

RESPONSIBLE EVENT CHECKLIST

This checklist is to be used for Brown-Forman sponsored events, where product is being served. Not all suggested items will be appropriate for every event. Use legal guidelines and discretion to incorporate as many responsible practices as possible. To be the leader in alcohol responsibility, all of our sponsored events should model our commitment to promote the responsible consumption of our brands and to reduce alcohol abuse and misuse.

PLANNING AND ACCOUNTABILITY

- » Identify a point person to review the checklist and ensure that they are equipped to deal with any incidents.

INCORPORATE RESPONSIBILITY INITIATIVES INTO CONTRACTS

- » Secure media placements for responsibility messages
- » Ask to be the official responsible fan partner, safe ride partner, etc.

DEVELOP AND COMMUNICATE RESPONSIBILITY MESSAGES

- » Ask if they have received TIPS, STAR, TEAM, or other certified training. If they have not been trained, offer to connect them to training resources.
- » Ask if they have all of the appropriate licenses.

UNDERAGE PERSONS

- » Ensure someone is checking identification.
- » Do not serve alcohol to underage attendees.
- » Do not take branded pictures with underage attendees.
- » Ask the organizer to identify underage attendees (e.g., a different color bracelet).

PROVIDE A SAFE RIDE PROGRAM

- » If attendees appear intoxicated, assist in facilitating transportation for them.
- » Partner with Uber, Lyft, cab company, valet company, scooter company, etc.
- » Provide a discount code.
- » Pay for drivers to be on-site.
- » Sponsor the designated drop-off/pick-up locations.

PREVENT OVERCONSUMPTION

- » Discourage excessive consumption and actively encourage controlled serving of drinks by a responsible server.
- » Ask staff to be aware of overconsumption and to stop serving when appropriate.
- » Ask the organizer to use drink tickets (when appropriate) — 1 per hour of event with a maximum of 3.
- » Pour standard sizes/measures and do not 'top up' glasses.

PROVIDE NON-ALCOHOLIC BEVERAGES

- » Serve a signature zero-proof drink.
- » List non-alcoholic beverages on menus.

PROVIDE WATER

- » Have infused water.
- » Provide bottled water.
- » Partner with the local water company.

PROVIDE FOOD

- » Offer food at the same relative cost as drinks (i.e., there should be free food when free drinks are served).