



Please read these instructions carefully and keep this information.

What is a Special Occasion Permit?

A Special Occasion Permit (SOP) is needed **any** time alcohol is offered for sale **or** served **anywhere** other than in a licensed establishment or a private place. A private place is an **indoor** area not usually open to the public and not open to the public during the event (for example, a boardroom, private office or a residence).

SOPs are for **occasional, special** events only, and not for personal profit or running an ongoing business. A permit may be revoked if the Registrar of Alcohol and Gaming (the Registrar) has reason to believe the event is being used for personal gain.

Types of Permits

There are three types of SOPs (see pages 4 – 6 for more details):

- Private Event SOPs: For events where only invited guests will attend. These events cannot be advertised and there can be no intent to gain or profit from the sale of alcohol at the event.
- Public Event SOPs: For events that are open to the public. Public events can be advertised and allow for fundraising/profit from the sale of alcohol.
- Industry Promotional Event SOPs: For events held to promote a manufacturer's product(s) through sampling. There can be no intent to gain or profit from the sale of alcohol at the event.

Submitting an SOP Application

SOP applications are reviewed and permits issued from the Liquor Control Board of Ontario (LCBO) SOP service stores throughout Ontario.

Permit applications must be submitted at least 30 days before the event takes place, except Private Event applications which must be submitted at least 10 days before the event. The permit application may be refused if this requirement is not met.

The completed application, with supporting documentation as required and payment of application fees, must be submitted to an LCBO SOP service store.

For a listing of LCBO SOP service store locations and hours, please visit: <http://hellolcbo.com>.

As the regulator of beverage alcohol in Ontario, the Alcohol and Gaming Commission of Ontario (AGCO) may review applications for SOPs to determine if there are any risks associated with an event and to assist applicants and permit holders in understanding how to conduct an event in a responsible manner.

Conditions on an SOP

The Registrar has the authority to attach conditions to an SOP to mitigate any risk that may be related to an event. Conditions might include, for example, limiting the hours of sale and service of alcohol, or requiring licensed security staff to be hired/on duty during the event. Please visit www.agco.on.ca for a list of AGCO Board approved conditions.

Applicants Must Provide Notice to the Municipality (Outdoor Events)

Written notice of outdoor events must be provided to the local municipal clerk's department, police, fire and health departments at least 30 days prior to the event date if estimated attendance at the event is fewer than 5,000 people per day, and 60 days prior to the event date if estimated attendance at the event is 5,000 people per day or more. If a tent, marquee, pavilion or tiered seating is being used, you must also notify the local building department in writing.

Responsible Person Must Be Present at the Event

The permit holder, designate or responsible person(s) must be present throughout the SOP event.

Purchasing Alcohol for an SOP Event

The permit and product receipts for alcohol purchased under the permit must be readily available during the SOP event for presentation upon request by AGCO Inspectors or police officers.

All alcohol must be purchased in Ontario under the permit through a government store including any LCBO Store, LCBO Agency Store, The Beer Store or any authorized manufacturer's on-site or off-site retail store.

LCBO Notice – SALE Events:

When you purchase alcohol under a SALE permit at any government store (LCBO, LCBO Agency store, The Beer Store or any authorized Ontario winery, brewery or distillery retail store), you will be charged a levy on your purchases.

Applicants should contact the Canada Revenue Agency for information concerning any collection or other obligations they may have relating to the Harmonized Sales Tax and the sale of alcohol under the permit.



Compliance with the Law

AGCO Inspectors and police officers have the authority to access and inspect any location or area where an SOP event is being held.

If breaches of the *Liquor Licence Act* (LLA) or Regulations are observed or if there is an immediate threat to public safety, an AGCO Inspector or police officer may revoke an SOP while the event is underway.

A permit holder may be issued a monetary penalty by the AGCO as a result of specific breaches of the LLA or Regulations. For further information please visit: http://www.agco.on.ca/en/whatwedo/monetary_penalties_alcohol.aspx

Responsibilities of a Permit Holder

The permit holder is responsible for the safety and sobriety of people attending the event as well as compliance with the LLA and Regulations. The LLA and Regulations may be obtained from Publications Ontario at 1 800 668-9938 or 416 326-5300 or on the AGCO website at <http://www.agco.on.ca>. A fuller list of some of the responsibilities of a permit holder can be found in the following AGCO Responsible Service Tip Sheets:

- Special Occasion Permits - Public Events;
- Special Occasion Permits - Private Events; and
- Special Occasion Permits - Industry Promotional Events.

