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Responsible University Office:
Office of the Chancellor

Responsible University Administrator:
Chancellor

Policy Contact:
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Alcohol Access, Service, and Sales Policy for UNK Athletic Events

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Scope

The University of Nebraska at Kearney (UNK) intends to regulate the serving, possession, consumption, and sale of Alcoholic Beverages in compliance with applicable Nebraska state laws, regulations, and University policy. The University recognizes the responsibility of establishing policies and setting guidelines that foster a welcoming, safe, and healthy environment for athletic contests. The University also recognizes that the misuse of alcohol represents a serious threat to this endeavor and sets out the following requirements for the sale or services of Alcoholic Beverages on the UNK premises.

Policy Statement

On October 4, 2024, the [Board of Regents \(BOR\) approved alcohol sales](#) at all University of Nebraska athletic events. Alcoholic Beverages may be sold at UNK athletic contests through an approved vendor with an appropriate permit under Nebraska law. UNK shall contribute a portion of any profits from such sales to alcohol abuse education and/or services as set forth in this Policy.

Reason for Policy

The purpose of establishing an Alcohol Access, Service, and Sales Policy for UNK Athletic Events is to provide guidance to the campus community and ensure compliance with state laws and the Board of Regents (BOR) policies and procedures of the University of Nebraska System regarding the use of alcohol on campus. The policy outlines best practices for alcohol access, sales, and service, including guidelines for third-party service vendors, servers, monitoring, and security, as well as consumer and support policies.

Only the Chancellor has the authority to grant exceptions to this policy on occasion at his or her discretion. The policy may be revised or revoked in a manner consistent with UNK policy review and procedures.

Procedures

I. Third-Party Service Vendor Guidelines

A. Permission to Serve Alcohol

1. The Third-Party Vendor is responsible for obtaining the appropriate permits and licenses necessary from the appropriate governmental agencies for UNK athletic events.
2. The Third-Party Vendor must comply with state and local laws and ordinances related to alcohol sales and consumption.

B. Other Required Measures

1. Sales of Alcoholic Beverages shall be conducted solely by the Third-Party Vendor with the appropriate permit.
2. The Third-Party Vendor shall cooperate with UNK to implement precautionary measures to serve Alcoholic Beverages. The measures include ID checks, the determination of when the sale of Alcoholic Beverages shall cease during a contest, and under what circumstances the sale of alcohol may be refused to any individual.
3. The Third-Party Vendor will be responsible for the purchase, transportation, and storage of the Alcohol.

II. Server Guidelines

A. Location of Sales

All Alcoholic Beverages will be displayed and sold in stationary locations separate and apart from the concessions areas. (See attached map.)

B. Serving Time

1. Alcohol sales will begin when concession sales begin at each game.
2. Alcohol sales will end at the end of the third quarter.

C. ID Verification

1. Location will be established to verify customers' age and authenticity of their IDs, including the date of birth, near but separate and apart from the sales location.
2. Wristbands will be issued to customers who provide valid ID, verifying they are 21 years of age or older.
3. Alcoholic Beverage shall only be sold or purchased or otherwise provided to an individual above the legal drinking age (21 years old) and who presents a validly issued wristband.

D. Additional Serving Requirements

1. The number of servings will be limited to a quantity of two per transaction.
2. Alcohol sales will be denied to anyone appearing to be intoxicated. The University's Third-Party Vendor reserves the right to refuse to sell Alcohol to anyone at any time or place.
3. All service personnel (Individuals trained and experienced in Alcohol sales and responsible service by the Third-Party Vendor) will be required to have Responsible Beverage Sales and Service training. (TIPS or ServSafe)
4. All Alcoholic Beverages must be in original non-glass containers.

III. Monitoring and Security Guidelines

A. Supervision Authority

1. A strategic security presence will be visible and within the eyesight of the point of sale.
2. Security shall be posted at the designated purchase and/or wristbanding location.
3. All entrances shall be staffed to ensure no re-entry.

