

**REVENUE GROWTH OPPORTUNITY  
AND  
ENHANCEMENT OF GAME EXPERIENCE**

## BEER SALES AT UW SPORTS EVENTS

**Objective:** To review the revenues, expenses, and fan engagement opportunities created by selling beer/wine at athletic/special events.

**Purpose:** To enhance the game experience for UW football and basketball games and generate additional revenue.

### Sales Revenue Potential

(Conservative Estimates)

#### Home Football Games

4,070 (48% of adults attending games buy alcohol)  
902 (46% of students are age 21 or older at games)  
4,972 (Avg. number of people buying beer per game)  
2 (Avg. number of beers purchased by each person)  
9,944 (Projected number of beers sold per game)  
6 (Cost per beer purchased)  
59,664 (Projected gross amount of revenue per game)  
(3,580) (Sales tax paid on total amount sold per game)  
56,084 (Revenue after sales tax per game)  
.40 (% of Revenue from beer distributor)  
22,434 (Net Revenue/Per Game from Beer Sales)  
6 (Typical number of home football games)  
**134,604** (Projected Net Revenue from FB Beer Sales)

### Home Men's Basketball Games

1,194 (48% of Adults attending games)

361 (46% of students are age 21 or older at games)

1,555 (Avg. number of people buying beer per game)

2 (Avg. number of beers purchased by each person)

3,110 (Projected number of beers sold per game)

6 (Cost per beer purchased)

18,660 (Projected gross amount of revenue per game)

( 1,120) (Sales tax paid on total amount sold per game)

17,540 (Revenue after sales tax per game)

.40 (% of Revenue from beer distributor)

7,016 (Net Revenue/Per Game from Beer Sales)

16 (Typical number of home football games)

**112,256** (Projected Net Revenue from FB Beer Sales)

### Home Women's Basketball Games

541 (48% of Adults attending games)

52 (46% of students are age 21 or older at games)

593 (Avg. number of people buying beer per game)

2 (Avg. number of beers purchased by each person)

1,186 (Projected number of beers sold per game)

6 (Cost per beer purchased)

7,116 (Projected gross amount of revenue per game)

(427) (Sales tax paid on total amount sold per game)

6,689 (Revenue after sales tax per game)

.40 (% of Revenue from beer distributor)

2,676 (Net Revenue/Per Game from Beer Sales)

16 (Typical number of home football games)

**42,816** (Projected Net Revenue from FB Beer Sales)

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**Projected Revenue Potential:            \$289,676**

### Current Universities That Sell Beer

|                |                           |                 |
|----------------|---------------------------|-----------------|
| Troy*          | West Virginia*            | Hawaii          |
| Cincinnati     | Western Kentucky          | Nevada          |
| Texas *        | University of Connecticut | San Diego State |
| Maryland*      | Georgia State             | Colorado State  |
| Minnesota*     | Tulane                    | UTEP *          |
| Wake Forest*   | Louisiana Monroe          | Penn State*     |
| South Alabama  | Louisiana Lafayette       | Florida State*  |
| Miami          | Houston                   | Marshall*       |
| Syracuse       | North Texas *             | New Mexico*     |
| Louisville     | Texas – San Antonio       | Florida*        |
| Kent State     | New Mexico State          | Rice            |
| Toledo         | South Florida             | Iowa State      |
| Akron          | Southern Mississippi      | UT Chattanooga* |
| Bowling Green  | SMU*                      | Ohio State*     |
| Temple         | Memphis                   | Pittsburgh*     |
| UMass          | UNLV                      | Maine*          |
| Virginia Tech* | Miami – Ohio*             | UT-Arlington    |
| Tulsa*         | *Washington State         | *Texas State    |

**NOTE 1: Schools with asterisks \* have implemented beer sales in the last 4-5 years or are in process of starting beer sales at their sporting events. Cal-Berkeley is currently considering adding beer sales at their stadium/arena.**

**NOTE 2: Mountain West Conference Schools currently selling beer are Colorado State, Hawaii, Nevada, New Mexico, UNLV and San Diego State**

**NOTE 3: Marshall, SMU and Virginia Tech have designated “beer” seating areas**

## Feedback from Institutions Selling Beer

- Having the beverage consumption within the stadium, places it in a more controlled and monitored environment instead of the tailgating areas (where placing limitations and administering controls are more difficult)
- Since beer is sold at games, fewer fans enter the stadium with concealed liquor that has a high alcohol content
- Keys to positive beer sales programs are utilization of well designed/ planned control procedures.
- Control procedures such as “wrist banding” and “hand stamping” allows security/police officers to have a more noticeable “visual verification” of those who are age eligible to drink and those who are not
- Overall number of alcohol related behavioral issues (police involvement) decrease (i.e. West Virginia recognized 64.5% drop in first year and 35% reduction over multiple years)
- Fans are less likely to “binge drink” while tailgating before a game because they can purchase beer during the game, while inside stadium
- Net revenues from beer sales equates to approximately 50% to 60% of overall concessions sales at institutions selling beer
- Overall concessions revenues increase due to “No Re-Entry” policies which result in fans buying “in stadium” food instead of going back to tailgate areas at halftime
- Revenues from corporate sponsorships increase along with direct beer sales revenues. (i.e., West Virginia grew from one five figure agreement to 3 “mid- six figure” agreements)

