Proposed Guidelines for Alcoholic Beverage Service
in the Premium Seating Areas of Kinnick Stadium
To Be Effective Fall 2006

The premium seating areas of Kinnick Stadium are the hospitality suites, indoor club seats, outdoor club seats, and lounge areas on the 1st and 2nd levels of the Press Box/Hospitality facility. This facility is scheduled to be completed and operational by the 2006 football season.

Guidelines for home football game days
1. The premium seating area of Kinnick Stadium will open 2 hours before kickoff. The extra 30 minutes will allow users of these areas to entertain their guests in their suite or club area rather than in the parking lots.

2. As is current practice, there will be strict inspection at all stadium gates and entry points to prohibit any off-premise alcoholic or non-alcoholic beverages or off-premise food being brought into the stadium. Signs listing prohibited items will be posted at all gates and entry points.

3. Any person who is consuming alcohol under the legal age, obviously intoxicated, or in violation of other laws or policies will be removed from the stadium by University of Iowa Police and ticket voided regardless of that person’s seating status.

4. Beer, wine, and liquor will be served in designated areas from the time the premium seating area opens until the end of the 3rd quarter of the Iowa Hawkeye game. Last call will be given when the game clock shows 7 minutes remaining in the third quarter.

5. Food and non-alcoholic beverages will be available for purchase during the operational hours of the Press Box/Hospitality facility.

6. A limit of two alcoholic beverages per person may be sold at any one time at the established bar areas. Only one drink per person may be delivered to a suite.

7. Signs will be posted on all bars stating the alcoholic beverage policies (2 drink maximum, 21 age requirement, and instructions as to where alcohol may be consumed, etc).

8. Beer, wine, and liquor will not be allowed in the stairwells or elevators, except for IMU Catering staff.

9. All the beverage service items and the beverage service areas will be free of any advertising, logos, accessories, napkins related to the alcoholic beverage industry.
10. Indoor/Outdoor Club areas:
   a. A cash bar featuring a standard menu of beer, wine, and liquor will be provided. The maximum serving size will be as follows: beer, 12 ounces; wine, 5 ounces; and liquor, 1½ ounces.

   b. Purchase of alcoholic beverages will be on a per drink basis. Any alcoholic beverages sold in the club area will be served in a different glass than non-alcoholic beverages to assist security personnel in differentiating what is allowed in the outdoor club seat area. No cans/bottles of beer will be sold in the club areas, only draft or poured beer. In addition, liquor or wine by the glass will be sold in the club area.

   c. Alcoholic beverages will not be allowed outside in the outdoor club seats. Any outdoor club seat holder may purchase an alcoholic beverage from the club area, but must consume it before going to the outdoor club seats. A security person will be stationed at every door to ensure that alcoholic beverages are not carried into the outdoor club seating area.

11. Suite Holders:
   a. A cash bar featuring a standard menu of beer, wine and liquor will be provided. The maximum serving size will be as follows: beer, 12 ounces; wine, 5 ounces; and liquor, 1½ ounces.

   b. Each suite holder may pre-order beer and wine from IMU Catering. This pre-order will be delivered to the suite before the opening of the premium seating area. Beer and wine may be pre-ordered in the following maximum amounts:
      • 12 Person Suite (14 tickets)—24 cans of beer, 2 bottles of wine
      • 16 Person Suite (20 tickets)—32 cans of beer, 2 bottles of wine
      • 18 Person Suite (22 tickets)—36 cans of beer, 2 bottles of wine
      • 28 Person Suite (32 tickets)—56 cans of beer, 2 bottles of wine

   c. No alcohol may be consumed in bottles or cans. All alcohol must be poured and consumed in cups.

   d. Liquor by the drink may be ordered for delivery to the suite by IMU Catering personnel. Additional beer and wine may also be ordered for delivery during game service hours. Only one drink per person may be delivered to the suite.

   e. No off-premise alcoholic beverages may be brought into suites. If a suite holder is found to have brought in alcoholic beverages, it may result in forfeiture of the suite holder’s rights to that suite.

   f. Each suite holder shall be responsible for ensuring that underage persons and obviously intoxicated individuals are not provided or allowed to consume
alcoholic beverages in their suite. The suite holder providing alcohol to an underage person or an obviously intoxicated individual may forfeit their suite.

**Guidelines for other events**

The following guidelines are proposed for events held in the club areas other than home football games:

1. A contracted vendor will be responsible for all food orders for events held in the press box.

2. IMU Catering will be contracted to serve and/or sell alcoholic beverages as is done with any other event on campus.

3. All other University guidelines will be followed for events held in these spaces.