

ALCOHOL, OTHER DRUGS, AND TOBACCO POLICY

APPENDIX C NATIONAL COLLEGIATE ATHLETIC ASSOCIATION (NCAA) BYLAWS

1. **AVAILABILITY OF ALCOHOLIC BEVERAGES**

Alcoholic beverages shall not be sold or otherwise made available for public consumption at any championship event sponsored by or administered by the NCAA, nor shall any such beverages be brought to the site during the championship (i.e., during the period from the time access to the site is available to spectators until all patrons have left the facility or area used for competition).

2. **RESTRICTED ADVERTISING AND SPONSORSHIP ACTIVITIES**

The following activities are restricted when they occur in conjunction with NCAA championships:

a. **Advertising**

1. Advertising policies of the association are designed to exclude those advertisements that do not appear to be in the best interest of higher education. The executive director shall have the authority to rule in cases where doubt exists concerning acceptable advertisers and advertising copy of game programs, broadcasts, and telecasts of NCAA championships; however, the following expressly are prohibited:

- alcoholic beverages (except as specified below), and
- cigarettes and other tobacco products.

2. Malt Beverage, Beer and Wine Advertisements

Advertising malt beverages, beer, and wine products that do not exceed 6 percent alcohol by volume may be used in game programs. Such advertisements, however, shall not compose more than 14 percent of the space in the program devoted to advertising or not more than 60 seconds per hour of any telecast or broadcast (either a single 60-second commercial or two 30-second commercials).

b. **Sponsorships**

A championship activity or promotion may not be sponsored by liquor, tobacco, beer, or wine companies or by professional sports organizations or teams at any time.