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***This is a working document. Updates will be made frequently.***

Latest update: 1-26-11
Super Bowl Committee

Chairman…………………………Dr. Steve Weinberg

Co-Chair…………………………Chief Joel Moreno

Co-Chair…………………………Assistant Chief Dexter K. Jones

Legal Counsel……………………Emily Helm

Member…………………………Assistant Chief Rod Venner

Member…………………………Amy Harrison

Member…………………………Thomas Graham

Member…………………………Captain Charlie Cloud

Member…………………………Regional Supervisor O.T. Griffin

Member…………………………Regional Supervisor Loretta Green

Committee Clerk……………………Jill Untermeyer
FOR IMMEDIATE RELEASE  June 1, 2010

TABC establishes Super Bowl Committee to prepare for Super Bowl XLV in Arlington.

The Texas Alcoholic Beverage Commission (TABC) has invited various members of the alcoholic beverage industry and community to take part in a TABC Super Bowl Committee to prepare the North Texas region to host the Super Bowl XLV. TABC, local government agencies, law enforcement officials, industry and community partners will work closely together to enable Super Bowl XLV to be a safe and fun experience that makes Texas proud. We hope that our efforts can be used as a model for other states hosting events of this magnitude.

TABC Chief of Field Operations Joel Moreno says, "The committee's goal will be to identify public safety and industry marketing concerns up front, so that we can develop a plan of action that benefits the local economy, while making public safety the highest priority."

The kick-off meeting will take place on June 3, 2010, in Grand Prairie, Texas, and will be chaired by TABC Commissioner Steve Weinberg, MD, JD.

Contact: Chief Joel Moreno, 512-206-3401
May 26, 2010

You are cordially invited to attend the kick-off meeting of the Super Bowl committee. The meeting will be held on Thursday, June 3, 2010 from 2:00 pm to 4:00 pm at the Grand Prairie City Hall, City Council Chambers, located at 317 College Street, Grand Prairie, Texas 75050.

The mission of the TABC Super Bowl Committee is to be proactive in preparing the North Texas Region to host the Super Bowl XLV. TABC with other local government agencies, industry and community partners will work closely together to enable Super Bowl XLV to reach its maximum potential of creating the ultimate fan and business experience. We hope that our efforts will provide success and be used as a model for other national regulators hosting events of this magnitude.

It is the goal of this committee to identify areas of public and industry marketing concerns and develop a plan of action to address such concerns. We will create a resource guide specifically for the Super Bowl XLV event. It is our intent to educate the public, local authorities, and industry stakeholders of the Agency’s plan of action as it relates to our regulatory authority during this event.

Please confirm your attendance by Tuesday, June 1, 2010 by emailing Kathy Gersbach at kathy.gersbach@tabc.state.tx.us. If you have any questions, feel free to contact me at (512) 206-3276.

Sincerely,

Joel Moreno
Chief of Field Operations

JM:kg
SUPER BOWL COMMITTEE MEETING
Thursday, June 3, 2010 – 2:00 pm

AGENDA

Opening Remarks

Introduction of Super Bowl Committee

Strategy of Regulation from Enforcement
  • After Hour Issues
  • Public Safety

Strategy of Regulation from Compliance and Marketing Practices
  • Public Safety Issues
  • Promotional Activity

Discuss Plan to Develop Resource Guide
  • Contacts
  • Approval Process
    • Licensing Issues Relating to Temporary Events
    • Compliance Approval of Promotional Events
  • Standard Operating Procedures
    • What we will relax / what we will not relax

Identify Suggestions / Concerns from City Officials

Identify Suggestions / Concerns from Industry

Questions / Answers

Closing Remarks

Dr. Steve Weinberg

Chief Joel Moreno

Dexter Jones

Captain Charlie Cloud

O.T. Griffin

Loretta Green

Open Discussion

Open Discussion

Dr. Steve Weinberg
Super Bowl Committee Meeting  
June 3, 2010

Attendees
Joel Moreno, Dr. Steve Weinberg, Rod Venner, Dexter Jones, Emily Helm, Amy Harrison, Thomas Graham, Charlie Cloud, OT Griffin, Loretta Green, and Jill Untermeyer

Introduction of the Super Bowl
Dr. Steve Weinberg, Chairman of the Super Bowl Committee, introduced himself and welcomed everyone to the Super Bowl Committee meeting. Dr. Weinberg commented he lives in Colleyville and can see the stadium from his house. He said it is quite a site to see and has the privilege of sharing this with the committee. Dr. Weinberg welcomed and thanked Mayor England for allowing us to have this facility. We hope this is the first of a series of Super Bowls in the Dallas area and we are here to partner with all of you to make this the best Super Bowl that anyone has been to yet.

