



Dedicated to entertaining East Lansing responsibly

**BEST MANAGEMENT PRACTICES FOR ADVERTISING AND MARKETING  
OF ALCOHOL PROMOTIONS:**

- 1) When contacted by a promotion company, ask what the promotion entails and refuse if promoting excessive drinking, etc. is implied (refer to *Restaurant/Bar Owners Advertising and Safe Management Agreement* when questioning the promotion company's intentions).
- 2) Take into consideration the time of year when making a decision to approve a promotion. Avoid East Lansing busy weekends such as "Welcome Week", MSU Homecoming, etc.
- 3) Determine if the promotion company has filed the proper forms and paid the necessary fees with the MLCC as required by law.
- 4) Contact RHC members (via phone tree) and the executive committee members when a promotion company has contacted your establishment.
- 5) Promotion cannot last in one establishment for more than two hours.
- 6) All promotion company employees must be twenty-one years of age or older.
- 7) Enforce the RHC standards on advertising, as found in the *Restaurant/Bar Owners Advertising and Safe Management Agreement*, when promoting an event for your individual establishment.
- 8) Allow only one drink per patron by promotion company.
- 9) Promotion company cannot supply alcohol to an intoxicated patron.
- 10) Recommend food purchases by promotion company for patrons, suggest food purchases by patron, or offer free food during promotion.
- 11) Responsible behavior is required by the promotion company's employees.
- 12) Upon the arrival of the promotion company to your establishment, ask the representative to define their intentions and product(s) and review the practices of the RHC to prevent any potential negative activities.