



The Alcohol and Gaming Commission of Ontario (AGCO) oversees the administration of Special Occasion Permits, which allow for the sale and service of alcohol at special events.

When do you need an Industry Promotional Event Special Occasion Permit?

Special Occasion Permits (SOPs) are required for Industry Promotional Events intended for promoting a manufacturer’s product(s) through sampling.

An Industry Promotional Event permit holder may advertise or promote the availability of alcohol only in accordance with the *Registrar’s Advertising Guidelines*, available on the AGCO website at www.agco.ca.

There can be no intent to gain or profit from the sale of alcohol at the event, however, samples for tasting at the event may be provided (under a “No Sale” permit) or sold (under a “Sale” permit).

Orders for alcohol may be taken, but retailing of alcohol is not allowed. Alcohol products sold or distributed to guests cannot be removed from the event. For more information, please see the AGCO’s **Sampling Guidelines for Liquor Manufacturers** on the AGCO’s website at www.agco.ca.

Apply for your Special Occasion Permit Online

In order to apply for a SOP, you will first need to create an online iAGCO account. The iAGCO portal can be accessed from the AGCO’s website at www.agco.ca.

Once your account has been created, you can click the “Apply for a Special Occasion Permit” link. The link will bring you to a page where you can start your application by selecting “SOP – Industry Promotional Event” in the drop-down menu under “Type”. You will be able to save your application in draft form before submitting it and add to it as needed throughout the application process.

Through your iAGCO account, you will be able to check the status of your application and, once approved, you will be able to print your permit immediately yourself.

Payments for your permit can be made using Visa, MasterCard or *Interac* Online. Cheques and cash cannot be used for payment.

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Contact Information

Alcohol and Gaming Commission of Ontario
90 Sheppard Avenue East
Suite 200
Toronto, Ontario M2N 0A4
Tel: 416 326-8700 or
1 800 522-2876 (toll free in Ontario)
Fax: 416 326-5555
Email: customer.service@agco.ca

Ce document est aussi disponible en français



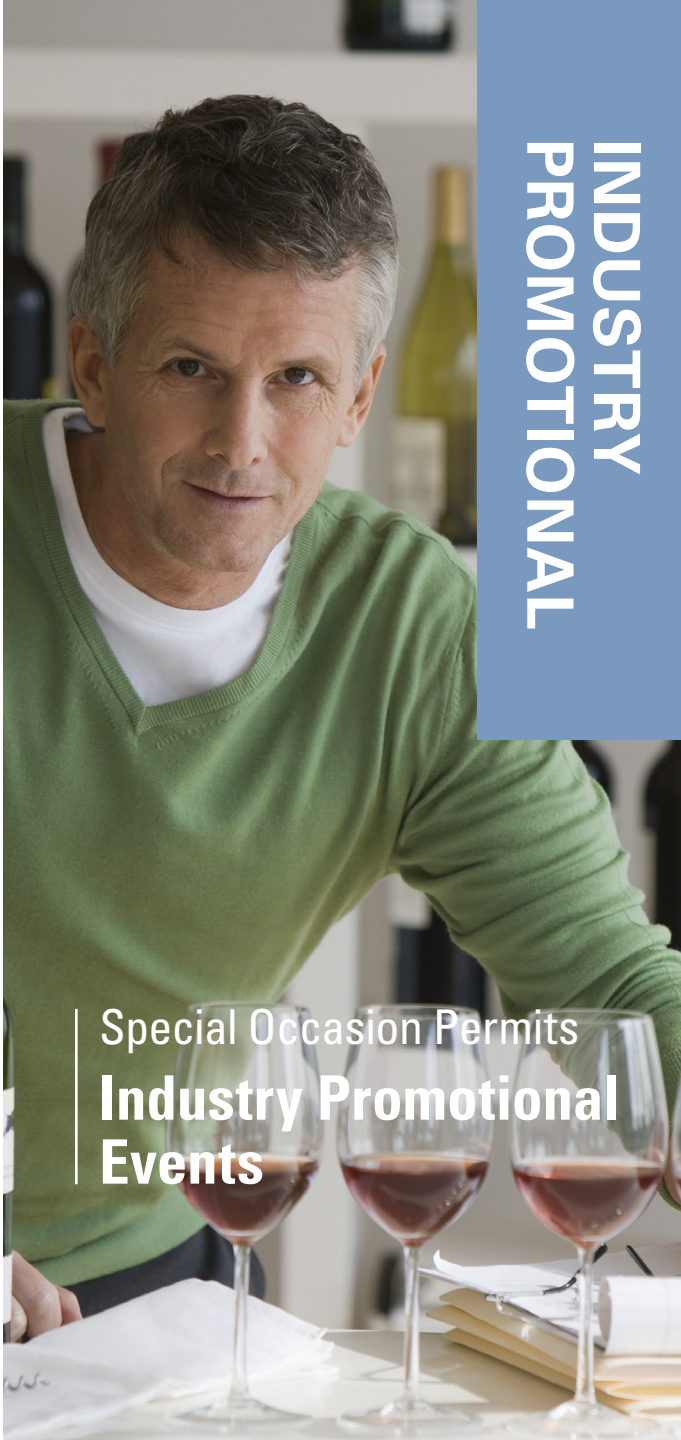
Apply for your Special Occasion Permit online through the iAGCO portal at www.agco.ca