Strategy of Regulation from Enforcement
Chief Joel Moreno, Co-chairman of the Super Bowl Committee, stated we have two public safety issues to focus on. One is afterhours with limited consumption. Chief Moreno and Captain Charlie Cloud will be looking at this issue. Another issue is underage drinking and over consumption. They can refer to Captain Cloud and O.T. Griffin to work with retailers.

Strategy of Regulation from Compliance and Marketing Practices
Assistant Chief of Enforcement Dexter Jones, Co-chairman of the Super Bowl Committee, indicated that it is the world's biggest gateway for sponsorship and marketing opportunities. From a regulator's point of view we want to create an atmosphere that is business and consumer friendly as well as compliant with TABC regulations. First and foremost we will focus on public safety as it relates to trade issues with hotel events, on premise events, restaurant events to ensure these events don't involve practices that influence people to over consume and encourage minors. Assistant Chief Jones said we will discourage activities that would displace competition and try to level the playing field with an objective to create a resource guide to publish and distribute that provides regulatory direction. Thomas Graham, Marketing Practices Supervisor, will be in charge of creating the resource guide.

Discuss Plan to Develop Resource Guide
Contacts: Captain Cloud stated we will post the guide on our website with contact information for temporary permits as well as local law enforcement official's email addresses so that we can notify them of temporary events. We have received questions from out of State people asking about the laws in Texas. Questions received about marketing practice issues will be published on our website.
Approval Process: Loretta Green, Arlington Licensing Regional Supervisor, and Terry Hing, Accounts Examiner, are the main contacts and will approve and disapprove temporary permits. They asked to be given at least ten days notice for the temporary event with a diagram of the location, specific address, and permission from the property owner if it is in a parking lot. Ms. Green said we have several types of temporaries and caterers so let us know in advance what your needs are so that we can best accommodate you.

Captain Cloud said Dallas County is going to hold a wet/dry election in November and anticipates we could be flooded with applications. If we are inundated with applications we could even have agent’s processing applications.

O.T. Griffin, Compliance Supervisor, said Compliance has 15 auditors in the region and we are going to dedicate seven of them to the marketing practices team in order to visit your locations to make sure they are in compliance.

Mr. Graham said we are anticipating a 21 day turnaround time for any promotional activities submitted for the Super Bowl. If any questions arise at any local office which require his attention that office will reach him. Keep public safety in mind.

Mr. Griffin said we would like for all employees that are selling alcohol to attend seller/server certification training since public safety is our main focus.

Captain Cloud remarked that training for the retailers are available where we will either come to you or you can come to us for Manager’s Assistance Program and project SAVE. These trainings do not cost anything to you, but are great opportunities for you and your employees to discuss these issues.

Captain Cloud said there is the question of what we are willing to relax in the code and indicated that every request that comes in will be evaluated with the final decision posted on the website.

Chief Moreno remarked we are going to partner with the industry and local law enforcement and together we will showcase Texas. There will be a lot of information to communicate, but we will all work together. Dr. Weinberg said we all have the same goals to make it the best Super Bowl and to stay safe and with your partnership we will do big things in North Texas.

Audience Questions
Assistant Chief Jones said in terms of after hour laws to stop consumption at 2 a.m. and despite we are still eight months out from the event, we have received questions about the agency extending hours of consumption. Other industry questions involved relaxation of laws to allow street vending and ability of consumers to walk and consume alcohol along street fronts in major cities. Dallas/Fort Worth are in downtown central districts and some cities have petitioned that we pass a rule that allows/disallows open
containers in central business districts. We are in the process of entertaining questions and will post these on the internet through our resource guide. Chief Jones opened the floor for questions from the industry and stated that the committee will take questions and feedback from the industry back to Austin to be further discussed at a round table meeting.

**Jim Beset, Hotel Association of Texas**

**When will the guide be published?**

Captain Cloud said we will start putting contact information together next week with Thomas Graham appointed the chair of the guide. The NBA all star game has helped us get ready for this type of event.

