



The Alcohol and Gaming Commission of Ontario (AGCO) oversees the regulation of the Special Occasion Permit (SOP) program. The Liquor Control Board of Ontario (LCBO) reviews and issues SOPs on behalf of the AGCO.

**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.

Industry Promotional Events can be either for invited guests only or advertised to members of the public. They may be Sale or No Sale events in both cases. Samples for tasting at the event may be provided to guests free under a No Sale permit or may be sold on a cost-recovery basis under a Sale permit. However, there can be no intent to gain or profit from the sale of alcohol at the event.

Samples at Industry Promotional Events must be provided by a manufacturer, a manufacturer’s AGCO licensed representative, or an event organizer acting on behalf of a manufacturer or manufacturer’s AGCO licensed representative.

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 Sampling Guidelines for Liquor Manufacturers** on the AGCO’s website at [www.agco.on.ca](http://www.agco.on.ca).

**How to apply for a Special Occasion Permit**

An SOP application form and guide can be obtained from any LCBO store or from the AGCO’s website at [www.agco.on.ca](http://www.agco.on.ca).

Applications must be submitted to an LCBO SOP service store. For a listing of LCBO SOP service store locations and hours, please visit: <http://hellolcbo.com> or call the LCBO toll-free at 1 800.668.5226 or 416.365.5900 in the Greater Toronto area.

You may be asked for identification when picking up your permit. Please have a piece of government-issued photo ID readily available, such as a driver’s licence or passport.

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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](mailto:customer.service@agco.ca)

Ce document est aussi disponible en français

AGCO

Alcohol and Gaming Commission of Ontario

CAJO

Commission des alcools et des jeux de l'Ontario



A Special Occasion Permit (SOP) application form and application guide can be obtained from the AGCO’s website at: [www.agco.on.ca](http://www.agco.on.ca)



Special Occasion Permits  
**Industry Promotional Events**

**INDUSTRY PROMOTIONAL**

AGCO

Alcohol and Gaming Commission of Ontario



## Applying for an Industry Promotional Event Special Occasion Permit

Applications for SOPs are available at LCBO stores or from the AGCO's website at [www.agco.on.ca](http://www.agco.on.ca).

You must be at least 19 years of age to apply for an SOP.

The application must be submitted to an LCBO SOP service store **at least 30 days prior to the event**.

Please answer all questions on the application form as incomplete applications cannot be processed. Additional documentation may be required.

If any specific risks are identified during the application review process, the AGCO may add one or more conditions to the permit to mitigate any of these risks, such as a limit on the hours of sale and service of alcohol.

### Outdoor events

For an outdoor event you must provide written notification of the event to local police, health, fire departments and the municipal clerk (plus building department if a tent, marquee, pavilion or tiered seating will be used):

- **at least 30 days** before the event takes place **if fewer than 5,000 people per day** are expected to attend the event, or



- **at least 60 days** before the event takes place, **if 5,000 people or more per day** are expected to attend the event.

For outdoor events, you must submit a sketch showing the dimensions (size) of the proposed permit area and the location of any tiered seating.

### Application fees

The fee for a Sale permit is \$75.00 for up to three consecutive days or less. At a Sale event, you may sell alcohol to guests. There can be no intent to gain or profit from the sale of alcohol at an Industry Promotional Event.

The fee for a No Sale permit is \$25.00 per day. At a No Sale event, you cannot charge your guests for alcoholic drinks. All costs related to alcohol must be absorbed by the permit holder.

### Purchasing alcohol

Whether you have a Sale or No Sale permit, you must purchase the alcohol under your permit from an authorized government retail store (LCBO Store, LCBO Agency Store, The Beer Store or authorized

manufacturer's retail store), unless the Industry Promotional Event is for the purposes of market research (see below). Receipts for all alcohol purchased under the permit must be available for inspection upon request.

### Market research

Alcohol being sampled for the purposes of market research does not need to be purchased from an authorized government retail store. Market research must always be conducted under a No Sale permit.

### At the event

As the permit holder or responsible person listed on the permit, you must be in attendance at the event. If an emergency arises and you cannot attend, you must designate someone in writing to attend in your absence. This can be done by signing the appropriate section on the back of the permit.

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

All areas (indoor or outdoor) where alcohol will be sold, served and consumed must be clearly defined and separated by a minimum 36" (0.9m) high barrier from areas where the permit does not apply.

Alcohol can generally be sold and served every day from 11:00 a.m. until 2:00 a.m. On New Year's Eve, service is extended an additional hour until 3:00 a.m. on January 1.

## Advertising

Advertising is permitted for all Industry Promotional Events. In general, advertisements cannot promote the consumption of alcohol. For more information please refer to **Liquor Advertising Guidelines – Liquor Sales Licensees and Manufacturers** on the AGCO's website at [www.agco.on.ca](http://www.agco.on.ca).

## Your responsibility

As a permit holder, you are personally responsible to ensure that alcohol is sold and served responsibly and according to the law. If there is a breach of the *Liquor Licence Act* or Regulations, administrative action may be taken including the use of monetary penalties.

Please review the Application, Application Guide and **Responsible Tip Sheet: Special Occasion Permits – Industry Promotional Events** to ensure you fully understand your responsibilities for hosting an SOP event. These are available on the AGCO's website at [www.agco.on.ca](http://www.agco.on.ca) and at all LCBO stores.

