

## APPENDIX B

### SMU GENERAL PROCEDURES AND GUIDELINES FOR ALCOHOL SALES AND SERVICE IN GERALD J. FORD STADIUM REVISED AS OF: July 22, 2015

SMU adopts the following procedures regarding the possession and consumption of alcoholic beverages in Ford Stadium. These procedures are subject to the requirements of the Board Alcohol Policy, SMU Policy 1.5.3, and all applicable federal, state and local laws and regulations. These procedures may be revised at any time with or without notice by the University.

#### **General Alcohol Procedures and Guidelines:**

- Aramark will obtain a beer, wine, and liquor permit for Ford Stadium and will be the sole provider of alcohol on premise.
- All beer and wine must be poured into a clear, plastic cup before distributing to patrons. On a trial basis, aluminum or plastic bottles/cans may be distributed at points of sale on the west side of the stadium ONLY.
- No more than two (2) alcoholic beverages may be sold or served to any customer per transaction.
- ALL guests purchasing an alcoholic beverage, regardless of age, will be required to present a valid government issued ID.
- All alcohol service will conclude at the end of the 3<sup>rd</sup> Quarter. *NOTE: Aramark, in coordination with SMU Athletics, reserves the right to limit the time and length of alcohol service at all sporting and special events.*
- A minimum of one Alcohol Compliance Supervisor will be in each area of sale at all times to verify servers are checking ID's and following all alcohol policies.
- Aramark, law enforcement and/or hired event security reserve the right to check valid ID's of a guest consuming alcohol on premise.
- Aramark further reserves the right to deny service to individuals and discontinue the service of alcoholic beverages prior to the ending time of an event should the conduct and/or decorum of the guest be in violation of these guidelines or state laws.
- No alcoholic beverages may be sold or served to a visibly intoxicated person.
- Alcohol may only be sold in Ford Stadium during SMU athletics events, concerts or other approved non-athletics events. All events with alcohol in Ford Stadium must receive prior approval through the University's service of alcohol approval request process. <http://www.smu.edu/StudentAffairs/VPSA/Alcohol/AlcoholRequestForm>
- All alcohol purchases, storage & distribution will be managed by Aramark and will be in full compliance with TABC regulations. All alcohol on premise will remain in a controlled/secure environment prior to, during and after events.

- Aramark requires all servers (including agency/temp staff) to have a current, active and valid training certification through TABC. No one may sell or serve alcoholic beverages unless they hold a current and valid TABC certificate.
- All sales and service of alcoholic beverages shall be in full compliance with applicable laws. The sale of alcoholic beverages during hours not authorized by local law is prohibited.
- It is the practice of Aramark to serve alcoholic beverages in a professional manner which conforms to the requirements of the law and which is intended to promote responsible consumption.
- In accordance with the State of Texas liquor license requirements, alcoholic beverages may not be brought into Ford Stadium or leave Ford Stadium.
- All visitors to Ford Stadium are expected to abide by SMU policies and state laws regarding alcohol service and consumption. Visiting students from other universities who violate SMU policies and or state laws may be referred to the student conduct office at their respective university.

#### **SMU Student Alcohol Procedures and Guidelines:**

In addition to the general guidelines listed above, the following policies and procedures are specific to SMU students:

- SMU students, age 21 and older, will be required to obtain a wristband in order to purchase alcohol and consume in the student sections (115-122).
  - Wristbands may be obtained by showing a valid, government issued ID at wristband stations located on the Boulevard or at the student entrance at Gate 5 of Ford Stadium
- Aluminum or plastic bottles/cans are prohibited in the student sections. Only alcohol in clear plastic cups will be allowed in these sections (115-122)
- Students who are visibly intoxicated will be denied admission into Ford Stadium.
- Any student, regardless of age, that is visibly intoxicated or disruptive will be escorted from the stadium and are subject to discipline in accordance with the University's student code of conduct.
- Students seen consuming alcohol without a wristband who are underage will be removed from the stadium and are subject to discipline in accordance to University's student code of conduct.

#### **Points of Sale**

The industry standard at professional athletic venues for the sale of alcohol is approximately one point of sale for every 450 patrons. At a minimum, Aramark will follow the industry standard utilizing kiosks and/or concession stands and work with the Department of Athletics if additional equipment and locations are needed to meet the industry standard.

To improve efficiency of distribution of product to the various points of sale throughout Ford Stadium, Aramark may rent up to three (3) temporary walk-in coolers that measure 8' x 20'. These coolers will be located inside the stadium in the following locations: SW concourse adjacent to section 100, North concourse inside Gate 4, SE concourse adjacent to section 128. The coolers will be used to store beer and water. The strategic placement of the coolers will hopefully alleviate the issues experienced in previous seasons of moving product throughout the stadium in a timely, efficient and safe manner.

Below is a chart describing the locations (concession stand or kiosk), sections closest to kiosk, or concession stand, along with points of sale per location which may be utilized to achieve successful beer and wine service in the concourse.

<b>Location</b>	<b>Sections</b>	<b>POS (Per Location)</b>	<b>POS Total</b>
12 Kiosks	103, 106, 208, 211, 115, 216, 218, 220, 122, 223, 226	2	24
3 Small Concessions	201, 205, 207	4	12
2 Med Concessions	110 and 118	6	12
2 Large Concessions	101 and 127	8	16
4 Kiosks or more (As needed)	South End Zone	2	8
Total			72

**YOU MUST ALSO COMPLY WITH ALL ADDITIONAL AND REVISED UNIVERSITY POLICIES, RULES AND PROCEDURES PROVIDED TO YOU FROM TIME TO TIME, INCLUDING, BUT NOT LIMITED TO, THE PROCEDURES FOR THE SALE AND SERVICE OF ALCOHOL FOUND AT <http://www.smu.edu/StudentAffairs/VPSA/Alcohol>.**