**We have had a Super Bowl in Houston previously, what are some lessons you have learned from that?**

Assistant Chief Jones said from Houston we had issues arise about after hour events and crowd control. We had to live with the aftermath from that event 12-18 months out and we did not post things in writing. We understand what the objectives will be from an enforcement and regulator's standpoint. Dr. Weinberg said we are doing this in a number of communities all of which have different laws. From downtown Dallas to Fort Worth is about 30 miles and it is a unique experience with events scheduled in all types of venues. Everyone touches us and we have a challenge of putting that information together and will be interesting to see how this works.

**Do you anticipate having different regulations for area adjacent to stadium?**

Captain Cloud said he does not anticipate different regulations from us. Each city may have different regulations and we do not regulate cities and counties. With Out of State distilleries they started talking to locations where their specified products have to be brought in legally. For example they may state that they need 40 cases form a certain retailer and only use 2 cases. There is no provision for the unused product to be returned to the wholesaler.

**Justin Regal, Texas Hotel and Lodging Commission, Austin**

Would like to thank TABC for their assistance in the past and asked Captain Cloud if his team would be willing to attend local hotel meetings in the Dallas area?

Captain Cloud said we would be willing and excited to attend the meetings when we are available and asked for his card.

**Justin Regal, Texas Hotel and Lodging Commission, Austin**

Asked Dr. Weinberg how many meetings are to follow and will they be open to public?

Dr. Weinberg said the meetings will be based on demand and this may seem early to start having meetings, but we wanted to get people thinking about it and their licensing applications. Dr. Weinberg said we will get together on several occasions. Assistant Chief Jones said we will drill down to have several meetings with the industry based on
their specific needs and we will try to generalize what comes out of those meetings to include in the guide. Dr. Weinberg remarked we will have several subcommittees from these events and we will break this down and let people know who should attend these meetings. Captain Cloud asked everyone to put their information on the sign in sheet so we can send out meeting notices.

Glazers
As there any relaxations to the code and as they transpire are you going to use a marketing practices bulleting to announce this?
Assistant Chief Jones restated the question for the Audience as “In terms of things the agency will relax, will we use marketing practices bulletin to announce such relations?” Assistant Chief Jones stated that at this time we do not plan to use the Marketing Practices Bulletin format, but we will publish these in the resource guide and we intend to distribute hard copies to industry members. The resource guide will also be updated as we receive additional inquiries after the comprehensive guide is published. Captain Cloud remarked we will also make sure the guide has a prominent place on the website and if you will leave your email with us we can send out updates to everyone. Mr. Graham said as we get questions we will update the guide, and remember we will try to get contact information out there next week so you will know who to submit your questions to. Licensing Director Amy Harrison said for those not familiar with our website it is www.tabc.state.tx.us. You will be anxious for a resource guide, but there is a wealth of information on the website. The applications/fees are already on the website which you can refer to now. We also have code rules posted and public inquiry to see what types of permits are already issued to these cities and counties. Dr. Weinberg said we are also on Facebook and if you are waiting on the guidebook then we may have wasted our meeting. He said to make sure to take from this all the information has been presented.

Promotional Activities
Chief Moreno said to get with Assistant Chief Jones or Mr. Graham to ensure you have enough time to have your promotional activities approved before the end date.

Dan Crenshaw
Is there a hard stop date on when the lax policies will be published?
Assistant Chief Jones said the question is do we have a deadline on what we are going to relax or not relax in order to have consistency. That’s a great question, at this point in time we have not established a deadline. Realizing that we are likely to receive request all the way up to the last moment, we intend to identify a cutoff point and publish in the resource guide over the next several months. In the resource guide we will post things that we are able to identify ourselves and publish on the internet to give you a starting point for what we will relax before questions start coming in. Relating to request from industry members we will respond within 21 days from receipt of the proposal.

Bill Katz
He asked for a level playing field because the smoking ban would not have mattered if all of Texas was affected and not just Dallas. If you will relax rules for one location he would like all counties to have the same lax laws. Captain Cloud said unfortunately we have no control over city ordinances but as far as TABC goes you will have a level playing field. Dr. Weinberg said we want a level playing field, but unfortunately people accuse Texas of having an assortment of laws and this is true.