These Tip Sheets are also available on the AGCO's website at: http://www.agco.on.ca/en/whatwedo/service_tipsheets.aspx

GUIDE for Special Occasion Permit Applications

(see corresponding sections and/or questions on Special Occasion Permit Application Form)

1. Application Fee

No Sale - \$25 per day

A No Sale permit is required when:

- alcohol is served without charge;
- no money is collected directly or indirectly for alcohol from guests (e.g. through admission charge or ticket sales to cover the cost of alcohol); and
- the permit holder absorbs all alcohol costs.

Sale - \$75 up to three consecutive days

A Sale permit is required for events where money is collected for alcohol through, for example:

- an admission charge to the event;
- the sale of alcohol (cash bar) or alcohol tickets sold to people attending the event; or
- the collection of money for alcohol before the event.

Receipts for all alcohol products purchased under the permit must be readily available for inspection by AGCO Inspectors or police.

2. Applicant Information

You must be 19 years of age or older to apply for an SOP. You may be asked to provide acceptable government-issued identification, such as a passport or driver's licence.

If the applicant is an organization/association/company, the application must be signed by a member or representative at least 19 years of age who has signing authority for the organization/association/company.

Applicants must submit **all** information, materials, documentation or approvals as may be requested.

3. Responsible Person(s) Information

The permit holder, designate or responsible person(s) must be present throughout the SOP event. The responsible person(s) must ensure the event is run properly and in accordance with the LLA and Regulations.

The responsible person(s) indicated on the application will be noted on the permit. If there is more than one responsible person, please attach a list on a separate sheet.

4. Location Information

The location/area where the event is to take place must meet the guidelines below. You can obtain this information from the premises owner or manager and should confirm that the building has been inspected by the proper authorities. The following guidelines must be met:

- the permit location/area where alcohol will be sold/served/consumed must be separated from areas where the permit does not apply by a minimum 36" (0.9m) high barrier/partition;
- the location may not be a licensed establishment under suspension and the event must comply with any conditions that apply to the licence (e.g. restricted hours of operation);
- the premises may not be a dwelling, or rooms or land adjacent to and used in conjunction with a dwelling;
- the location may not be in a dry area if alcohol is to be sold at the event. A dry area is an area/municipality where alcohol is not sold.

4.4 Details and/or Name (if applicable) of Event

In this section, please expand on the details and purpose of your event. If your event has a name (e.g. "Annual Ribfest"), please provide that information in this section.

5. Dates and Times of Events

You may sell, serve and consume alcohol only during the hours specified on your permit.

Hours must be between 11 a.m. to 2 a.m. on any day except New Year's Eve (December 31) where hours may be between 11 a.m. and 3 a.m. the following day (January 1).

In completing **Section 5** (chart) of the application, please provide the following information:

Date(s): Indicate the day on which the event will take place. If your event runs into the following day (e.g. until 2 a.m.), you must only indicate the first day (e.g. if the event begins April 9th at 7 p.m. and ends April 10th at 2 a.m. you would only indicate "April 9").

Start Time: Indicate the time at which the sale (if Sale permit), service and consumption of alcohol will begin.

End Time: Indicate the time at which the sale (if Sale permit), service and consumption of alcohol will end. Please note that the signs of alcohol must be cleared no later than 45 minutes after the end of the serving period (e.g. if serving period ends at 1 a.m., all alcohol must be cleared by 1:45 a.m.)

Room Name/Area/Location: If the room or location is within a large complex, specify the room name or use the exact location (e.g. Main Hall B, or 2nd floor, North West section). Do not use the name of the building or complex to describe the room or location (e.g. the North Tower).

For OUTDOOR areas, you must use specific descriptions (e.g. pavilion, outdoor fenced area, main banquet room & fenced area/patio, etc). Do not use "grounds," "outside" or name of the park.

Estimated Attendance: Indicate how many people you expect will attend the event per day. If your event is to be held outdoors, please see Section 7.4 for information on notification requirements and timelines.

Sample Application Form chart:

Date (s)	Start Time	End Time	Room Name/Area/Location	Estimated Attendance per day
Apr. 9/11	7pm	2am	Main Hall	80
Apr 10/11	12pm	2am	Patio	100
Apr 11/11	11am	1am	Banquet Room A	70

5.1 Capacity (1,000 persons or more)

If the proposed permit area can hold 1,000 persons or more, you must answer "yes" to this question.

The maximum capacity of many indoor premises is predetermined by either the Building or Fire Department. It is the permit holder's responsibility to ensure these capacities are not exceeded during the permit event.

