



Alcohol, Tobacco & Gambling Task Force

January 2018

Overview

In the Fall of 2017, a task force was assembled to review the USA Swimming Rule Book on rules regarding alcohol, tobacco & gambling in association with USA Swimming events and teams. The task force was created in part to look at extenuating circumstances where teams had the opportunity to obtain sponsorship. The task force also looked at the topic of advertising alcohol brands as well as advertising rules that are contemplated in the USA Swimming Rule Book.

Research was conducted with multiple entities, including professional leagues as well as feedback on other practices from USA Track & Field, U.S. Ski & Snowboard Association, USA Cycling, U.S. Figure Skating, USA Hockey, U.S. Soccer, USA Gymnastics and the USOC.

Multiple conference calls were conducted by the task force ranging from November through January.

Task force members include:

- Tom Ugast, Chair
- Anthony Ervin, Athlete
- John Bradley
- Clark Hammond
- Dave Ferris
- Tim Hinchey, Staff
- Matt Farrell, Staff Liaison

Tobacco, Gambling & Marijuana

The Task Force does not recommend any changes to the existing USA Swimming rule book regarding prohibition of tobacco & gambling. However, since marijuana is now legal in several states, the Task Force recommends adding language regarding marijuana to the Rule Book. A potential area to review in the future is to review the role of lottery funds within the sport and whether that is considered gambling.



Alcohol

Below are current references to alcohol in the USA Swimming Rule Book with the task force recommendations.

Current Rule	Proposed Change
<p><i>103.12 / M/ ALCOHOLIC BEVERAGES – Alcoholic beverages are prohibited in all areas of the venue. Exceptions to this provision may be made only with the approval of the USA Swimming Board of Directors.</i></p>	<p>103.12 / M/ ALCOHOLIC BEVERAGES – Alcoholic beverages are prohibited in all areas of the venue. Exceptions to this provision include senior, national-level events or with the approval of USA Swimming staff.</p> <p>Note: Guidelines provided below.</p>
<p><i>102.8.3 C (1) Advertising for the following shall not be allowed:</i></p> <p><i>(1) Products involving tobacco, alcohol or pharmaceuticals containing substances banned under IOC or FINA rules;</i></p>	<p>Recommend the addition of marijuana be added to the rule on the left. No other changes recommended.</p> <p>For Background Information Only: U.S. Masters Rule allows Products involving tobacco, alcohol or pharmaceuticals containing drugs banned under IOC or FINA rules may not be advertised, but the advertiser’s name only may be used.</p>
<p><i>Code of Conduct: 304.3.10 & .11</i></p> <p><i>.10 The providing of alcohol to an athlete by a coach, official, trainer, manager or any other person where the athlete is under the legal age allowed to consume or purchase alcohol in the state where the alcohol is provided.</i></p> <p><i>.11 The abuse of alcohol in the presence of an athlete under the age of eighteen (18), by a coach, official, trainer, or a person who, in the context of swimming, is in a position of authority over that athlete.</i></p>	<p>.10 No change recommended.</p> <p>.11 No change recommended.</p>



Recommended Guidelines for Serving Alcohol

Below are key considerations to factor before USA Swimming staff approves the service of alcohol at USA Swimming events:

- No alcohol on the pool deck or in athlete areas (Note: some venues may have deck-level seating for spectators, which will be considered a spectator area)
- Athlete seating areas will be alcohol-free zones
- Venue must comply with all local & state laws of service
- Alcohol may be served at senior, national-level events for spectators
- Alcohol may be served in adult-focused areas of the venue at non senior, national-level events or non-competition events with approval from USA Swimming staff (ex. partitioned areas of the venue for adults)

Recommended Guidelines for Sponsorship

Below are key considerations to factor before approving sponsorship of alcohol companies within the sport. Approval must be granted from USA Swimming staff.

- Sponsorships may be accepted and recognized for primarily adult-focused activities and non-competition events (ex. social events, fundraising events)
- Sponsorships may be accepted and recognized in visible areas at senior-level national events (ex. TYR Pro Swim Series, Open Water Nationals, Phillips 66 National Championships, Winter National Championships, U.S. Olympic Trials)
- Recognition of a sponsor should not include the pool deck of any non senior-level national event
- Recognition of a sponsor should not be in the form of Advertising consistent with Rule 102.8.3 C (1) – (i.e., suits, caps and goggles logo recognition)
- Sponsorships may be accepted and recognized in all aspects of USA Swimming by companies primarily known for being a restaurant that serve alcohol (ex. Chili's, Applebee's) or if alcohol, liquor, bar, pub, distillery, etc., is not directly referenced in the name of the establishment (ex. Springfield Beverage)
- Sponsorships may be accepted and recognized in adult-focused activities or non-competition events for establishments that have wine, beer, liquor, distillery, etc., referenced in the name of the establishment
- Should a team recognize a sponsor, below are "non-pool deck" areas where promotional consideration could be considered: web site, adult-targeted communications, adult-focused venues and activities
- There will be no alcohol references in the name of the team
- Areas not allowed for recognition of an alcohol sponsor by a team include the name of the team, field of play, heat sheets or other "on deck" areas
- Teams with unique or extenuating circumstances may request an exception for approval by USA Swimming staff