AGCO

Alcohol and Gaming Commission of Ontario

CAJO

Commission des alcools et des jeux de l'Ontario



Special Occasion Permits
Industry Promotional Events

AGCO

Alcohol and Gaming Commission of Ontario



INDUSTRY
PROMOTIONAL

What you need to know when applying for an Industry Promotional Event Special Occasion Permit

You must be 19 years of age or older to apply for a SOP.

The application for a SOP should be made at least **30 days prior to your event.**

Applicants must provide all information, materials, documentation or approvals as may be requested. Additional documentation may be requested of you from the AGCO after your application has been submitted.

If any specific risks are identified during the application review process, the Registrar has the authority to attach conditions to a SOP to mitigate any risks that may be related to an event. Conditions might include limiting the hours of sale and service of alcohol.

Outdoor Events

The local municipal clerk’s department, police, fire and health departments must be given a written notice **30 days** before the event when expecting **fewer than 5,000 people** per day. If expecting **5,000 people or more** per day, a notice to the same group is required **60 days** prior to the event. If there is a tent, marquee, pavilion or tiered seating being used, then the local building department must be notified in writing.



Permit Types

You may apply for a “Sale” or “No Sale” permit.

At a “No Sale” event, you cannot charge your guests for alcoholic drinks either directly or indirectly (through an admission fee or drink ticket sales, for example). All costs related to alcohol must be absorbed by the permit holder.

A “Sale Permit” can be issued for up to three consecutive days. At a “Sale” event, you may sell alcohol to guests.

Purchasing Alcohol

Whether you have a “No Sale” or “Sale Permit”, all alcohol must be purchased in Ontario through a government store or a store authorized under clause 3(1) (e) of the *Liquor Control Act*. These include any LCBO store, LCBO Agency store, The Beer Store, or any authorized manufacturer’s retail store. Receipts for all alcohol purchased under the permit must be available for inspection upon request.

Alcohol being sampled at a market research event does not have to be purchased from a government store.

Market Research

Market research may be conducted under an Industry Promotional, “No Sale” SOP by, or on behalf of, a liquor manufacturer for the purposes of gathering and analyzing information about consumers’ needs and preferences.

At the Event

The Permit Holder/Responsible Person must be present throughout the SOP event and is responsible for the safety and sobriety of people attending the event.

If an emergency arises and you cannot attend, you must designate someone in writing to attend in your absence.

You must ensure that the location of the event is in compliance with all health, fire and building regulations and that the maximum capacity of the location is not exceeded.

The permit location/area where alcohol will be sold/served/consumed must be readily distinguishable from areas where the permit does not apply.

Hours during which alcohol is sold must be between 9 a.m. to 2 a.m. on any day except New Year’s Eve (December 31) where hours may be between 9 a.m. and 3 a.m. the following day (January 1).

Advertising

An Industry Promotional Event permit holder may advertise or promote the availability of alcohol only in accordance with the *Registrar’s*

Advertising Guidelines - Ferment on Premise and Liquor Delivery Service Holders and Special Occasion Permit Holders, available on the AGCO’s website at www.agco.ca. Market research conducted under Industry Promotional SOPs can be advertised.

Your Responsibility

As a permit holder, you must ensure the event is run properly and in compliance with the *Liquor Licence Act* and its regulations.

Please review the **Special Occasion Permit Guide** and **Responsible Tip Sheet: Special Occasion Permits – Industry Promotional** to ensure you fully understand your responsibilities for hosting a SOP event. These are available on the AGCO’s website at www.agco.ca.

