



FOR IMMEDIATE RELEASE

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## NCSLA 2014 Annual Conference Presents “Sponsorships”

2014 is a special year for NCSLA as they celebrate the 80<sup>th</sup> anniversary of the National Conference of State Liquor Administrators in San Antonio at the annual conference, June 16-20, 2014. Serving as conference host is the Texas Alcoholic Beverage Commission and Administrator Sherry Cook.

The annual conference theme is “**NCSLA – 80 Years: Just Getting Started.**” Over the course of four days the business agenda will cover a number of complex and diverse issues that have evolved over the decades.

Many states have statutes that appear to prohibit a manufacturer or wholesaler from “sponsoring” an event involving a retail licensee. But manufacturers and wholesalers regularly sponsor events throughout the country; and have been doing so since the end of prohibition. Today, alcohol beverage brands sponsor many sports venues, such as stadiums and arenas. They also sponsor everything from large multi-day concert series and fairs to small one-day sporting and community events.

But should they be?

If you “follow the money” could these sponsorships be tied-house violations? What if a third party promoter is involved? Does it matter whether the retailer is a permanent or a temporary licensee? What would be the impact of limiting sponsorship activities?

Don’t miss this distinguished group of panelists, on the opening day of the conference, debate “*Sponsorships: Everyone’s Doing Them, So What’s the Big Deal?*” They will deliberate these questions, explore how different states deal with sponsorships and discuss what, if anything should be done to change or update laws and policies to accommodate contemporary sponsorship practices.

Moderator: Carrie Bonnington, Partner, Pillsbury Winthrop Shaw Pittman LLP

Panelists: Tim Gorsuch, Director, California Department of Alcoholic Beverage Control  
Michael Halfacre, Director, New Jersey Department of Alcoholic Beverage Control  
Karen Manders, Associate General Counsel, Anheuser-Busch  
Ron Fondiller, Senior Vice President and General Counsel, Constellation Wines

Start marking your plans NOW to come to San Antonio, Texas from June 16-20, 2014 for this year’s annual meeting of the NCSLA! **Registration is now open** so visit [www.ncsla.org](http://www.ncsla.org) today for details, and watch for more exciting updates on the NCSLA 2014 Annual Conference to be broadcast in the coming weeks. *Not a member of NCSLA?* Joining is easy - just complete the [online application form](#) and join us for this historic conference in San Antonio!

### **About National Conference of State Liquor Administrators, Incorporated:**

A national organization of state alcohol beverage regulators, founded June 19, 1934, in Chicago, Illinois, whose purposes are to promote the enactment of the most effective and equitable types of state alcoholic beverage control laws; devise and promote the use of methods which provide the best enforcement of the particular alcoholic beverage control laws in each state; work for the adoption of uniform laws insofar they may be practicable; promote harmony with the federal government in its administration of the Federal Alcohol Administration Act; and strive for harmony in the administration of the alcoholic beverage control laws among the several states. Visit [www.ncsla.org](http://www.ncsla.org) for more information.