Unnamed
Restrictive laws on serving alcohol on Sunday morning could we look at that to be able to serve alcohol earlier on Sundays?
Dr. Weinberg asked how early? The question was that they would like to open as early as they can, but they are not able to serve alcohol at 8 am on a Sunday. Assistant Chief Jones stated this was a good question, however we are not prepared at this time to give a definitive response, but we will consider it and make a decision. General Counsel Emily Helm said we are not going to discuss this question yet, but that question will be taken back and will give us a parameter on when to start opening discussions. Captain Cloud said an issue like that is a TABC issue as well as a police department issue because they will have to help us enforce any changes in the laws. Dr. Weinberg said we have discussed after hours, but not before hours. We will work on this issue.
# Headquarters Contacts

<table>
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<tr>
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Super Bowl XLV FAQs

TABC is accepting questions with regard to Super Bowl XLV events. At this time, these are the questions received thus far and their applicable answers. As more questions come in, the agency will update the guide to include further information as applicable. Should you have further questions regarding agency policy or position, please send your questions to SuperBowlQuestions@tabc.state.tx.us.

Please note some of the relaxations below state specific time and distance requirements. Relaxations that do not apply to a specific areas or time frames will apply state wide.

Hours of Sale and Consumption

1. **Will the ban on after hours sale and consumption be lifted?**
   State law will be enforced. Hours of sale and consumption will not be extended.

   **Liquor Stores:**
   Monday-Saturday 10am-9pm. Closed on Sunday.

   **Bars and restaurants:**
   Monday-Friday - 7am-midnight (or 2am with a late hours permit)
   Saturday-7am-1am (or 2am with a late hours permit)
   Sunday-noon to midnight (or 2am with a late hours permit) (10am-noon only in conjunction with the service of food to the customer)

   **Beer/Wine Off-Premise Consumption Only (convenience store / grocery store)**
   Monday-Friday 7am-midnight
   Saturday - 7am-1am
   Sunday - noon to midnight

   **Public Consumption**
   Public consumption is prohibited by state law from:
   Monday-Saturday: 2:15am to 7am
   Sunday 2:15am to 12 noon (except as allowed by state law described below)
2. **Will the sale or public consumption of alcoholic beverages be allowed before noon on Sunday?**

State law will be enforced. Alcoholic beverages can only be consumed and/or sold on Sunday between 10am and noon under the following conditions:

1. when served at fair, festival, concert, winery, or sports venue; or
2. for on-premises consumption during the service of food to the customer.

In this section, "sports venue" means a public entertainment facility property, as defined by Section 108.73, that is primarily designed and used for live sporting events. Section 108.73 says that "Public entertainment facility" means an arena, stadium, automobile race track, amphitheater, auditorium, theater, civic center, convention center, or similar facility that is primarily designed and used for live artistic, theatrical, cultural, educational, charitable, musical, sporting, nationally sanctioned automobile racing, or entertainment events. The term does not include a facility the primary purpose of which is the sale of food or alcoholic beverages, including a bar, nightclub, restaurant, hotel, bowling alley, pool hall, or dance hall, or a facility that derives 75 percent or more of the facility's annual gross revenue from the on-premise sale of alcoholic beverages.

3. **Will package stores have the ability to open on Sunday?**

State law will be enforced. Package stores will be closed on Sunday.

4. **Will TABC extend hours for wholesalers and distributors to make deliveries and sales to retail accounts in the DFW Metroplex?**

In an effort to promote public safety by decreasing delivery vehicle traffic during elevated traffic times, the agency will extend the legal hours for wholesaler, beer distributor and local distributor sales and deliveries as follows:

- In addition to the hours of sale as permitted in Section 105.02, local distributors permit holders (LP) may continue to make sales and deliveries of alcoholic beverages to mixed beverage and private club permittees from 9pm until 12 midnight Saturday February 5, 2011. Retail sales at package store locations must adhere to normal hours of sale.

- In addition to hours of sale as permitted in Section 105.051, licensed beer distributors and wholesalers may make sales and deliveries of malt beverage products to retailers in the DFW Metroplex beginning at 7am Sunday February 6, 2011.

**Open Containers**

1. **Will public vehicles for hire such as limousines, vans, buses, and other similar vehicles be allowed to transport passengers with open containers?**

The Texas Penal Code Sec. 49.031 prohibits open containers of alcoholic beverages in vehicles with the following exceptions:

   (1) the passenger area of a motor vehicle designed, maintained, or used primarily for the transportation of persons for compensation, including a bus, taxicab, or limousine; or
(2) the living quarters of a motorized house coach or motorized house trailer, including a self-contained camper, a motor home, or a recreational vehicle.

