

**BEVERAGE ALCOHOL MARKETING ON CAMPUS**

Section:	Administration (AD)
Subject:	Institute and Non-Institute Services
Legislation:	
Effective:	November 18, 2005
Revision:	September 1, 2016 (reformatted)

**APPROVED:** \_\_\_\_\_  
**President and CEO**

## POLICY

The policy of the Board of Governors is to provide for the control of on-campus beverage alcohol marketing so as to ensure that all marketing activities conform to applicable regulations and legislation.

## PROCEDURE

### DEFINITIONS

**SAIT community** SAIT's governors, employees, students, contractors, consultants, agents, and volunteers.

### GOVERNING PRINCIPLE

1. This procedure applies to all members of the SAIT community.
2. Students are governed by procedure [AC.3.4.4 Student Code of Conduct](#), which includes provisions relating to being under the influence of alcohol, narcotics or drugs.

### PROCEDURE

1. Promotion of beverage alcohol should not encourage any form of alcohol abuse.
2. Beverage alcohol shall not be provided as prizes to any individuals or groups on campus.

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3. Drinking contests and uncontrolled sampling of alcoholic beverages shall not be permitted as part of any marketing program on campus.
4. Where controlled sampling of alcoholic beverages is permitted by law and SAIT policy, it shall be limited as to time and quantity. Alternate beverages and food shall be available. The consumption of beer, wine or distilled spirits shall not be the sole purpose of any promotional activity.
5. Promotional activities shall not be associated with any campus event without the consent of Executive Management Committee.
6. Display or availability of promotional material shall be determined in consultation with the manager of Campus Centre operations or designate.
7. Informational marketing programs shall have educational value and promote the responsible use of alcoholic products.
8. Beverage alcohol marketers shall support alcohol awareness programs on campus and promote responsible use of alcoholic products.
9. Beverage alcohol marketing on campus or in campus media, whether promoting events where alcoholic beverages will be served or the alcoholic products themselves, shall not portray drinking as a solution to personal or academic problems or as a route to social or academic success.
10. Advertising and other beverage alcohol promotional efforts shall not associate beverage alcohol consumption with the performance of tasks that required skilled reactions, such as the operation of motor vehicles or machinery.

## **POLICY/PROCEDURE REFERENCE**

AD.2.3 Beverage Alcohol Marketing on Campus policy

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