

B-Engrossed
Senate Bill 669

Ordered by the House April 28
Including Senate Amendments dated March 21 and House Amendments
dated April 28

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

SUMMARY

The following summary is not prepared by the sponsors of the measure and is not a part of the body thereof subject to consideration by the Legislative Assembly. It is an editor's brief statement of the essential features of the measure.

Modifies circumstances under which manufacturer or wholesaler of alcoholic liquor may purchase advertising space or time.

A BILL FOR AN ACT

1
2 Relating to the advertising of alcoholic liquor; amending ORS 471.401.

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

4 **SECTION 1.** ORS 471.401 is amended to read:

5 471.401. (1) Notwithstanding any other provision of this chapter, a manufacturer or wholesaler
6 of alcoholic liquor may purchase advertising space [*and*] **or** time from a licensee authorized to sell
7 alcoholic liquors at retail if **the retail licensee:**

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

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

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

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

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

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

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

27 [*(2)*] **(4)** A purchase of advertising space or time under the provisions of this section must be
28 made by written agreement.

NOTE: Matter in **boldfaced** type in an amended section is new; matter [*italic and bracketed*] is existing law to be omitted.
New sections are in **boldfaced** type.

