

Colorado Liquor Code

ARTICLE 3, TITLE 44, C.R.S.

Revised 1/2022

44-3-419. Arts license - definition. (1) (a) An arts license may be issued to any nonprofit arts organization that sponsors and presents productions or performances of an artistic or cultural nature, and the arts license permits the licensee to sell alcohol beverages only to patrons of the productions or performances for consumption on the licensed premises in connection with the productions or performances. ~~No person licensed pursuant to this section shall permit any exterior or interior advertising concerning the sale of alcohol beverages on the licensed premises.~~ **SUGGESTED LANGUAGE:** Limited advertising of availability of alcoholic beverages for sale may be placed on the licensed premise while a cultural event is taking place. Additionally, advertising of the availability of alcoholic beverages may be included in email, print, radio, television and social media marketing. The availability of alcohol must not be the primary focus of the advertisement. For example: promotion of a “2-for-1” drink special or any advertising that promotes heavy drinking is not allowable. A licensee may feature a specific brand or beverage in the advertisement, as agreed to with a licensed manufacturer.