



CHAPTER RESOURCE GUIDE FOR EVENTS WITH ALCOHOL

OVERVIEW

The Ability Experience allows Pi Kappa Phi Fraternity chapters in good standing to host events for chapter fundraising purposes. These events must be held at a Third Party Vendor which provides the sale of alcohol to those over 21 years of age and the event must be a closed event. When a chapter hosts an event at a Third Party Vendor, all profits from the event must be submitted to The Ability Experience within 72 hours of the event.

The Ability Experience does not allow individuals to host an event at a Third Party Vendor for the purpose of fundraising. This packet contains the policy and procedures a chapter must follow if choosing to have an event at a Third Party Vendor facility with alcohol present.

The Ability Experience staff is here to help serve as a resource in planning your event and we highly encourage you to contact us for assistance.

STEP #1 Review the Packet

Should you decide to host an event with alcohol to benefit The Ability Experience at a Third Party Vendor, this will certainly be seen as a “party” to attendees. However, planning an event like this takes work from every member and the members should view this event as a fundraiser. If the chapter chooses to have an event with alcohol to raise funds for The Ability Experience, the members and associate members should understand that while alcohol will be present at the event, the event should be an opportunity to showcase The Ability Experience and Pi Kappa Phi at its best.

STEP #2 Review the Policy & Procedures

Review The Ability Experience Policy for Events with Alcohol (page 2) and Third Party Vendor Procedures for The Ability Experience Events (page 3) and create a plan to ensure all procedures will be followed.

STEP #3 Contact the Staff & Submit Your Budget

Contact the chapter services team at The Ability Experience, with the date and details for the event: chapterservices@abilityexperience.org or (980) 318-5385

Additionally, the Philanthropy Chairman should submit a budget outlining projected revenues and expenses for the event.

Pi Kappa Phi Fraternity and The Ability Experience reserve the right to require the chapter purchase a one day Special Event Policy based on the nature of the event (venue, anticipated attendance, etc.).

STEP #4 Contact Your Campus Fraternity/Sorority Advisor

Contact your fraternity/sorority advisor to review this resource and register the event (if required by the University and/or the Interfraternity Council).

STEP #5 Secure a Third Party Vendor

Secure a Third Part Vendor that meets the guidelines listed on page 4.

STEP #6 Plan the Event

Utilize the Planning the Event section (page 5) to develop ticket sales procedures and a marketing plan for the event.

STEP #7 Develop a Guest List

Develop a guest list based on ticket sales. The guest list should be complete 24 hours prior to the event.

STEP #8 Develop Conduct Expectations

Develop conduct expectations for members and guests and communicate this information to the chapter PRIOR to the event.

STEP #9 Submit the Funds Raised

Follow the 24-48-72 hour policy for turning in the funds raised from the event. That is: have all funds counted within 24 hours after the event, have all funds deposited with 48 hours after the event, and have the funds submitted to The Ability Experience HQ within 72 hours after the event.

POLICY FOR EVENTS WITH ALCOHOL

This list is not the entire Pi Kappa Phi Risk Management Policy – it is only a list of the items that specifically apply to The Ability Experience events where alcohol is present.

Follow the Law

The possession, sale, use or consumption of ALCOHOLIC BEVERAGES, while on chapter premises or during a fraternity event, in any situation sponsored or endorsed by the chapter, or at any event a reasonable, objective observer would associate with the fraternity, must be in compliance with any and all applicable laws of the state, province, county, city and institution of higher education, and must comply with third party vendor guidelines.

Chapter Cannot Provide Alcohol

No alcoholic beverages may be purchased through or with chapter funds nor may the purchase of same for members or guests be undertaken or coordinated by any member in the name of or on behalf of the chapter. The purchase or use of a bulk quantity or common source(s) of alcoholic beverage, including but not limited to, kegs or cases, is prohibited.

Events Must Be Closed

OPEN PARTIES, meaning those with unrestricted access by non-members of the fraternity, without specific invitation, where alcohol is present, are prohibited.

Cannot Serve to Minors

No members, collectively or individually, shall purchase for, serve to, or sell alcoholic beverages to any minor (i.e., those under legal drinking age).

No Co-Sponsorship

No chapter may co-sponsor an event with an alcohol distributor or tavern (tavern defined as an establishment generating more than half of annual gross sales from alcohol) at which alcohol is given away, sold or otherwise provided to those present. This includes any event held in, at or on the property of a tavern as defined above for purposes of fundraising. However, a chapter may rent or use a room or area in a tavern as defined above for a closed event held within the provisions of this policy, including the use of a third party vendor and guest list. An event at which alcohol is present may be conducted or co-sponsored with a charitable organization if the event is held within the provisions of this policy.

