

Senate Bill 669

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 **as introduced**.

Allows manufacturer or wholesaler of alcoholic liquor to purchase advertising space and time at sports venues, amphitheatres and dance halls of certain size in connection with events held on premises.

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 time from a licensee authorized to sell al-
7 coholic liquors at retail if:

8 (a) The retail licensee operates:

9 **(A) An arena with a fixed seating capacity of more than 10,000 seats that is not a sports**
10 **venue or amphitheater;**

11 **(B) A sports venue with a fixed seating capacity for an audience of more than 3,000 per-**
12 **sons;**

13 **(C) An amphitheater having an audience capacity of more than 3,000 persons; or**

14 **(D) A dance hall that is more than 5,000 square feet in area;**

15 (b) The advertising space or time is purchased only in connection with events to be held on the
16 premises of the arena, **sports venue, amphitheater or dance hall;** and

17 (c) The retail licensee serves other brands of distilled liquors, malt beverages, cider or wine in
18 addition to the brand manufactured or sold by the manufacturer or wholesaler purchasing advertis-
19 ing space or time.

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

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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.