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## Policy Information

**Effective Date:**
July 1, 1991
**Policy Number:**
UR-103
**Responsible Unit:**
University Relations Marketing
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## Policy

The alcoholic beverage policy of the University of Arizona in relation to joint advertising, sponsorships, and promotions where contractual relationships exist between the University and a vendor is as follows:

- Advertising or sponsorship from alcoholic beverage distributors is acceptable provided such advertising or sponsorship excludes any reference to an alcoholic beverage, product logo, or product mascot. The corporation's/distributor's logo is acceptable.
- Promotions which relate to nonalcoholic beverages or messages that promote the responsible use of alcohol are acceptable. No advertisement, promotion, or message shall include any reference to an alcoholic product in conjunction with the distributor's name.
- Use of University of Arizona marks or logos is prohibited without prior permission.

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**Source URL:**
http://policy.web.arizona.edu/university-relations/sponsorship-events-alcoholic-beverage-corporationsdistributors

**Links**
[1] mailto:universityrelations@email.arizona.edu