B. Additional Controls

1. Any individual can be denied the sale of Alcohol for cause, including but not limited to verifying the age of at least 21 years old, not having a wristband, appearing to be intoxicated, and/or displaying alcohol-related behaviors.
2. Alcohol must be purchased only from the authorized UNK Third-Party Vendor in athletic venues.
3. Bag checks will be initiated at all entrances.

IV. Consumer Guidelines

A. Consumer Conduct

1. Spectators engaging in all misconduct, including misconduct due to intoxication, are responsible for their own conduct, including any damage caused to a person or property. Disorderly, disruptive, or unlawful behavior is prohibited.
2. All persons of legal drinking age are required to act and drink responsibly. Public intoxication, or being impaired or visibly overcome by the consumption of Alcohol, is prohibited, and will lead to removal from UNK property and legal consequences.
3. Binge drinking and games or chugging contests that lead to high-risk, rapid consumption techniques are prohibited.
4. Any person violating this policy may be removed from UNK property.
5. Student-related misconduct will be referred to the Community Standards and Student Conduct office.
6. University employee misconduct will be referred to the Human Resources Department. Violations of the law may also be enforced by law enforcement personnel, and violators are subject to prosecution.

B. Consumer Procedures

1. Alcohol cannot be brought into or carried out of the athletic venue.
2. Anyone desiring to purchase and drink an Alcohol Beverage must have a game-issued wristband to be provided upon identification approval inside the venue.
3. Customer identification requires individuals who intend to purchase Alcohol to present a valid, government-issued ID with a date of birth at the ID verification station near the sales points.

C. Consumption Locations

1. The consumption of Alcohol may be done from the guest's seats (home and visitor stands) and designated areas within the athletic venue.
2. No access will be granted to the south endzone grass, "Kids Zone," to anyone possessing and consuming Alcohol. Additional security and signage will be posted.

V. Support Guidelines

A. Consumer Information

1. Promotional Support materials with visible reminders to consume responsibly must be displayed. Signage will include all relevant information related to alcohol service, sales, and consumption.
2. The Athletic, Communication, and Counseling Departments will manage all educational materials and messaging.
3. The Athletic Department will manage all sponsorships for Alcoholic Beverages consistent with University policies and procedures and any third-party contracts.

B. Additional Support

1. The Alcohol Service and Sales Policy shall be reviewed annually by the Alcohol Sales Task Force.
2. Athletic events shall contribute a portion of profits (5%) from alcohol sales annually, supporting Student Health and Counseling with alcohol abuse education and/or services.

Definitions

For this policy, the following terms shall be defined as indicated.

Alcoholic Beverage is used throughout this policy as a collective reference to any beverage containing no more than 5.5% alcohol by weight. In this policy, the terms "alcoholic beverage" and "alcohol" are interchangeable.

Support refers to the individual, group, unit, or entity primarily responsible for providing additional guidance and means to educate and promote safe and responsible alcohol consumption.

Third-Party Vendor is a contracted entity authorized by the University to procure and obtain an alcoholic beverage license or a special events license that will supply and sell Alcoholic Beverages at permitted athletic events.

Additional Contacts

Subject	Contact	Phone	Email
Athletic Director	Marc Bauer	308.865.8332	bauermd@unk.edu

Forms

UNK Alcohol Service Request Form

<https://www.unk.edu/about/compliance/files/alcoholic-beverage-form.pdf>

Related Information

Alcohol Abuse Prevention

<https://www.unk.edu/offices/police/drug-and-alcohol-abuse-prevention.php>

UNK Student Code of Conduct

https://www.unk.edu/student_affairs/code-of-conduct.php

UNK Dispensing Alcoholic Beverages Policy

<https://www.unk.edu/about/compliance/files/dispensing-alcoholic-beverages.pdf>

History

University of Nebraska Board of Regents [approval 04/10/2024](#).



MAIN CORRIDOR

CONCESSIONS

ALCOHOL
SALES

ID
CHECK

EXIT

EXIT

