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HOUSE BILL NO. 1157

Introduced by: Representatives Barthel, Diedrich, Duvall, Gosch, Hawley, Holmes, Jamison, Johns, Lust, Mickelson, Peterson (Kent), Pischke, Reed, Rozum, Schoenfish, Turiville, Willadsen, and Zikmund and Senators Langer, Cronin, Curd, Frerichs, Greenfield (Brock), Haverly, Heinert, Jensen (Phil), Killer, Nelson, Peters, Russell, Soholt, Stalzer, Tidemann, and Wiik

FOR AN ACT ENTITLED, An Act to authorize certain alcohol manufacturers and wholesalers to enter into sponsorship agreements with certain alcohol retail licensees.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF SOUTH DAKOTA:

Section 1. That chapter 35-2 be amended by adding a NEW SECTION to read:

Notwithstanding the provisions of § 35-2-6.4 or 35-4-52, a licensed manufacturer or wholesaler may enter into a sponsorship or advertising agreement with a retailer who is a civic, charitable, educational, fraternal, or veterans organization licensed pursuant to § 35-4-124, a public entity as defined by § 3-21-1, or an operator of property owned by a public entity for advertising at or sponsorship of property owned by the public entity. No sponsorship or advertising agreement authorized pursuant to this section may include a requirement to exclusively purchase the licensed manufacturer's or wholesaler's products.