



Michigan Department of Licensing and Regulatory Affairs  
Liquor Control Commission (MLCC)  
Toll-Free: 866-813-0011 - [www.michigan.gov/lcc](http://www.michigan.gov/lcc)

## Application for On-Premises Promotion with Prizes or Giveaways in Excess of \$250.00

(Authorized by MCL 436.1916, R 436.1019, R 436.1321, & R 436.1435)

**\*\*\*This application must be submitted at least ten (10) days in advance of your event for your request to be considered by the Commission.\*\*\***

**Read this information carefully to avoid having your application returned due to missing or deficient information.**

- All questions pertaining to on-premise contests and other activities awarding prizes or giving away anything of value, or whether an Entertainment Permit is required for an event should be directed to the Enforcement Division at 1-866-813-0011.
- Michigan Liquor Control Commission rules require on-premises licensees to obtain prior Commission approval to conduct a contest or other activity whereby the licensee or any other person is awarding or giving away anything of value over \$250.00 per day, except for golf and bowling tournaments which do not require prior Commission approval.
- MCL 436.1916 requires that an on-premise licensee holds an Entertainment Permit from the Michigan Liquor Control Commission for all contests regardless of the prize level. Contests or activities giving anything away of value less than \$250.00 per day do not require prior Commission approval; however they may still require an Entertainment Permit.
- If the licensee does not hold an Entertainment Permit in conjunction with its license, it may also apply for temporary authorization for this event by submitting a Temporary Authorization Application (LCC-206).
- An event cannot include female topless activities by employees or customers unless the licensee holds a Topless Activity Permit.
- An on-premises licensee shall not allow contests in which the licensee or any other person gives away anything of value over \$250.00 per day, except upon written order of the commission, and shall not accept or retain anything of value from a person in exchange for sponsoring or promoting a contest or tournament. [Administrative Rule R 436.1435(1)]
- An on-premises licensee shall not allow a contest or tournament of any kind in which the sale, use, or consumption of alcoholic liquor is a necessary part of the contest or tournament or in which alcoholic liquor is given as a prize to the participants of the contest or tournament. [Administrative Rules R 436.1435(2) & R 436.1019]
- An on-premises licensee shall not allow a promotion on the licensed premises in which anything of value over \$250.00 per day or any alcoholic liquor is given away without adequate and appropriate consideration, except as provided in this rule or upon written order of the commission. An on-premises licensee shall not accept or retain anything of value from a person in exchange for sponsoring a promotion, except upon written order of the commission. [Administrative Rule R 436.1435(3)]
- There shall not be advertising of alcoholic liquor connected with offering a prize or award on the completion of a contest, except upon prior written approval of the Commission. [Administrative Rule R 436.1321(1)]
- A licensee shall not allow unlawful gambling\* on the licensed premises and shall not allow on the licensed premises any gaming devices prohibited by law. [Liquor Control Code MCL 436.1901(2)]

\*There are three (3) basic elements of gambling:

1. Chance - The outcome is primarily random and not a result of skill.
  2. Consideration - There is a cost to enter and to take part in the activity. The cost is usually money, **but may include the requirement of a participant to go to a location to participate.**
  3. Reward - Winner receives a prize, which can be anything of value, such as cash, goods or services.
- *If one of the above elements is removed, the activity is most likely not gambling and may be legal activity.*
  - *Raffles bearing a Bureau of Lottery license are allowed on a licensed premises. Those that have not been approved by lottery are illegal and not allowed.*



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**Part 1 - Licensee Information**

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(s): |        |           |
| Address:          |        |           |
| City:             |        | Zip Code: |
| Contact name:     | Phone: | Email:    |

**Part 2 - Promotion Details**

|                   |                |
|-------------------|----------------|
| Date(s) of event: | Time of event: |
|-------------------|----------------|

If the event is occurring on any day after 2:30 AM, or on a Sunday and licensee does not currently hold a Sunday Sales Permit, the licensee must obtain a Specific Purpose Permit or an Extended Hours Permit to be held in conjunction with an Entertainment Permit to allow patrons to be on the licensed premises past the legal hours of operation. Licensees may also apply for up to twelve (12) daily Temporary Specific Purpose Permits, Entertainment Permits, and Extended Hours Permits in a calendar year by submitting a Temporary Authorization Application (Form LCC-206).

**Check type of promotion:**

Random Drawing or Sweepstakes - **Entertainment Permit is not required.**

Describe drawing or sweepstakes: \_\_\_\_\_

- Registration for the drawing must be open to everyone and accepted by phone, fax, mail, email, or in person.
- Winners of random drawing need not be present to win.
- No purchase can be required to enter a random drawing.
- Prizes cannot be exchanged for cash or alcoholic beverages at the licensed establishment. Monetary prizes must be in the form of a check.
- Nothing of value may be accepted from an alcoholic beverage manufacturer or wholesaler.

Tournament (e.g. pool, darts, etc.) - **Entertainment Permit is required**, except for golf, bowling, pool, darts, or big buck tournaments.

Describe tournament: \_\_\_\_\_

- Commission approval not required for golf or bowling tournaments.

Contest (e.g. costume, talent, karaoke, trivia, etc.) - **Entertainment Permit is required.**

Describe contest: \_\_\_\_\_

Are dressing rooms required?

Yes  No

If **Yes**, describe what area will be used as dressing rooms (public restrooms and kitchens may not be used as dressing rooms): \_\_\_\_\_

Other - **Entertainment Permit may be required.**

Describe: \_\_\_\_\_

An event **cannot** include female topless activities by employees or customers unless the licensee holds a Topless Activity Permit.

**Part 2 Continued - Promotion Details**

1. Explain in detail how the promotion will be conducted:

2. Describe and state the retail value of each prize to be awarded:

3. Identify who will pay for and supply the prizes:

4. If a cover charge or entrance fee will be required to participate in the contest or tournament, please describe the charge or fee:

5. If any alcoholic beverage items with brand name logos will be used as a prize or part of the contest, describe the type and source of the items (Alcoholic beverage wholesalers and manufacturers are generally prohibited from providing anything of value to licensees):

**Part 3 - Signature of Licensee**

Under administrative rule R 436.1003, the licensee shall comply with all state and local building, plumbing, zoning, sanitation, and health laws, rules, and ordinances as determined by the state and local law enforcements officials who have jurisdiction over the licensee. Approval of this application by the Michigan Liquor Control Commission does not waive any of these requirements. The licensee must obtain all other required state and local licenses, permits, and approvals for this business before using this license for the sale of alcoholic liquor on the licensed premises.

I certify that the information contained in this form is true and accurate to the best of my knowledge and belief. I agree to comply with all requirements of the Michigan Liquor Control Code and Administrative Rules. I also understand that providing **false** or **fraudulent** information is a violation of the Liquor Control Code pursuant to MCL 436.2003.

\_\_\_\_\_  
Print Name of Licensee & Title

\_\_\_\_\_  
Signature of Licensee

\_\_\_\_\_  
Date

Please return this completed form along with corresponding documents to:  
Michigan Liquor Control Commission  
Mailing address: P.O. Box 30005, Lansing, MI 48909  
Overnight packages: 2407 N. Grand River Ave, Lansing, MI 48906  
Fax to: 517-763-0059