



Keeping kids and families safe
Having fun
Building community.....
A guide to planning safe festivals



A project of Alive and Well
Promoting policies, decisions, and behaviors that reduce
the risk of alcohol related accidents.

A guide to planning safe festivals serving alcohol in Marquette County

Marquette County offers many festivals and events for residents, part time residents and people who visit. The events are organized by a variety of organizations and businesses. They offer recreational activities, educational opportunities, social networking; they market Marquette County, bring in tax and business dollars, and often raise funds for non-profit and civic organizations that put money back into community services and help meet community needs.

Some of the many events in Marquette County sell alcohol. While alcohol sales may provide a source of income and a relaxing diversion for festival goers, serving alcohol also raises the risks of:

- Underage drinking**
- Serving intoxicated customers**
- Erratic behavior**
- Drunk driving**
- Property damage**



Safe Festival Fun is the best kind of fun for everyone. Take a check on your priorities and goals before planning your festival. You probably want to provide FUN and FAMILY ENTERTAINMENT, RAISE MONEY FOR YOUR CAUSE, RECRUIT MEMBERS AND VOLUNTEERS, OFFER SPORTS EVENTS, GATHER PEOPLE TOGETHER FOR SOCIAL FUN....all these and more might be your goals as festival planners.

What should never be on your list are:

- Underage drinking**
- Serving intoxicated customers**
- Alcohol related Erratic behavior**
- Drunk driving**
- Alcohol related Property damage**
- Alcohol related violence**

**FOLLOW THESE SAFE FESTIVAL FUN GUIDELINES
AND YOU CAN CROSS THEM OFF YOUR LIST.**



Careful event planning and commitment to a safe, fun event are keys to lowering the risks associated with alcohol. Here are some ways to make your festival safer.

- Serve and advertise equally, non-alcohol beverages. For every alcohol sign, hang an advertisement for a non-alcohol beverage. Have non-alcohol beverages available as a choice in the beer tent and advertise them.
- Do not make alcohol the main event. Design marketing materials that showcase non-alcohol activities. Encourage community planners to talk about and focus on non-alcohol activities at the event. Do not use advertising that promotes alcohol in areas where underage youth can view it. It has been proven that alcohol advertising increases the risk of underage drinking.
- Limit alcohol logos on your advertisements for the event. Use soda water, bottled water, or other sponsored signage or buy your own banners. Web sites offer inexpensive, well made, quickly delivered banners. If your event is always on the same day each year, like the third Saturday of May, you can reuse your banners for years to come.
- Require that all servers receive safe beverage server training that is refreshed annually.



- Require all servers to be over 21.
- Follow Section 125 regulations (the Wisconsin State Statute which regulates alcohol licensing) and always have a licensed server on premise who directly supervises all servers.



- Limit cup size.
- Limit number of drinks sold at one time. One ID, one drink or limit 2 at one time sold.
- Do not run drink specials.
- Emphasize to servers and hang signage that states that no alcohol is to be sold to someone who appears to be intoxicated. Servers have the right to refuse service by Wisconsin law.
- Post No Underage Drinking signs prominently.
- Require ID checks at point of sale and at point of distribution.
- Sell tickets for alcohol (Ticket sales)
- Consider providing Designated Driver wrist bands and free soda to designated drivers.
- Require servers or have security that checks ID of everyone who looks under 30 years old.
- Require wrist bands for all consumers once they are carded and found to be of age.



- Prohibit servers from drinking while they serve.
- Do not allow servers to work (volunteers or not!) if they appear intoxicated.
- Stop alcohol service at least 1 hour before the end of the event.

- Have a plan for transporting intoxicated customers home from the event
- Work with and cooperate with local police and the sheriff's departments.
- Specify and cordon off the alcohol sale and consumption area. Post signage at the gate with hours and rules. Having alcohol sales be a balanced part of your events can make it a more family friendly environment. For example, create a map of your event that shows adult space for drinking activities and "kid space" that promotes youth activities.
- Consider having an event without the sale of alcohol. Many people believe that no one will come to an event unless alcohol is available. That's just not true. There are many successful fund raising events without alcohol sales.