Maximum capacities for all outdoor areas (and indoor areas without a designated Building or Fire Department capacity) is determined by dividing the actual size of the permit area (as determined in square metres or square feet) by 1.11 square metres or 12 square feet per person.

For example:

- **30 m x 60 m = 1,800 square metres ÷ 1.11 = 1,621 persons; or**
- **100 ft x 200 ft = 20,000 sq.ft. ÷ 12 = 1,666 persons.**

The capacity for any location/room/area is the lesser of the capacity set by Fire, Health or Building or that determined by the calculation noted above. It is the permit holder's responsibility to ensure these capacities are correct and are not exceeded during the permit event.

6. Event Type

6.1 What is a Private Event?

A Private Event is held for invited guests only. Examples include a wedding reception, an anniversary party, baptism or birthday party, among others, where only family, friends and people known to the hosts or permit holders are invited to attend. The public cannot be admitted, and there can be no intention to gain or profit from the sale of alcohol at the event.

Private Events **cannot** be publicly advertised. Information about the event may be shared with invited guests and members only.

i) **Homemade wine/beer**

Weddings or other religious events

Homemade wine and beer can only be served but not sold at a wedding or other religious event. An event is considered to be a **religious event** when it is presided over by an officiant.

This means a religious ceremony conducted by persons such as priests, ministers, Justices of the Peace, rabbis, etc.

Examples of religious occasions are weddings, bar mitzvahs, baptisms, etc. Wedding vow renewals do not qualify as a religious occasion, unless presided over by an officiant.

The wine/beer must be made by a member of the family hosting the event. The permit holder may not sell the wine/beer.

Wine/beer club/association/group

The objects of the club/association/group are the testing, exhibition and judging of wine/beer made by its members. Wine/beer may only be served to members of the club/association/group. No service is allowed to the public. These events must be No Sale events and alcohol must be served without charge.

6.2 What is a Public Event?

A Public Event SOP can be issued:

- to a registered charity under the *Income Tax Act* (Canada);
- to a non-profit organization or association organized to promote charitable, educational, religious or community objects;
- for an event of provincial, national or international significance; or
- for an event designated by a municipal council as an event of municipal significance.

Public Events may be held to raise funds for charitable purposes and objects that benefit the public at large (i.e. advancement of education, religion, relief of poverty, charitable purposes benefiting the community).

An event of municipal significance requires a municipal resolution or a letter from a delegated municipal official (e.g. municipal clerk) designating the event as "municipally significant".

i) **Designated Public Events – outdoor public events involving liquor sales licensed establishments**

If an SOP has been issued for an outdoor event that has both licensed areas (bars, restaurants, etc.) and areas to which the SOP applies (i.e. the street on which the event

is taking place), patrons can move freely between these areas with a single serving of alcohol under certain conditions approved by the Registrar of Alcohol and Gaming.

To be eligible, the event must meet the following criteria:

- the event must be an outdoor event (e.g. street festival);
- the event must be designated “municipally significant” and the applicant must submit a resolution of municipal council or a letter from a delegated municipal official designating the event as “municipally significant”; and
- the licence holder and the permit holder must have entered into an agreement to ensure that there is no unreasonable risk to public safety, the public interest and the public, and no unreasonable risk of non-compliance with the LLA and Regulations by either of the parties.

This agreement must be submitted to the AGCO for review and approval at least 30 days prior to the event.

Please refer to Section 34.1, Regulation 719 of the LLA for further information.

ii) Donated alcohol

Under the Public Event category, only registered charities or non-profit organizations/associations qualify to accept donations of alcohol from liquor manufacturers. Records for all donated products must be obtained by the SOP holder and must be made available for inspection by an AGCO Inspector or a police officer.

Donated alcohol must be processed by a government store (LCBO, LCBO Agency Store, The Beer Store or manufacturer's retail store) under the permit.

Social Gaming events are eligible for an SOP for a Public Event provided the applicant is a registered charity or religious organization and the games are licensed under section 207 of the *Criminal Code* (Canada).

The holder of an SOP for a Public Event may offer alcohol, donated or otherwise, as a prize, provided there is a lottery licence issued to the permit holder. Only charities or not-for-profit organizations/associations are eligible for a lottery licence. Please note only those over 19 years of age may be awarded alcohol as a prize and this condition must be disclosed on all ticket sales. For more information on obtaining a lottery licence, visit: www.agco.on.ca.

6.3 What is an Industry Promotional Event?

Industry Promotional Events are events that promote a manufacturer's products. These events only allow for the sampling of products, and orders for alcohol purchases may also be taken (no retailing of alcohol is allowed). There can be no intent to gain or profit from the sale of alcohol at the event.