2. Will street vendors be allowed to sell alcoholic beverages?
A street vendor must qualify for a temporary BH or permit utilizing their current TABC BG permit which allows for on and off premise sales or through a civic, religious or charitable organization. TABC will issue a permit to sell alcoholic beverages in conjunction with state law and city ordinance.

3. Will consumption be permissible in unlicensed public locations such as sidewalks?
Yes, except in areas where city or county ordinances prohibit public consumption or open containers.

Retail Locations

1. Can upper-tier industry members rent out bars and restaurants for the evening?
Retailers within a 25 mile radius of the stadium of the will be allowed to suspend their permit to sell alcoholic beverages temporarily to allow for an upper-tier member to rent out their venue for events. Suspension of permit must be approved by local TABC office. Request submitted for suspension of permit must be made no later than Monday, January 31, 2011. If permittee decides to rent out their facility to upper-tier member for event, retailer will not be able to operate under their license at event which includes the sale of alcoholic beverages. All rental/lease agreements with upper-tier members must be submitted to local TABC office for review.

2. Can bars and restaurants be designated as Public Entertainment Facilities for Super Bowl events?
TABC will not designate bars and restaurants as Public Entertainment Facilities as defined by Section 108.73 Code for Super Bowl events.

Prearrangement and Preannouncement

1. Will TABC enforce the prohibition of prearranged and preannounced beer events during Super Bowl?
TABC will not take administrative action against violations of prearrangement preannouncement restrictions for any events that have been prearranged or preannounced to take place from Monday January 31, 2011 through Sunday February 6, 2011.

Outdoor Advertising
TABC will enforce advertising regulations as follows; however, advertisers will need to check with city code enforcement to ensure they are not in violation of city enforced NFL Clean Zones.

1. Will TABC enforce the prohibition of mobile advertising such as mobile billboards, etc., during Super Bowl events?
It is illegal to advertise via mobile billboard however, TABC will not take administrative action against for violations of mobile advertising requirements within a 25 mile radius of the

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stadium from Monday January 31, 2011 through Sunday February 6, 2011. Advertising companies traveling into the area from outside of the 25 mile radius must provide a manifest showing their route from point A to point B. Mobile billboards may not be driven through dry areas. TABC will not take administrative action against upper-tier advertising on a mobile sign within 200ft of a retailer within the 25 mile radius of the stadium.

2. What is the difference between a mobile billboard and an electric sign?
With the exception of upper-tier delivery vehicles, only signs that qualify as an "electric sign," as defined by §108.51 Code are legal. "Electric sign" means a structure or device other than an illuminated billboard by which artificial light produced by electricity is used to advertise the alcoholic beverage business by a person who manufactures, sells, or distributes alcoholic beverages or to advertise an alcoholic beverage. Billboards on trailers, or other mobile apparatuses that have lights pointing at the sign to illuminate it do not qualify as electric signs as defined by §108.51.

3. May upper-tier members advertise on retailer-owned buildings or property?
Upper-tier members for Super Bowl events may advertise on retailer owned buildings with retailer permission provided the advertisement is not retailer specific and upper-tier member does not pay the retailer a fee or provide anything of value for advertising space in violation of §102.07, §102.15 or §108.05. TABC will not take administrative action for advertisements within 200ft of retail locations within a 25 mile radius from Cowboys Stadium from September 30, 2010 until February 28, 2011.

4. May upper-tier members advertise within 200 ft of a licensed retail location?
Upper-tier members may advertise within 200ft of retail locations within a 25 mile radius from Cowboys Stadium. Upper-tier members may not pay advertisers nor have retailer specific advertisements. TABC will not take administrative action for advertisements within 200ft of retail locations from September 30, 2010 until February 28, 2011.

5. Will WallScape Advertising and Billboards be permissible on or within 200ft of a retail location?
Section 108.53 of the Texas Alcoholic Beverage Code prohibits billboards or electric signs advertising alcoholic beverages from being erected within 200ft of a retail location without first obtaining a permit. Permits to utilize billboards within 200ft of a retail location are issued by the Marketing Practices office of the TABC. WallScapes are considered billboards. Permits are issued on the basis that (1) the billboard is in an area that was densely populated with retail locations and thus no retailer would receive a benefit from the advertiser for directing consumer traffic and (2) no payments are made to retailer for advertising of alcoholic beverages by upper-tier members.