## Operational Plan

- Successful vendor(s) via an official university bid process will be responsible for sales of beer and wine at UW Athletic/Special Events, as mutually agreed upon by the vendor(s) and the UW Athletics/University. Participating vendor(s) will be awarded a 3-5 year contract.
- The primary focus for the vendors will be the sale of beer and wine at UW home football games (approximately 6 or 7 annually), men's basketball home games (approximately 16 to 18 annually) and women's basketball home games (approximately 16-18 annually).
- Vendor(s) will work with UW Athletics/University to determine the number of sales locations for beer/wine dispensing for both War Memorial Stadium and the Arena Auditorium. Events in other venues could be considered for beer/wine sales in the future.
- The current anticipated number of sales locations is 8-12 in War Memorial Stadium and 4 in the Arena Auditorium. Sales locations will be a mutual decision between the vendor(s) and UW Athletics/University.
- Vendor(s) will obtain and utilize their State approved liquor license while selling and dispensing the beer and wine products at the UW Athletic or Special Events.
- Vendor(s) will provide sufficient manpower to effectively provide a high level of customer service. If UW feels that the proper level of customer service is not being met the contract may be terminated.

- Vendor(s) must have all sales locations stocked, staffed and ready to operate by at least 2.5 hours before football kickoff and 1.5 hours before basketball tip off.
- Beer/wine sales will end at the conclusion of the third quarter at football games and women's basketball games or with 10 minutes (on the clock) in the second half for men's basketball games.
- Open containers will not be permitted in parking lots after kick off (football) or tip off (basketball).
- A "No Re-Entry" policy will be established for the stadium and arena. For customer service purposes, there will be gates available for individuals to leave for certain purposes (i.e. medicine left in vehicle, coat or blanket left in vehicle, cell phone left in vehicle, etc.) Individuals will check with security personnel and have their hand stamped for re-entry.
- Vendor(s) will provide staffing that are fully TIPS (Training for Intervention Procedure) trained and are accustomed to working in an environment where alcoholic beverages are being purchased and consumed. A list of all TIPS trained employees who will be working UW events must be provided to UW Athletics/University in advance of events.
- Vendor(s) and UW Athletics will develop an effective plan for checking ID's (or electronic phone app), stamping hands and placing wrist bands on all individuals approved to purchase beer/wine. At the wrist band stations will be DARE materials and a UW Police presence.
- Vendor(s) will work with beer distributors to obtain the appropriate number of wrist bands but colors (each game will be a different color) must be coordinated and approved by UW Athletics/University. It is encouraged that messaging such as "Responsibility Matters" or "21 means 21" be imprinted on the wristbands.



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- One approach being researched is providing wrist bands that have “pull off tabs” to provide a limit to the number of beers/wine that each individual can consume per each event. Each time that a person purchases one or two beers, tabs will be removed from wrist band to visually be able to identify the number of beers purchased by that particular individual. The final number of tabs is still being evaluated.
- Vendor(s) will limit each patron to only 2 beer and/or wine beverages per a single transaction. Prices must be set at a premium level (similar to other collegiate and professional sports venues) - \$5 or \$6 for beer (based on 12 oz vs 16 oz), \$6 or \$7 for wine and \$7 or \$8 for craft beer.
- Vendor(s) will not serve any person who is visibly intoxicated and make sure that no underage individuals are served.
- Vendor(s) will provide all necessary equipment (dispensing, refrigeration, sales counters, signage, etc.) for operation in assigned sales locations. Sales locations must visually present a high quality appearance and must be pre-approved by UW Athletics/University.
- Initial plan is that beer/wine products sold will be poured into clear plastic cups. No re-fills will be allowed. New cups will be issued for each purchase.
- Cups will be allocated to each vendor(s) prior to each game and will be inventoried at end of game to determine the number of units sold. This number will be verified against cash /register receipts. This will be a part of each sales area’s closing procedure.
- Vendor(s) will reserve the right to deny any service to any individual(s) and discontinue the service of alcoholic beverages prior to the ending time of an event should the conduct and/or decorum of the individual (s) be in violation of UW Athletic, University and/or State/Local laws.

- Vendor(s) selected will consist of a configuration that assures that the following product lines are appropriately represented:
  - Budweiser/Anheuser-Busch
  - Coors
  - Miller
  - Import Beer/Wines
  - Wyoming Specialty Craft Beers
  
- Vendor(s) will be responsible for offering a product mix that accounts for a minimum of a 70%/30% mix of offerings product offerings (from above product categories) at each selling location.
  
- Vendor(s) selected will be required to share event net revenue (after sales tax) at a 60%/40% share percentage with UW Athletics/University (based on the event).
  
- Vendor(s) selected will be required to provide UW Athletics /University with a payment/ settlement (including financial support documentation) within 10 days following the completion of each football game or the last completed basketball game in a week.