

Michigan Department of Licensing and Regulatory Affairs Liquor Control Commission (MLCC)

Toll-Free: 866-813-0011 - www.michigan.gov/lcc

Business ID:	
Request ID:	
	(For MLCC use only)

On-Premises Brand Promotion Notification Form

For more information on manufacturer and wholesaler licenses and permits, please visit the Liquor Control Commission's frequently asked questions website by clicking this link.

A licensee must submit notification of an event at least five (5) business days prior to conducting an on-premises brand promotion pursuant to Administrative Order of October 27, 1999. Use of this form is optional and a licensee may submit written notification of the event without using this form. Email notifications to MLCCMWApplications@michigan.gov or fax to 517-763-0059

Part 1 - Licensee Conducting On-Premises Brand Promotion (Wholesaler, Manufacturer, Outstate Seller, or Broker Licensee) Individuals, please state your legal name. Corporations or Limited Liability Companies, please state your name as it is filed with the State of Michigan Corporation Division. Licensee name: Address: State: Zip Code: City: Contact Name: Phone: Email: Part 2 - On-Premises Brand Promotion Events You may attach a separate sheet with information about additional on-premises brand promotions, if necessary. Include all of the event details below when reporting additional events on a separate sheet. On-Premises Brand Promotion Event 1 **Event Date** On-Premises Retailer Licensee Name On-Premises Retailer License Number Starting Time of Event Address City & Zip Code **Ending Time of Event** Name of Salesperson/Vendor Representative Conducting Promotion Salesperson/Vendor Rep. License Number Brand or Brands Represented at Promotion Event **Brief Description of Promotion Event** On-Premises Brand Promotion Event 2 **Event Date** On-Premises Retailer Licensee Name On-Premises Retailer License Number Starting Time of Event Address City & Zip Code **Ending Time of Event** Name of Salesperson/Vendor Representative Conducting Promotion Salesperson/Vendor Rep. License Number

Brand or Brands Represented at Promotion Event

Brief Description of Promotion Event

On-Premises Brand Promotion Event 3					
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Event Date	On-Premises Retailer Licensee Name		On-Premises Retailer License Number		
Starting Time of Event	Address		City & Zip Code		
Ending Time of Event	Name of Salesperson/Vendor Representative Conducting Promotion		Salesperson/Vendor Rep. License Number		
Brand or Brands Repr	esented at Promotion Event	Brief Description of P	romotion Event		
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Please return this completed form to:
Michigan Liquor Control Commission
Mailing address: P.O. Box 30005, Lansing, MI 48909
Hand deliveries or overnight packages: Constitution Hall - 525 W. Allegan, Lansing, MI 48933
Email to: MLCCMWApplications@michigan.gov or Fax to: 517-763-0059