

CHECKLIST FOR ADVERTISING EVENTS WHERE ALCOHOLIC BEVERAGES WILL BE SERVED

This is a checklist of things to avoid in the advertisement of events where alcoholic beverages will be served. While following these guidelines does not guarantee that an advertisement is conforming to the *Régie des alcools, des courses et des jeux* rules, it will help you avoid common errors that can be made while advertising events where alcohol will be served.

“Advertising” means any type of method used to publicize a product: auditory, visual, printed, computerized, etc.

Does the advertisement or is the advertisement:

	YES	NO
1. Directed at a minor or incite a minor to consume alcohol?	<input type="checkbox"/>	<input type="checkbox"/>
a. Use or depict a minor or a fictional character associated with minors?	<input type="checkbox"/>	<input type="checkbox"/>
2. Directly or indirectly portrays consumption of alcoholic beverages:		
a. as an element that enhances the importance, social prestige or success of a person?	<input type="checkbox"/>	<input type="checkbox"/>
b. as a means of improving athletic performance?	<input type="checkbox"/>	<input type="checkbox"/>
c. as an essential element in a person’s participation in activities?	<input type="checkbox"/>	<input type="checkbox"/>
d. as an aid in surmounting personal problems?	<input type="checkbox"/>	<input type="checkbox"/>
3. Associate the consumption of alcoholic beverages with the driving of a motorized vehicle	<input type="checkbox"/>	<input type="checkbox"/>
4. Induce a person to consume alcoholic beverages in an irresponsible manner?*	<input type="checkbox"/>	<input type="checkbox"/>
5. Offer gratuity or discounted prices on alcoholic beverages?***	<input type="checkbox"/>	<input type="checkbox"/>
6. Promote the event jointly with an alcoholic beverages manufacturer’s name?***	<input type="checkbox"/>	<input type="checkbox"/>

*The *Régie des alcools, des courses et des jeux* considers the following to incite the consumption of alcohol in an irresponsible manner: open bars, ladies night, beat the clock, 3 for 1, 4 for 1, etc., triple your cash, alcoholic beverages at a minimal price. This is not meant to be an exhaustive list but rather illustrations of marketing practices that go against the *Régie’s* guidelines.

**Note that price fluctuation during some time of the day (happy hour) or the week (weekend pricing vs. week pricing) are tolerated practices.

***Does not apply if the event is a sports or cultural event or if the event is in an establishment open to the public only for the presentation of events (ex: Spectrum, Théâtre St. Denis, etc.).

If you checked “YES” for any of the items in the table hereinabove, your advertisement probably contravenes the advertisement standards of the *Régie* and you or your organisation may be exposed to penalty or fines.

The *Régie* has an approval procedure for promotion and advertising of alcoholic beverages. Although not mandatory, one may have an advertisement approved by the *Régie* for a fee. A form is available on the *Régie’s* website (<https://www.racj.gouv.qc.ca/formulaires-et-publications/formulaires/alcool/messages-publicitaires-sur-les-boissons-alcooliques/demande-dapprobation-de-message-publicitaire-sur-les-boissons-alcooliques.html>).