



**Alabama Alcoholic Beverage Control Board
Licensing and Compliance Division**

Advertising/Promotions Approval Request Form

Request submitted by: _____

Representative of: _____
(Company Name)

Contact Number: _____ E-mail Address: _____

Promotion Name: _____

Start Date: _____ End Date: _____

Type of Promotion:	Online Promotion	Coupon	Advertisement/Posters/Displays
	In-Store Promotion	Sweepstake/Contest	Other

If other, please describe: _____

Prizes, if applicable: _____

- | | | |
|--|-----|----|
| 1. Do you have to be 21 or older to participate? | Yes | No |
| 2. Is there any type of purchase necessary to participate in the promotion? | Yes | No |
| 3. Is the required purchase that of an alcoholic beverage? | Yes | No |
| 4. Are alcoholic beverages awarded as prizes? | Yes | No |
| 5. Does this promotion require the consumption of alcoholic beverages to participate? | Yes | No |
| 6. Are there incentives offered which require or induce the purchase of alcoholic beverages? | Yes | No |

In order to receive a response, you MUST complete and return this form in a single PDF to include all of the required attachments listed below:

1. Formal request for approval on company letterhead.
2. Complete set of ALL promotional rules.
3. Clear, color copy of all promotional sales media (e.g. Entry form, coupon, Necker, tear-off, etc.)
4. Detailed list of where the promotion will be displayed on the product and within the licensed location.
5. ALL disclaimers and legally required notices (e.g. "Purchase of alcoholic beverage is not required to participate...", etc.) shall be clearly and legibly printed on the face of the promotional sales media in bold-face print in a medium of 10 point print (#12 font) or larger.

Return to: Enforcement.license@abc.alabama.gov

IMPORTANT NOTE: Submission of ALL advertising and promotional items is still mandatory. Prior to dissemination, you must receive a stamped approval from this department.