



WHICH TYPE OF Special Occasion Permit DO YOU NEED?

A Special Occasion Permit (SOP) is required if you wish to:

- serve alcohol outside of a residence, a private place or a licensed establishment or
- sell alcohol anywhere outside of a licensed establishment or
- to hold a tailgate event.



PRIVATE EVENT SOP

- Your event is for invited guests only
- The event cannot be advertised

EXAMPLES

Weddings, birthdays, bridal showers, “Stag & Doe” / “Jack & Jill” parties



PUBLIC EVENTS

- Your event is open to the public
- The event can be advertised
- You may sell alcohol to fundraise or to make a profit

Public Event SOPs are **only** issued to registered charities, non-profit organizations whose object is to promote charitable, educational, religious or community objects, or to events designated as being of municipal, provincial, national or international significance or tailgate events (see below).



TAILGATE EVENTS

- Your event is open to the public
- The event can be advertised
- Attendees may bring in their own liquor for consumption and you may also sell alcohol to fundraise or to make a profit

Tailgate Event permits are only issued for events that are held in connection with, and in proximity to an eligible sporting event.



INDUSTRY PROMOTIONAL EVENTS

- Your event is held to promote a liquor manufacturer’s product(s) through sampling
- There can be no intent to gain or profit from the sale of alcohol at the event.

For each type of event you are holding (except tailgate events), you may apply for either a **“Sale”** or **“No Sale”** permit, depending on how you plan to serve alcohol at your event:

“Sale”

- You are planning to have a cash bar at your event
- You are planning to sell tickets to your event where alcohol will be served, will be requiring a cover charge for admission, or will be selling drink tickets at the event.

“No Sale”

- You are **not** charging your guests for alcoholic drinks (e.g. you are not selling drink tickets or having a cash bar)
- You are **not** charging guests to attend the event (e.g. you are not selling tickets or requiring a cover charge.)

Apply online for your SOP at www.agco.ca/iAGCO