



Alcohol Service at Events Procedures KU Athletics, Inc. Venues and Events

The sponsorship, sale and service of alcohol on all University of Kansas (KU) campuses and locations must be in accordance with [KU's Alcohol Service at Events policy](#) (and all other relevant KU policies and procedures), as well as all applicable laws and regulations. The below procedures provide specific guidance for KU Athletics, Inc. (KAI) venues and events.

Campus Designee – individual(s) designated by the Chancellor to approve and restrict the sale and service of alcohol at respective KU campuses and locations.

Provost and Executive Vice Chancellor
Office of the Provost and Executive Vice Chancellor – University of Kansas
Strong Hall
1450 Jayhawk Blvd., Room 250
Lawrence, KS 66045
785-864-4904

Campus Contacts

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Approved Service of Alcohol at KAI Managed Events

Effective fall 2019, responsible alcohol service at KAI sanctioned athletic events or equivalent within KAI controlled facilities is an acceptable practice. This standard includes but is not limited to the responsible sale or distribution of alcoholic beverages according to all State of Kansas and pertinent Federal liquor laws. To aid in the responsible service of alcohol, KAI shall use third-party liquor license holders, such as Kansas Memorial Unions, Centerplate Concessionaire, or equivalent. Additionally, and as a part of this standard, each year KAI shall submit for approval an annual alcohol usage plan to the appropriate KU campus designee at least two (2) weeks prior to the start of the academic year (or date of the first KAI managed event). In the event of substantive changes to the annual alcohol usage plan after the plan has been approved, KAI will bring such changes to the attention of the campus designee. As set by the Athletic Director, KAI's designee and point of contact for alcohol related matters is Sean Lester, Deputy Athletics Director for Administration.

Requests for service of alcohol at events not included in KAI's annual plan require preapproval and should be submitted at least two (2) weeks prior to the date of the event using the [Alcohol Service Request Form](#) for the KU Lawrence Campus.

Approved Venues

The responsible service of alcohol may be permitted in all KAI managed facilities.

Sponsorship within Approved Venues

In conjunction with KU, responsible alcohol sponsorship, administered by IMG Sports Marketing, in conjunction with KAI, is permitted in various alcohol categories and promoted in the following manner:

- On-site signage
- Display
- Media inclusion
- Event tickets