

# MAINE STATE LEGISLATURE

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FIRST REGULAR SESSION

ONE HUNDRED AND THIRTEENTH LEGISLATURE

Legislative Document

NO. 356

H.P. 273 House of Representatives, February 12, 1987  
Reference to the Committee on Business Legislation  
suggested and ordered printed.

EDWIN H. PERT, Clerk  
Presented by Representative KIMBALL of Buxton.

Cosponsored by Representatives MAYO of Thomaston, MELENDY  
of Rockland and Senator GILL of Cumberland.

STATE OF MAINE

IN THE YEAR OF OUR LORD  
NINETEEN HUNDRED AND EIGHTY-SEVEN

1 AN ACT to Prohibit Tobacco Companies from  
2 Sponsoring Community, Sporting,  
3 Recreational or Civic Events.  
4

5 Be it enacted by the People of the State of Maine as  
6 follows:

7 22 MRSA §1630 is enacted to read:

8 §1630. Sponsorship by tobacco companies prohibited

9 1. Definitions. As used in this chapter, the  
10 following terms have the following meanings.

11 A. "Tobacco product" means:

12 (1) Cigarettes and little cigars as defined  
13 in the United States Cigarette Labeling and

1 Advertising Act, Section 3, United States  
2 Code Title 15, Section 1332;

3 (2) Cigars as defined in the United States  
4 Internal Revenue Code of 1954, Section 5702;

5 (3) Pipe tobacco and loose rolling tobacco;

6 (4) Smokeless tobacco, including all finely  
7 cut, ground, powdered or leaf tobacco that  
8 is intended to be placed in the oral or  
9 nasal cavity; and

10 (5) Any other form of tobacco intended for  
11 human consumption.

12 B. "Consumer sales promotion associated with any  
13 community, sporting, recreational or civic event"  
14 means:

15 (1) Sponsorship of or association with any  
16 community, sporting, recreational or civic  
17 events under the registered brand name of a  
18 tobacco product.

19 C. "Associated with," means financial support of  
20 an event in exchange for advertising or in any  
21 way promoting a tobacco product.

22 2. Unlawful activity. All consumer sales promo-  
23 tion of tobacco products by manufacturers, packers,  
24 distributors, importers or sellers of such products,  
25 associated with any community, sporting, recreational  
26 or civic event is unlawful.

27 3. Penalty. Any person violating this chapter  
28 shall be subject to a civil penalty of not less than  
29 \$1,000 nor more than \$10,000 for each violation, pay-  
30 able to the State.

31 4. Contributions allowed. Nothing in this chap-  
32 ter prohibits a tobacco company or their distributors  
33 or agents from contributing to a community, sporting,  
34 recreational or civic event when there is not adver-  
35 tising or promotion of a tobacco product associated  
36 with the event.

1

STATEMENT OF FACT

2           In 1985 alone, the tobacco industry spent  
3 \$2,000,000,000 to attract new users, retain current  
4 users, increase current consumption and generate fa-  
5 vorable long-term attitudes toward smoking and tobac-  
6 co use. Tobacco product advertising deceptively  
7 portrays the use of tobacco as socially acceptable  
8 and healthful. Such promotions of tobacco products  
9 undermines the credibility of government and private  
10 health education campaigns against smoking. This  
11 bill prohibits tobacco companies from sponsoring com-  
12 munity and recreational events which associate their  
13 product with a healthy and youthful life style.

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