

ARKANSAS REGISTER

Transmittal Sheet

Use only for **FINAL** and **EMERGENCY RULES**



Secretary of State

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For Office

Use Only:

Effective Date _____ Code Number _____

Name of Agency Department of Finance and Administration

Department Alcoholic Beverage Control

Contact Doralee Chandler E-mail abc.admin@dfa.arkansa Phone 501-682-1105

Statutory Authority for Promulgating Rules Act 744 of 2019; Ark. Code Ann. 3-3-212

Rule Title: Advertising and Promotional Materials - ABC Rule 2.28 (13)

Intended Effective Date

(Check One)

☐ Emergency (ACA 25-15-204)

☒ 10 Days After Filing (ACA 25-15-204)

☐ Other _____
(Must be more than 10 days after filing date.)

Legal Notice Published

Final Date for Public Comment

Reviewed by Legislative Council

Adopted by State Agency

Date

02/13/2020

03/18/2020

05/15/2020

03/18/2020

Electronic Copy of Rule e-mailed from: (Required under ACA 25-15-218)

Doralee Chandler

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06/22/2020

Contact Person

E-mail Address

Date

CERTIFICATION OF AUTHORIZED OFFICER

I Hereby Certify That The Attached Rules Were Adopted
In Compliance with the Arkansas Administrative Act. (ACA 25-15-201 et. seq.)

Doralee Chandler

Signature

682-1105
Phone Number

abc.admin@dfa.arkansas.gov
E-mail Address

Director
Title

6/22/20
Date

FINAL RULE

Advertising and Promotional Materials – Rule 2.28(13)

(13) ***Advertising and Promotion Materials; Exception for Racing Facilities and for Nonprofit Entities holding a Large Attendance Facility Permit.*** As an exception to Section 2.28(4) of these Rules, any manufacturer or wholesaler may pay for the display or other presentation of advertising and promotion materials on or about the premises of the holder of a franchise granted by the Arkansas Racing Commission. In addition, any manufacturer may provide sponsorship of or payment for the display or other presentation of advertising and promotional material on or about the premises of the holder of a Large Attendance Facility permit, as defined by ACA § 3-9-202 (16), owned by a qualifying charitable nonprofit organization that has received tax exempt status under 26 U.S.C. § 501 (c)(3).