All Events Must Follow The Ability Experience Policy

No chapter may co-sponsor, co-finance or attend or participate in a function at which alcohol is purchased by any of the host chapters, groups or organizations.

No Drinking Games

No member or associate member shall permit, tolerate, encourage or participate in "drinking games." The

definition of drinking games includes but is not limited to the consumption of shots of alcohol, liquor or alcoholic beverages, the practice of consuming shots equating to one's age; "beer pong;" "century club;" "dares" or any other activity involving the consumption of alcohol that involves duress or encouragement related to the consumption of alcohol.

THIRD PARTY VENDOR PROCEDURES

#1 Licensing

The Third Party Vendor (TPV) must be properly licensed by the appropriate local and state authority. This might involve both a liquor license and a temporary license to sell on the premises where the function is to be held.

#2 Insurance

The Third Party Vendor (TPV) must be properly insured with a minimum of \$1,000,000 of general liability insurance, evidenced by a properly completed certificate of insurance prepared by the insurance provider.

#3 Per-Drink Sales Only

The Third Party Vendor (TPV) must agree to per-drink sales only, collected by the vendor, during the function.

#4 Responsibilities

The Third Party Vendor (TPV) must assume, in writing, all the responsibilities that any other purveyor of alcoholic beverages would assume in the normal course of business, including but not limited to:

- Checking ID cards upon entry;
- Not serving minors;
- Not serving individuals who appear to be intoxicated; and
- Maintaining absolute control of ALL alcoholic containers present.

#5 Guest List

A guest list is required for events and it is generated from the ticket sales. Ticket sales must close 24 hours prior to the event.

#6 Number of Attendees

The number of attendees cannot exceed the facility capacity.

#7 Sober Officers

The following executive officers may not consume alcohol or be under the influence of other drugs during the entire event:

Archon
Risk Management Chairman
Social Chairman
Philanthropy Chairman

#8 Sober Monitors

Sober monitors are required at a ratio of 1 monitor per 25 guests.

#9 Alternative Food & Beverage

Non-alcoholic beverages must be available during the event and food is encouraged.

EVENT CONTRACT & THIRD PARTY VENDOR CHECKLIST

The Fraternal Information and Programming Group and Pi Kappa Phi's insurance carrier (Willis) recommends chapters utilize the following checklist when planning third party vendor events in order to document compliance with the Fraternity's Risk Management Policy.

1. The Vendor must be properly licensed by the appropriate local and state authority. This might involve both a liquor license and a temporary license to sell on the premises where the function is to be held. **OBTAIN A COPY OF THE LICENSE FROM THE VENDOR.**
2. The Vendor must be properly insured with a minimum of \$1,000,000 of general liability insurance, evidenced by a properly completed certificate of insurance prepared by the insurance provider. The above "certificate of insurance" must also show evidence that the Vendor has, as part of his coverage, "off premise liquor liability coverage and non-owned and hired auto coverage." The certificate of insurance must name as additional insured and Certificate Holder (at a minimum) your undergraduate chapter, as well as the National Fraternity. **OBTAIN A COPY OF THE CERTIFICATE OF INSURANCE ON AN ACORD FORM 125.**
3. The Vendor must agree in writing to cash/credit sales only to individuals over the legal drinking age, collected by the Vendor, during the function.
4. The Vendor must assume in writing all the responsibilities that any other purveyor of alcoholic beverages would assume in the normal course of business, including but not limited to:
 - a) Checking identification cards upon entry;
 - b) Not serving minors;
 - c) Not serving individuals who appear to be intoxicated;
 - d) Maintaining absolute control of ALL alcoholic containers present;
 - e) Collecting all remaining alcohol at the end of a function (no excess alcohol – opened or unopened – is to be given, sold or furnished to the chapter); and
 - f) Removing all alcohol from the premises.
5. The contract with the Vendor (if requested):
 - a) Should only be executed in the name of the undergraduate chapter (e.g. Alpha Chapter of Pi Kappa Phi Fraternity). Do NOT use "Pi Kappa Phi Fraternity" or the name of your local housing corporation to execute the contract.
 - b) Limit the obligation to defend or indemnify the Vendor to the sole negligence of the undergraduate chapter.
 - c) Only include additional insured requirements that assume responsibility for the actions of the undergraduate chapter, not the Vendor or other third parties.

