

April 22, 2016

Jordan Arnot Leahey  
Partridge Partners  
321 North Clark Street, Suite 720  
Chicago, Illinois 60654  
**VIA E-MAIL**

**RE: Corona Summer 2016 Sweepstakes**

Dear Ms. Leahey:

**ISSUE:** This correspondence is in response to your e-mail sent April 7, 2016, wherein you request legal review of a sweepstakes promotion that your client, Crown Imports LLC, wishes to offer to consumers in Pennsylvania—the “Corona Summer 2016 Sweepstakes.”

According to the “Official Rules” that you provided, the sweepstakes promotion is scheduled to begin on May 6, 2016, and runs until September 8, 2016. The sweepstakes is broken into eighteen separate weekly entry periods.

Interested individuals may visit [www.CoronaUSA.com](http://www.CoronaUSA.com) and follow the instructions to provide an entry code and complete and submit the online entry form to be entered into the random drawing for the corresponding entry period and any subsequent drawings. There is a limit of one entry per person/e-mail address per day. Entry codes may be obtained inside specially-marked multi-packs of Corona Extra and Corona Light, via text message requests, or via e-mail requests.

For each weekly entry period, forty-five prize winners will be selected in a random drawing. Fifteen of the prize winners will receive a \$450.00 Ticketmaster electronic gift card; fifteen of the prize winners will receive an Uber promotional code that is redeemable for twenty Uber rides of up to \$20.00 each; and fifteen of the prize winners will receive a \$350.00 Corona Store electronic gift card. During one of the weekly entry periods, one grand prize winner and one first prize winner will also be selected. The grand prize winner will receive Ticketmaster “Event Tickets for a Year” awarded in the form a \$3,000.00 electronic gift card. The first prize winner

will receive an Uber promotional code redeemable for thirty Uber rides of up to \$20.00 each. Alcoholic beverages are not part of the prizes.

The sweepstakes is open only to legal residents of the fifty United States or the District of Columbia who are at least twenty-one years of age as of the date of entry. No purchase is necessary to enter the sweepstakes, and a purchase does not increase the chances of winning.

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

- i. No purchase is necessary to enter.
- ii. Entrants shall be twenty-one 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 sweepstakes promotion and determined that it comports with applicable liquor laws and regulations, specifically section 493(24)(i) of the Liquor Code, 47 P.S. § 4-493(24)(i), and section 5.32(h) of the PLCB's Regulations, 40 Pa. Code § 5.32(h), and is acceptable for use in this Commonwealth.

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 PLCB's Fine Wine and Good Spirits stores from the Bureau of Product Selection remains. The total cost of all POS advertising material relating to any one brand of any one manufacturer at any one time may not exceed \$300.00 on retail licensed premises. 47 P.S. § 4-493(20)(i).

Therefore, it is permissible to conduct the proposed sweepstakes promotion in the Commonwealth in reference to the areas checked below:

- retail licensed premises.
- distributor licensed premises.
- both retail and distributor licensed premises (POS only).
- the PLCB's Fine Wine and Good Spirits stores, subject to approval of the Bureau of Product Selection.
- other – Internet, text messaging.

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.

Sincerely,



RODRIGO J. DIAZ  
CHIEF COUNSEL

cc: Pennsylvania State Police, Bureau of Liquor Control Enforcement

LCB Advisory Opinion No. 16-128