

Enrolled
Senate Bill 669

Sponsored by Senator GIROD; Senators ATKINSON, EDWARDS, HASS, PROZANSKI

CHAPTER

AN ACT

Relating to the advertising of alcoholic liquor; amending ORS 471.401.

Be It Enacted by the People of the State of Oregon:

SECTION 1. ORS 471.401 is amended to read:

471.401. (1) Notwithstanding any other provision of this chapter, a manufacturer or wholesaler of alcoholic liquor may purchase advertising space [*and*] **or** time from a licensee authorized to sell alcoholic liquors at retail if **the retail licensee:**

[(a) The retail licensee operates an arena with a fixed seating capacity of more than 10,000 seats;]

(a) Holds a full or limited on-premises sales license and has on the licensed premises at least one room or area for which the maximum occupancy approved by the State Fire Marshal or a governmental subdivision granted an exemption under ORS 476.030 is 3,000 or more persons;

(b) Holds a full or limited on-premises sales license and the licensed premises is owned by the United States Government or a public body as defined in ORS 174.109;

(c) Holds a full or limited on-premises sales license and is a foreign corporation or nonprofit corporation, both as defined in ORS 65.001, that possesses a certificate of authorization or certificate of existence issued under ORS 65.027; or

(d) Holds a temporary sales license and is an entity described in ORS 471.190 (2)(a), (c) or (d).

[(b)] (2) [The] A manufacturer or wholesaler may purchase advertising space or time [is purchased] under this section only in connection with events to be held on the licensed premises. [of the arena; and]

[(c)] (3) [The] A retail licensee [serves] that sells advertising space or time under this section must serve other brands of distilled liquors, malt beverages, cider or wine in addition to the brand manufactured or sold by the manufacturer or wholesaler purchasing advertising space or time.

[(2)] (4) A purchase of advertising space or time under the provisions of this section must be made by written agreement.

Passed by Senate March 24, 2011

Repassed by Senate May 17, 2011

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Robert Taylor, Secretary of Senate

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Peter Courtney, President of Senate

Passed by House May 11, 2011

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Bruce Hanna, Speaker of House

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Arnie Roblan, Speaker of House

Received by Governor:

.....M,....., 2011

Approved:

.....M,....., 2011

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John Kitzhaber, Governor

Filed in Office of Secretary of State:

.....M,....., 2011

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Kate Brown, Secretary of State