Only manufacturers, AGCO licensed representatives of manufacturers, or event organizers acting on behalf of a manufacturer or AGCO licensed representative may provide the samples of alcohol. Event organizers conducting sampling at an Industry Promotional SOP Event may be required to produce a letter of authorization from the manufacturer or AGCO licensed representative upon request.

i) Market research

Market research may be conducted under an Industry Promotional, No Sale SOP by or on behalf of a liquor manufacturer. Market research conducted under Industry Promotional SOPs can be advertised and open to the public or for invited guests only.

Industry Promotional Events held for the purpose of market research must be conducted for the purposes of gathering and analyzing information about consumers' needs and preferences. They allow for sampling of alcohol only.

If an event organizer or an AGCO licensed representative is conducting the market research or providing samples on behalf of a manufacturer, the event organizer must

make available upon request a letter from the manufacturer authorizing them as their representative to conduct market research.

It is a requirement to have a clearly defined permit area. If the market research is done in an open area (e.g. a mall foyer), the area must still be separated from the area where the permit does not apply by a minimum 36" (0.9 m) high barrier.

Alcohol being sampled at a market research event does not have to be purchased from a government store. Samples cannot be sold. Retailing of alcohol is not permitted at the event.

7. Questions for All Applicants

7.1 Will alcohol be sold?

You must answer "yes" to this question if you are collecting money for alcohol either directly, through the sale of alcohol or drink tickets at the event (e.g. cash bar, sale of drink tickets), or indirectly through the sale of admission, membership fees or the collection of money for alcohol before the event.

7.2 Will tickets be sold?

You must answer "yes" to this question if you are collecting money through ticket sales to the event.

7.3 Is there an admission charge?

You must answer "yes" to this question if you are collecting money through an admission charge to the event.

7.4 Outdoor events

Outdoor events are those which take place outdoors or in a temporary structure, such as a tent, marquee, pavilion or tiered seating.

The outdoor area must be clearly defined and separated from areas where the permit does not apply by a minimum 36" (0.9m) high barrier.

You must include with your application a detailed sketch showing the dimensions of the area for which the permit will apply (see example in Section 7.6).

You must also notify in writing the local municipal clerk's department, police, fire and health departments informing them of the event and include a sketch identifying the physical boundaries. If a tent, marquee, pavilion or tiered seating is used, you must also notify in writing the local building department.

The applicant's timelines for notifying local authorities are:

- **30 days** before the event takes place, if **fewer than 5,000** people per day are expected to attend the event; or
- **60 days** before the event takes place if **5,000 people or more** per day are expected to attend the event.

You should retain copies of all letters sent to authorities, as you may be required to include them with your application or make them available upon request.

IMPORTANT: If your event includes *any* of the following, copies of notification letters to municipal authorities *must* be included with your application:

- any tiered seating;
- any proposed permit area that has a capacity of 1,000 persons or more;
- Outdoor Public Events involving liquor sales licensed establishments (e.g. Outdoor Street Festival) – see section 6.2 i);
- Public Events requiring a municipal resolution or letter from a delegated municipal official designating the event as "municipally significant" – see section 6.2.

7.5 Invited guests

If your event is not open to the public, and for invited guests only, answer "yes" to this question.

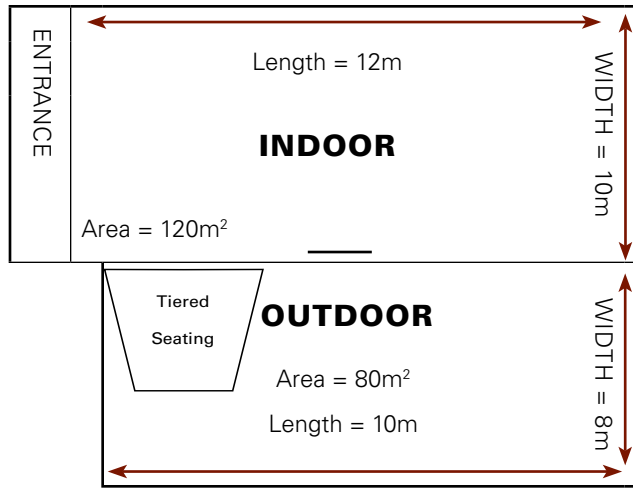
If your event is open to the public and has been or will be advertised, answer "no" to this question.

7.6 Tiered seating

If an SOP application is submitted for a location that includes tiered seating (e.g. bleachers, stadium seating, etc.), this must be indicated on your application.

