

January 23, 2014

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Scott A. Schleifstein  
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New York, NY 10017

**RE: Crown Royal “Your Hero’s Name Here” Contest**

Dear Mr. Schleifstein:

ISSUE: This correspondence is in response to your e-mail and attached letter dated January 13, 2014, in which you seek approval on behalf of Diageo Americas, Inc., to conduct a contest promotion in Pennsylvania.

According to the official rules you provided, the “Crown Royal ‘Your Hero’s Name Here’ Contest” promotion is scheduled to run from February 10 through April 13, 2014. Consumers may participate by nominating an individual using an online entry form at [www.nascar.com](http://www.nascar.com). An independent judging organization will select one (1) nominee to receive the grand prize of an “ultimate race experience” which may include name identification with the 2014 Crown Royal “Your Hero’s Name Here” 400 at the Brickyard race, a pre-race tour, infield access, access to the Crown Royal luxury suite and RV during the race, access to Victory Lane at the end of the race, Crown Royal racing souvenirs, round-trip airfare, hotel accommodations for three (3) nights, ground transportation, and five hundred dollars (\$500.00) in spending money. In addition, four (4) nominees will be selected as finalists and will each receive a trip for two (2) to the 2014 Brickyard 400 that may include tickets to the race, Crown Royal chalet access, infield access, a pre-race tour, round-trip airfare, hotel accommodations for two (2) nights, ground transportation, and five hundred dollars (\$500.00) in spending money. No purchase is necessary to enter, and the contest is open only to legal residents the United States who are twenty-one (21) years of age or older at the time of entry.

OPINION: Section 5.32(h) of the Pennsylvania Liquor Control Board's ("Board") Regulations states that a manufacturer or licensee may sponsor sweepstakes promotions subject to the following conditions:

- i. No purchase is necessary to enter.
- ii. Entrants shall be twenty-one (21) years of age or older.
- iii. Retail licensed premises may only be involved as pick-up or drop-off points for entry forms and not for the conducting of drawings or the awarding of prizes.
- iv. Alcoholic beverages may not be part of the prize.

[40 Pa. Code § 5.32(h)].

This office has reviewed the proposed promotion and has determined that it comports with applicable liquor laws and regulations, specifically subsection 493(24) of the Liquor Code [47 P.S. § 4-493(24)] and section 5.32(h) of the Board's Regulations [40 Pa. Code § 5.32(h)], assuming alcoholic beverages are not included in any of the prizes.

Therefore, it would be permissible to conduct this promotion in the Commonwealth, as indicated above, in reference to the areas checked below:

- retail licensed premises.
- distributor licensed premises.
- both retail and distributor licensed premises.
- the Board's wine and spirits stores, subject to approval of the Bureau of Product Management.
- other – Internet, text messaging.

Please be advised that prior approval of malt or brewed beverages point-of-sale ("POS") material and retail licensed premises POS material is no longer required. However, the requirement for prior approval of POS material intended for use in the Board's wine and spirits stores from the Bureau of Product Management remains. The total cost of all POS advertising material relating to any one (1) brand of any one (1) manufacturer at any one (1) time may not exceed

three hundred dollars (\$300.00) on a retail licensed premises. [47 P.S. § 4-493(20) (i)].

THIS OPINION APPLIES ONLY TO THE FACTUAL SITUATION DESCRIBED HEREIN AND DOES NOT INSULATE THE LICENSEE OR OTHERS FROM CONSEQUENCES OF CONDUCT OCCURRING PRIOR TO ITS ISSUANCE. THE PROPRIETY OF THE PROPOSED CONDUCT HAS BEEN ADDRESSED ONLY UNDER THE LIQUOR CODE AND REGULATIONS. THE LAWS AND POLICIES ON WHICH THIS OPINION IS BASED ARE SUBJECT TO CHANGE BY THE LEGISLATURE OR THE PENNSYLVANIA LIQUOR CONTROL BOARD.

Very truly yours,

FAITH S. DIEHL  
CHIEF COUNSEL

cc: Pennsylvania State Police,  
Bureau of Liquor Control Enforcement  
James Short, Director of Marketing and Merchandising  
Michelle Bonsick, Director, Bureau of Marketing Communications,  
Branding & Design  
Pamela Bernd, Product Selection

LCB Advisory Opinion No. 14-008