licensing and Enforcement.

b. The Office of Trademark, Licensing and Enforcement will serve as lead in pursuing any co-branded beverages.

4.4 Education, Support Groups, and Services for Alcohol-Related Problems

The University provides educational services to faculty, staff, and students about alcohol-related issues. Faculty, staff, and students may receive assistance from the following University programs:

- Student Health Center: Health Education Program (students only)
- Counseling Assistance and Referral Service - CARS (faculty and staff only)
- Employee Wellness (faculty and staff only)

5. Related Information

Housing and Residence Life Community Standards - Controlled Substance Policy

Student Organization Hosted Event Guidelines
Student Involvement and Leadership Center website
Revision History