If the event is outdoors, the location of the tiered seating must be clearly identified on a sketch and submitted along with the application.

Example of sketch showing SOP area:



7.7 Multiple day events and storage of alcohol

Multiple day event permits can only be issued if:

- each event is one in a series of events;
- the application for the permit is for all of the events (dates);
- the nature, purpose, location and target audience of each of the events (dates) are the same (e.g. monthly social club gatherings, monthly book club meetings, etc.); and
- as a result of doing so, the permit holder is not operating an ongoing business, or does not appear to be doing so.

In answering questions 7.8 through 7.10, please consider the following:

- 7.8** The nature of your event describes the type and reason(s) for hosting the series of event dates (e.g. book club).
- 7.9** The purpose of your event describes the objectives and goals of the series of event dates (e.g. to discuss book of the month).
- 7.10** The target audience of your event describes a group of people with a similar interest in the purpose and nature of your event as described inques-

tions 7.8 and 7.9 (e.g. book club members and author).

7.11, 7.12, 7.13 Storage of alcohol

If a multiple day event permit is issued, the permit holder may store alcohol that is sold under the permit between event dates if the permit holder:

- identifies on the application, the location where the alcohol sold under the permit is to be stored (**7.12**);
- stores the alcohol in a secure area that is not a dwelling;
- ensures that the alcohol is stored separately from other alcohol not purchased under the permit;
- provides the AGCO with a list of persons with access to the location (**7.13**); and
- ensures that the alcohol is made available to AGCO Inspectors and police officers for inspection upon request.

Application Statements

Check all boxes

In this section, you must check all boxes to confirm you understand your responsibility and what is required from you as a permit holder.

Check only those boxes that apply to your event

In this section, check only those statements that apply to your event. For example, if alcohol is to be sold at a Private Event, you must check the box relating to "Private Event Sale Permit."

Other Important Information

Refunds

The application fee is non-refundable.

Food

An adequate supply of food must be available to persons attending the event.

Advertising

PRIVATE EVENTS CANNOT BE PUBLICLY ADVERTISED. Notification is limited to invited guests only. Acceptable forms of notification may include social media (not available for viewing by the general public, must be a personal guest list), private invitation, etc.

A Public Event or Industry Promotional Event permit holder may advertise or promote the availability of alcohol only in accordance with the Registrar's Advertising Guidelines (available at www.agco.on.ca). Please refer to Section 7(2), Regulation 389/91 of the LLA for further information.

Changes to your Event/Permit

If there is a change to the permit area(s) or the event after the permit is issued (such as a change in location, a change in date, event type, a change of permit area(s) and/or capacity, the addition of tiered seating, or the addition of participating licensees), the permit holder must notify the AGCO immediately and apply for a new permit. If the permit holder does not notify the AGCO of any such changes, administrative action may be taken against the permit holder including, but not limited to, the immediate revocation of the SOP.

Security

The permit holder must provide security sufficient to ensure that unauthorized persons do not attend the event and to ensure that the conditions of the permit and requirements of the LLA are observed. In order to determine whether security is sufficient, the permit holder shall consider,

- a) The nature of the event;
- b) The size of the premises; and
- c) The age and number of persons attending the event.

Events held by a Foreign Government

For events held by a foreign government, the application must be affixed with the consular or embassy seal. The applicant must be the Ambassador/High Commissioner of the embassy/high commission, the Consul General, or Trade Commissioner or an authorized representative of a foreign government.

Only two LCBO stores, # 217 (2 Cooper Street, Queen's Quay, Toronto) and # 243 (1980 Bank Street, Ottawa), are able to accept applications by a foreign government.

FOR MORE INFORMATION

Call or write to:

Alcohol and Gaming Commission of Ontario
90 SHEPPARD AVE E
SUITE 200
TORONTO ON M2N 0A4
Telephone: 416 326-8700
or toll free in Ontario 1 800 522-2876
Fax: 416 326-5555
Email: licensing@agco.ca
Website: www.agco.on.ca



Application for a Special Occasion Permit Form

Please read the Application Guide prior to completing this application.

This application must be submitted to an LCBO SOP Service store.

