

# RESPONSIBLE EVENT CHECKLIST

Our commitment to tomorrow grew out of a seed of intention. Nothing Better in the Market is a challenge to ourselves, something we take on today, something to build on for the future. As the world changes, so do we, evolving to be better, to do the right thing. All of our brand-sponsored events should model Brown-Forman's living a spirit of commitment, including alcohol responsibility and environmental sustainability.

This checklist is to be used by Brown-Forman at its brand-sponsored events. Not all guidelines will be appropriate for every event. Use legal guidelines and your discretion to incorporate responsible practices as appropriate.

## ENVIRONMENTAL SUSTAINABILITY

- Follow the venue's recycling and zero waste policies and ask what additional practices are available.
- Recycling bins should be next to landfill bins.
- Avoid single-use products, including plastic water bottles. Make sure water dispensers are available.
- Get a count of attendees to ensure there is no excess food.
- If offering giveaways, choose items that attendees will use after the event (e.g., branded reusable water bottles).
- Use caterers who offer reusable dishes, utensils, and linens. When reusable items are unavailable, choose compostable or recyclable.

## PROMOTING MINDFUL DRINKING AND DECISIONS

- Provide water, and when possible, have flavor-infused water.
- Offer food at the same relative cost as drinks (i.e., there should be free food when free drinks are served).
- Serve a signature alcohol-free drink and list all alcohol-free beverages on menus.
- When appropriate, ask the organizer to use drink tickets for beverage alcohol.
- Secure media placements for responsibility messages.
- Product tastings and education activities should discuss how participants can experience the product without tasting it (e.g. what smells can the participant make experience, etc.).

## PREVENTING DRUNK DRIVING

- Offer or sponsor a safe ride program for event attendees and ask drivers to turn off their vehicles while they wait for passengers.
- Provide a safe ride discount code.
- Include responsibility statements wherever appropriate.
- Encourage and incentivize public transportation and carpooling for local participants (e.g., closer parking spots can be offered to participants who carpool).
- Reward designated drivers.

## PREVENTING UNDERAGE ACCESS AND CONSUMPTION

- Verify legal drinking age by checking identification.
- Identify underage attendees (i.e., a different color bracelet) to ensure they are never served.
- Do not take branded pictures with underage attendees.
- Utilize assets from the [National We Don't Serve Teens Campaign](#), which can be downloaded directly from the site, customized with your logo/s, and sent to your printer of choice.

## EMPOWERING BYSTANDER INTERVENTION

- Verify Brown-Forman retained event personnel have all of the appropriate licenses and certifications (i.e., TIPS, STAR, TEAM, or other certified training).
- Offer to connect untrained service personnel to training resources.
- Pour standard sizes/measures and do not 'top up' glasses.
- Ask staff to be aware of overconsumption and stop serving when appropriate.
- Request the bystander intervention toolkit and:
  - Share the bystander intervention toolkit with venue staff.
  - Consult with the bystander intervention partner.