Should you wish to file an application for consideration please visit the following link:

Private Events

1. How will TABC define private events?
State law prohibits the public consumption of alcoholic beverages after 2:15am. In order for an event to be considered not in a public place, and thus allowed to serve alcoholic beverages after 2:15am, the event must be conducted in a non-licensed location. All events must be approved by the local TABC office, provided they follow these rules:
• Host of the event must have measures in place to ensure safety of guest and that alcohol is served and consumed responsibly.
• Private events must be hosted off the licensed portion of a hotel or in an unlicensed venue.
• All alcoholic beverages for the event must be purchased before 2am.
• No licensed retailer may serve alcoholic beverages at the event after 2am.
• Events must be free of charge.
• Events must be “by invitation only” and controlled by security to ensure the event remains private.
• Alcohol may be provided to attendees but not sold.
• If the event is being held or sponsored by an upper-tier member, it will be subject to the requirements of MPB017 http://www.tabc.state.tx.us/marketing_practices/bulletins/MPB017.pdf.

3. What is the process for registering private events with TABC and local officials?
Private events must be preapproved by the TABC. Events operated on a retailer premise must be diagrammed off the premise if at a hotel. If the event takes place at a bar or restaurant, the retailer must suspend their permit for the night of the event. Private events must be preapproved by the local TABC office.

Retailer Entertainment
1. Section 45.110 of the Texas Alcoholic Beverage Commission Administrative Rules limits the value of food, beverages, entertainment and recreation provided to a retail employee by an upper-tier member to $500.00 per person on any one occasion. Will the dollar amount be raised for Super Bowl events?
TABC will not consider the cost of the Super Bowl Ticket value to be included in the $500 limit. In essence, upper-tier members can provide the above for retailers up to $500 dollars in value in addition to a Super Bowl Ticket per retail employee.

Display Enhancers
1. Can displays with Super Bowl themes be left at retail locations for longer than 30 days?
TABC will not consider it to be a violation if displays are left longer than 30 days provided the display is themed with an event of temporary nature. Displays must be maintained by upper-tier members and stocked. Display enhancers must be removed by upper-tier member at cease of theme and may not be given to retailer or retailer employees.

Sponsorships
1. How will TABC regulate sponsored events at retail locations? Will upper-tier members be able to sponsor events at retail locations? Will upper-tier members be able to co-sponsor events at retail locations?
Upper-tier members may co-sponsor events at retail locations in accordance with Section 109.58 of the Texas Alcoholic Beverage Code. The retailer whose premise the event will take place may not be a sponsor of the event and must remain independent of event and
upper-tier sponsorship agreements. Sponsored events at retail locations must be approved by the local TABC office and must adhere to the provisions of §109.58.

**Sec. 109.58. RELAXATION OF RESTRICTIONS AS TO CHARITABLE EVENTS.** (a) This code does not prohibit permit and license holders engaged in the alcoholic beverage industry at different levels from simultaneously or jointly sponsoring a civic, religious, or charitable event, including by providing or lendng money, services, or other things of value directly to a civic, religious, or charitable entity in conjunction with the event, provided that:
(1) any license or permit to sell or serve alcoholic beverages at the event is held by a retailer who is independent of the sponsors; and
(2) none of the retailers who sponsor the event, if any, receive any direct benefit or service because of joint sponsorship by a wholesaler or manufacturer of alcoholic beverages.
(b) The commission by rule may set definite limitations consistent with the general provisions of this code that relax the restrictions of this code with respect to the sponsoring of a civic, religious, or charitable event or the making of a gift to civic, religious, or charitable organizations by permit and license holders engaged in the alcoholic beverage industry at different levels.

**Delivery Vehicles**

Some retail accounts may not be able to store enough product onsite for their events. Will distributors/wholesalers be able to park refrigerated trailers near retail locations or at temporary events to store product to be sold to retailers during Super Bowl events?

The Agency will consider this on a case by case basis. Issues to be considered will include if the location of the storage trailers provide a benefit to a particular retailer. The agency will also consider Public Safety issues in determining whether to approve this type of request. The agency will only consider this type of request for locations within a 25 mile radius of the stadium. Approval must be sought through the local TABC office.