The application fee must accompany the application - cash, credit card, debit or money order made payable to the LCBO or Minister of Finance at least **10 days prior to a Private Event or 30 days prior to all other events. The application fee is non-refundable.**

1. Application Fee (See section 1 of Guide for details)

Class of Permit and Fee	<input type="checkbox"/> \$25 No Sale, per day	<input type="checkbox"/> \$75 Sale, up to three consecutive days
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2. Applicant Information (See section 2 of Guide for details)

(May be an individual or an organization/association)

2.1 Last Name		First Name		Middle Name(s)		
Name of applicant (if applicant is an organization/association)						
2.2 Street Number	Street Name			Street Type	Direction	Suite/Floor/Apt.
2.3 Lot/Concession/Rural Route		City/Town		Province		Postal Code
2.4 Telephone Number ()		Fax (if applicable) ()		Email (if applicable)		

3. Responsible Person Information (See section 3 of Guide for details)

Name of person who will attend and be responsible for event (must be an individual(s)). Attach separate sheet if more than one person.

3.1 Last Name		First Name		Middle Name(s)		
3.2 Street Number	Street Name			Street Type	Direction	Suite/Floor/Apt.
3.3 Lot/Concession/Rural Route		City/Town		Province		Postal Code
3.4 Telephone Number ()		Fax (if applicable) ()		Email (if applicable)		

4. Location Information (See section 4 of Guide for details)

4.1 Name of Premises where event is to be held						
4.2 Street number	Street Name			Street Type	Direction	Suite/Floor
4.3 City/Town		Municipality		Province		Postal Code
4.4 Details and/or Name (if applicable) of Event:						

5. Dates and Times of Event (See section 5 of Guide for details)

NOTE: Unless otherwise approved by the AGCO, hours of sale and service of alcohol cannot be before 11 a.m. or after 2 a.m. on any day except New Year's Eve (December 31) when sale and service must cease by 3 a.m. (on January 1).

Date(s) YY/MM/DD	Start Time (a.m. / p.m.)	End Time (a.m. / p.m.)	Room Name / Area / Location	Estimated Attendance per day

5.1 Is the capacity of the permit area (indoor and/or outdoor) 1,000 persons or more? Yes No

Maximum capacities for all outdoor areas (and indoor areas without a designated Building or Fire Department capacity) is determined by dividing the actual size of the permit area (as determined in square metres or square feet) by 1.11 square metres or 12 square feet per person (example: 30m x 60m = 1,800 square metres ÷ 1.11 = 1,621 persons / 100 ft x 200ft. = 20,000 sq.ft. ÷ 12 = 1,666 persons).

Note: The capacity for any location/room/area is the lesser of the occupant load set by Fire, Health or Building and the estimated capacity as calculated above.

6. Event Type – Private, Public or Industry Promotional (See section 6 of Guide for details)

Certain applications will be forwarded to the AGCO for review. You may be required at any time to make additional supporting documents available to LCBO or AGCO staff.

6.1 **Private Event**

Private Events are limited to invited guests only and may not be publicly advertised. The public cannot be admitted and there can be no intent to gain or profit directly or indirectly from the sale of alcohol at the event.

i) Are you serving homemade wine/beer? (religious events or beer/wine clubs only) Yes No

6.2 **Public Event**

Public Events are events that are open to the public. The event can be advertised, and fundraising from the sale of alcohol at the event is permitted.

Select one (a, b or c) that applies to you:

(a) Registered charity (under the *Income Tax Act* (Canada))

Provide charitable organization registration number ➤

RR#

(b) Non-profit association or organization

(c) Other (event of significance)

Events of “municipal significance” require a municipal resolution or letter from a delegated municipal authority to be submitted with your application. (See section 6.2 of Guide for details)

i) If the Public Event is outdoors (e.g. street festival), will liquor sales licensed establishments be participating as part of the event? Yes No

If **YES:** ➤ The applicant must submit with this application a municipal resolution or letter from a delegated municipal official. (See section 6.2 i) of Guide)

➤ An agreement between the permit holder and each participating liquor sales licence holder must be submitted for approval to the AGCO no later than 30 days prior to the event date. (See section 6.2 i) of Guide)

ii) Will you be receiving any donated alcohol from manufacturers for this event? Yes No

Only registered charities and non-profit associations / organizations are eligible to receive donated alcohol. (See section 6.2 ii) of Guide)

6.3 **Industry Promotional Event**

Industry Promotional Events are events that promote a manufacturer’s product(s). Samples for tasting at the event may be provided and orders for alcohol purchases may be taken. There can be no intent to profit from the sale of alcohol at the event. Market research may also be conducted for the purposes of gathering and analyzing information about consumers’ needs and preferences.

