

# MAINE STATE LEGISLATURE

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STATE OF MAINE  
HOUSE OF REPRESENTATIVES  
116TH LEGISLATURE  
SECOND REGULAR SESSION

HOUSE AMENDMENT "C" to COMMITTEE AMENDMENT "A" to S.P. 614, L.D. 1712, Bill, "An Act to Clarify Liquor Licensing Authority"

Amend the amendment by inserting after section 28 the following:

'Sec. 29. 28-A MRSA §707, sub-§2, as amended by PL 1987, c. 342, §40, is further amended to read:

2. Licensee must not receive anything of value. No licensee or applicant for a license may receive, directly or indirectly, any money, credit, thing of value, indorsement of commercial paper, guarantee of credit or financial assistance of any sort from any person within or without the State, if the person is:

A. Engaged, directly or indirectly, in the manufacture, distribution, wholesale sale, storage or transportation of liquor; or

B. Engaged in the manufacture, distribution, sale or transportation of any commodity, equipment, material or advertisement used in connection with the manufacture, distribution, wholesale sale, storage or transportation of liquor.

Nothing in this subsection prevents an affiliate of a licensee from receiving money for sponsorship of a transportation system for transporting the public or for sponsorship of specific sporting events and cultural events as long as the licensee does not receive any payment or thing of value from the public

transportation system or the sporting and cultural events and as long as such an affiliate does not derive any portions of its revenues from the licensee. All sponsorships must have prior written approval of the bureau. The bureau shall adopt rules implementing this paragraph.'

Further amend the amendment by inserting after section 29 the following:

Sec. 30. 28-A MRSA §710, sub-§3 is enacted to read:

3. Exception. Subsection 1 does not prohibit the display of signs advertising sponsorship of specific sporting events and cultural events or sponsorship of a transportation system for transporting the public as long as the signs are not displayed on a licensed establishment as defined in section 2, subsection 15. Signs on a licensed establishment advertising sponsorship may be displayed with prior bureau approval.

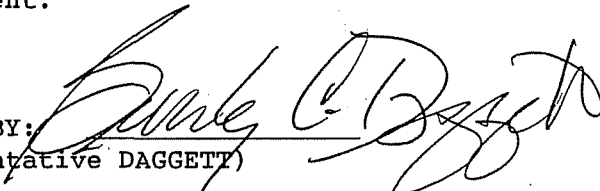
The bureau shall adopt rules implementing this subsection.'

Further amend the amendment by renumbering the sections to read consecutively.

#### STATEMENT OF FACT

Current law prohibits liquor licensees or applicants for liquor licenses from accepting things of value from persons engaged in the liquor industry. This amendment makes an exception for affiliates of licensees to receive money for sponsorship of a system for transporting the public or for sponsorship of specific sporting events and cultural events.

Current law also restricts advertising outside of the licensed premises or on the buildings or grounds of liquor licensees. This amendment makes an exception for signs advertising sponsorship of specific sporting events and cultural events or sponsorship of a transportation system for transporting the public as long as the signs are not displayed on the licensed establishment.

SPONSORED BY:   
(Representative DAGGETT)

TOWN: Augusta