

November 14, 2016

Daniel Rogna  
Partridge Partners  
321 North Clark Street, Suite 720  
Chicago, IL 60654  
**VIA E-MAIL**

**RE: TEAM Coalition's Responsibility Has Its Reward Sweepstakes**

Dear Mr. Rogna:

ISSUE: This correspondence is in response to your e-mail of October 31, 2016, in which you request legal review of a proposed sweepstakes promotion to be conducted in Pennsylvania by Crown Imports, LLC.

According to the official rules you provided, the "TEAM Coalition's Responsibility Has Its Rewards Sweepstakes" promotion is scheduled to run from November 12 through November 13, 2016. To enter the sweepstakes, a person can (a) visit the TEAM Coalition display area at the Garcia v. Vargas fight at the Liacouras Center in Philadelphia, PA, and pledge to be a responsible fan by completing a digital form displayed on an iPad, or (b) visit the Promotion registration page located at <http://RelaxResponsibly.org> and follow the instructions to enter the promotion. There will be one Grand Prize consisting of a trip for two people to a major fight in 2017, the location and date are yet to be determined. The Grand Prize includes roundtrip coach-class air transportation for the winner and travel companion, a minimum of one night hotel accommodations, and two tickets to the fight. The promotion is open only to adults of legal drinking age, and no purchase is necessary to participate. The approximate retail value is \$4,000.00 and does not include alcoholic beverages.

OPINION: Section 5.32(h) of the Pennsylvania Liquor Control Board's ("PLCB") 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 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.

Although the official rules indicate that alcoholic beverages are not part of the Grand Prize, please be advised that if any part of the trip being awarded as the grand prize involves sampling, taste testing, or the provision of alcoholic beverages at no additional cost to the grand prize winner, this would be construed as awarding alcoholic beverages as part of the prize and is not permitted.

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

- retail licensed premises.
- distributor licensed premises.
- both retail and distributor licensed premises.
- The PLCB's wine and spirits stores, subject to approval of the Bureau of Product Selection (POS only).
- 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  
Tisha Albert, Director, Director of Office of Regulatory Affairs  
Jeffrey Lawrence, Assistant Director, Bureau of Licensing