Select one (a, b or c) that applies to you:

(a) Manufacturer

(b) AGCO licensed representative of a manufacturer

(c) Event organizer

i) Is the Industry Promotional Event for the purpose of market research? Yes No

Market research type events must be conducted under a No Sale SOP and must be for the purpose of gathering and analyzing information about consumers’ needs and preferences. (See section 6.3 i) of Guide)

7. All applicants must answer all of the following questions. (See section 7 of Guide for details)

7.1 Will alcohol be sold (either directly or indirectly)? (See section 7.1 of Guide for details)	Yes <input type="checkbox"/>	No <input type="checkbox"/>		
7.2 Will tickets be sold for the event?	Yes <input type="checkbox"/>	No <input type="checkbox"/>		
7.3 Is there an admission charge?	Yes <input type="checkbox"/>	No <input type="checkbox"/>		
7.4 Will alcohol be sold, served or consumed outdoors?	Yes <input type="checkbox"/>	No <input type="checkbox"/>		
<p style="margin-left: 20px;">If YES: ► Please submit a detailed sketch with your application. (See sections 7.4 and 7.6 of Guide for further information)</p> <p style="margin-left: 20px;">► Will it be under a tent/marquee/pavilion or in tiered seating area(s)?</p>				
7.5 Is the event for invited guests only?	Yes <input type="checkbox"/>	No <input type="checkbox"/>		
7.6 Will alcohol be served, sold and/or consumed in tiered seating area(s)?	Yes <input type="checkbox"/>	No <input type="checkbox"/>		
7.7 Is this application for multiple day events (i.e. each event is one in a series of events)?				
<p><i>The nature, purpose, target audience and location of the event must be the same for all events (dates).</i></p> <p>(See section 7.7 of the Guide)</p> <p>If YES: ► Complete the following:</p>				
7.8 What is the nature of your event? Example: Book club	<input style="width: 100%;" type="text"/>			
7.9 What is the purpose of your event? Example: Discuss book of the month	<input style="width: 100%;" type="text"/>			
7.10 What is the target audience of the event? Example: Book club members	<input style="width: 100%;" type="text"/>			
7.11 Will alcohol purchased for the event be stored for reuse between the event dates indicated on this application?	Yes <input type="checkbox"/>	No <input type="checkbox"/>		
<p style="margin-left: 20px;">If YES: ► Complete the following:</p>				
7.12 Address where alcohol will be stored:				
Street Number	Street Name	Street Type	Direction	Suite/Floor
Lot/Concession/Rural Route	City/Town	Province	Postal Code	
Area Description (room or location):				

7.13 Please provide a list of all individuals who have access to storage area(s) and emergency/contact phone number(s) :

Name	Telephone Number
1)	() Ext.
2)	() Ext.
3)	() Ext.
4)	() Ext.
5)	() Ext.

If more space required, please list on a separate page.

Important – Please read carefully

Designated or Responsible Person(s)

The permit holder or responsible person as indicated on the application and permit must be in attendance at the event. If in an emergency situation the permit holder/responsible person is unable to attend, then it is the responsibility of the permit holder to designate in writing someone to attend the permit event on his/her behalf. The designated person is responsible to ensure that all legal requirements for the permit event are met. ***The designated person must not be someone who has previously been refused a special occasion permit(s) by the AGCO.***

All alcohol must be purchased with the permit at a government store such as an LCBO Store, an LCBO Agency Store, The Beer Store or any authorized Ontario Winery, Brewery or Distillery Store. All receipts of alcohol purchased under the permit must be made available upon request at the event to an AGCO Inspector or a police officer.

Private Events must be events that are limited to invited guests only (including stags, stag and does, bridal showers, etc.). The event must not be advertised to the public (for example: by way of flyers, newspaper, internet or radio). There can be no intent to gain or profit from the sale of alcohol at the event.

Public events conducted by registered charities and non-profit organizations / associations may accept alcohol donated by manufacturers of alcohol. Receipts for all donated product must be made available.

Left over alcohol must be removed from the premises at the end of the event. When returning unopened alcohol purchased from a government store, you must produce the permit and a copy of the receipt(s). Check with the retailer at which you purchased the alcohol for further details.

The holder of an SOP that permits multiple day events may choose to store alcohol that is sold or served under the permit between days of the events. The alcohol must be stored in a secure area that is not a dwelling and it cannot be stored with other alcohol not sold or served under the permit. The permit holder must have completed the appropriate section of the application form advising the AGCO of the location where the alcohol will be stored, as well as a list of persons with access to this location.

