

To: All manufacturers, wholesalers, importers and licensed retailers

Subject: Sponsorship of Bowling Teams

This advisory shall replace Bulletin 331, which is hereby rescinded in all respects. All prior rulings regarding the subject matter of this advisory are hereby rescinded.

This advisory sets forth the following conditions under which the manufacturer, wholesaler or importer of alcoholic beverages may sponsor bowling teams at licensed retail premises.

### **Outside Teams**

A manufacturer, wholesaler or importer may pay for the entry fees, expenses, shirts, etc., for members of sponsored teams participating in leagues and tournaments sanctioned by the United States Bowling Congress.

No team sponsored by a manufacturer, wholesaler or importer shall be permitted to participate in any exhibition or tournament held at a licensed retail premises that is not sanctioned by the United States Bowling Congress.

### **Employee Welfare League**

There are no limitations on the entry fees, expenses, etc. paid by a manufacturer, wholesaler or importer to a league, team or group of players consisting solely of employees of one or more manufacturers, wholesalers or importers. Any tournaments in which aforementioned employee leagues or teams participate need not be sponsored by the United States Bowling Congress.

The manufacturer, wholesaler or importer may elect to contribute directly to the aforementioned teams, leagues and tournaments or through the licensed retail proprietor provided that any and all sponsorship contributions, fees, expenses, etc., are distributed to the designated recipient team, league and/or tournament. The licensed retail proprietor may administer and disperse the sponsorship contribution on behalf of the manufacturer, wholesaler, importer or designated team, league or tournament provided the licensed retail proprietor does not charge a fee nor receive any monies, gifts, consideration or anything of value for providing this service that in the judgment of the Authority would be in violation of the NYS Alcoholic Beverage Control laws or the Rules of the State Liquor Authority. Any unused or excess sponsorship contributions not utilized by the designated recipient team, league or tournament shall be returned to the contributing manufacturer, wholesaler or importer and may not be converted for use or benefit to the licensed retail proprietor.

Manufacturers, wholesalers, importers and retailers shall maintain records for inspection of all sponsorship contributions.

Note: This advisory assumes compliance with attached TTB Industry Circular # 75-16 & 82-12