OBTAIN A WRITTEN AGREEMENT SIGNED AND DATED BY THE CHAPTER PRESIDENT AND THE VENDOR STIPULATING AGREEMENT TO THE ITEMS REQUIRED IN #3 AND #4 ABOVE.

This form should also be signed and dated by both the Archon and the Vendor. In doing so, both parties understand that only through compliance with these conditions will the chapter be in compliance with Pi Kappa Phi's Risk Management Policy.

Archon's Signature _____ Date _____

Vendor's Signature/Company _____ Date _____

If requested, Pi Kappa Phi will review the contracts for your events. Please send an electronic copy of the contract to Brooke Kingsley-Isbell, Director of Prevention Education, at bisbell@pikapp.org.

PLANNING THE EVENT

ADVERTISING:

Overview

You will need to create a detailed schedule of when, where, why and who will sell the tickets. It is recommended that you sell tickets for at least an entire week prior to the event.

Ideas for advertising the sale of tickets for the events are included in this section.

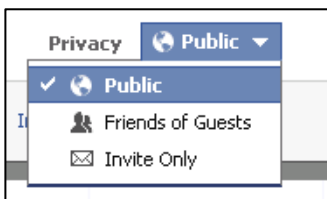
Using Facebook

There is a right way and a wrong way to use Facebook to advertise the event. You can create an open event to communicate and market how, when, and where TICKET SALES will occur.

You CANNOT create a Facebook event to simply provide the details of the party (that would make it an open party).

Keep in mind that most importantly, common sense needs to prevail when you use new technology to plan your events. Here are some specific guidelines and reminders for using a Facebook event to advertise the sale of tickets for your event.

1. Any party/event must be specific, and not simply a recurring group. Give specific dates, times, and locations for when tickets will be sold.
2. DO NOT simply create a “PKP Party” group and attempt to use it as a guest list.
3. When you create the event, make sure it follows these parameters:



Enable the wall, so people can ask questions.

DO NOT enable photos or videos.

The simple rule is for you to utilize Facebook to MARKET the sale of the tickets for the event, not to create a guest list for the event.

Visiting Fraternity/Sorority Chapter Meetings

Visit the chapter meetings of other fraternities and sororities on your campus to educate them on The Ability Experience and advertise when, where and how to purchase a ticket for the event

Tabling

Set up a table in an area of campus with high visibility (i.e. the quad, student union, residence hall, etc.), raise awareness for The Ability Experience and sell tickets to the event.

Using Another Event

Make ticket sales part of another The Ability Experience event your chapter is already hosting.

Using Social Media

Members may utilize social media (e.g. Twitter, Facebook, etc.) to advertise the event as long as the posts reflect positively on The Ability Experience and the information related solely to HOW individuals can purchase tickets. If members are going to utilize social media, they should be provided with a template message. You can edit the message below and share electronically with members:

Pi Kappa Phi is hosting an event to support The Ability Experience at [LOCATION] on [DATE]. Tickets are \$[PRICE] and can be purchased [WHERE, WHEN, HOW, LOCATION]. Please support our national philanthropy, purchase a ticket, and plan on attending. You will need to buy a ticket 24 hours in advance to attend the event.

TICKET SALES:

Requirements

Ticket sales must close 24 hours prior to the event in order for you to create your guest list and plan appropriately for refreshments, security, fire safety, etc.

NO tickets may be sold/purchased on the day of the event or at the door.

Using Tickets to Create Your Guest List

Tickets need to be individually numbered. When a ticket is sold, the name of the individual purchasing the ticket should be documented. This list is how you will generate your guest list.

Individuals must present the numbered ticket and ID at the event in order for entry.

On the night of the event, the list of individuals to whom tickets have been sold should be kept at the front door of the venue.

As guests arrive, collect their numbered ticket, verify it matches the name on their ID, and mark them off the guest list.

Ticket Language

Each pre-printed ticket should include the following language:

This Ticket Admits One
to
[Name of Event]
Hosted by the Men of Pi Kappa Phi
[Venue Name]
[Date of Event]
[Start & End Time]

IDs Will Be Checked at the Door
Cash Bar for Guests Over 21 Years of Age
Ticket & ID Required for Entry at the Event
Net Proceeds to Benefit The Ability Experience

[ticket number]

If the event involves costumes, add the following information to the tickets:

You will not be admitted if your costume is deemed offensive.

QUESTIONS?

Contact the Staff

Chapter Services Team

The Ability Experience

(980) 318-5385

chapterservices@abilityexperience.org

Brooke Kingsley Isbell

Director of Prevention Education

Pi Kappa Phi Fraternity

bisbell@pikapp.org