If there is a change to the permit area(s) or the event after the permit is issued (such as a change in location, date, event type, permit area(s) and/or capacity, the addition of tiered seating, or the addition of participating licensees) the permit holder must notify the AGCO immediately and apply for a new permit. If the permit holder does not notify the AGCO of any such changes, administrative action may be taken against the permit holder including, but not limited to, the immediate revocation of the SOP. Application fees are non-refundable.

A police officer or AGCO Inspector may revoke an SOP while the event is underway if he/she reasonably believes that the *Liquor Licence Act* or Regulations are being contravened in connection with the event.

Any SOP holder may be issued a monetary penalty as a result of specific breaches of the *Liquor Licence Act* and Regulations. The amount of the monetary penalty will be based on the approved Schedule of Monetary Penalties which can be found on the AGCO website. For further information on monetary penalties please go to www.agco.on.ca.

SOPs may be subject to conditions, such as hours of sales and service, or requiring licensed security staff to be hired/on duty during the event.

Application Statements

Before signing this application, please make sure that you have read all of the information above, including the Application Guide, and completed all of the questions. Any changes to the application must be initialed by the applicant.

Check all boxes below:

- I am aware that police and AGCO Inspectors have full authorized access to the event, and the area/location where the alcohol will be stored, if any.
- I am 19 years of age or older.
- I understand the application fee is non-refundable.

Check only those boxes that apply to your event:

- I have/will have notified the required municipal authorities of this event which will take place outdoors.
- This event is hosted by a foreign government (the event must comply with all other applicable legislation).

Private Event

- I understand, as a holder of a Private Event **No Sale** Permit, **I cannot sell alcohol** (e.g. alcohol will be served without charge, money will not be collected for alcohol from guests, etc.).
- I understand, as a holder of a Private Event **Sale** Permit, that **money can be collected for alcohol** (e.g. through an admission charge, the sale of alcohol or alcohol tickets to attendees, or the collection of money for alcohol before the event). However, there can be no intention to gain or profit from the sale of alcohol at the event.
- I understand the event cannot be and has not been publicly advertised.

Public Event

- I understand, as a holder of a Public Event **Sale** Permit, that money can be collected for alcohol (e.g. through an admission charge, the sale of alcohol or alcohol tickets to attendees, or the collection of money for alcohol before the event). Funds may be raised through the sale of alcohol.
- I understand, as a holder of a Public Event **No Sale** Permit, **I cannot sell alcohol** (e.g. alcohol will be served without charge, money will not be collected for alcohol from guests, etc.).
- The event is being conducted by a charitable organization registered under the *Income Tax Act* (Canada) or by a non-profit association/organization for the advancement of charitable, educational, religious or community objects.
- The event is of provincial, national or international significance.
- The event is designated by a municipal council (or its delegated authority) as an event of municipal significance.

Industry Promotional Event

- I understand, as a holder of an Industry Promotional **No Sale** Permit, **I cannot sell alcohol or samples of alcohol** (e.g. alcohol will be served without charge, money will not be collected for alcohol from guests, etc.).
- I understand, as a holder of an Industry Promotional **Sale** Permit, that money can be collected for alcohol (e.g. through an admission charge, the sale of alcohol or alcohol tickets to attendees, or the collection of money for alcohol before the event). However, there can be no intention to gain or profit from the sale of alcohol at the event.
- I understand that samples for tasting at the event will be provided by the manufacturer, an AGCO licensed representative of the manufacturer, or an event organizer acting on behalf of the manufacturer or AGCO licensed representative only.

**It is a serious offence to make a false statement. A fine of up to \$100,000 can be imposed.
I certify the information is true and I understand my legal obligation as a permit holder.**

Signature of applicant	Office held in organization (if applicable)	Date
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The above information is collected pursuant to the *Liquor Licence Act*, R.S.O. 1990, chapter L.19. The principal purpose of the collection is to determine eligibility for the issuance of an SOP. The information may also be disclosed pursuant to the *Freedom of Information and Protection of Privacy Act*. For questions about the collection of this information, please contact the Manager, Liquor Eligibility, Alcohol and Gaming Commission of Ontario 90 SHEPPARD AVE E, Suite 200, TORONTO ON M2N 0A4. Telephone: 416 326-8700 (in the GTA), 1 800 522-2876 (toll-free in Ontario). Email address: licensing@agco.ca .

For Office Use Only	Store No.	Fee received \$: <input type="checkbox"/> Cash <input type="checkbox"/> Money Order <input type="checkbox"/> Debit <input type="checkbox"/> Credit <input type="checkbox"/> Certified Cheque			
	Police		<input type="checkbox"/> Sale	<input type="checkbox"/> No Sale	
	Reference No.				