



**Washington State University Avery Hall  
Pullman, WA, 99163-99164**

**Date:** April 6, 2016  
**To:** Laura Powers Instructor of English  
Washington State University  
**From:** Technical and Professional Writing Course Group 2:  
Cesar Guerrero  
David Hiestand  
Sindie Howland  
Jordan Jensen  
Lance Lindgren  
Washington State University  
**Subject:** Recommendation Report

Attached is the report for our “Repurposing Project” regarding selling alcohol at Washington State University during football games at Martin Stadium. For our repurposing project, our group voted to produce a pamphlet for the President and Athletic Director of Washington State University (WSU) to encourage alcohol sales during football games at Martin Stadium. The pamphlet provides information on the possible revenue WSU can earn by allowing the sale of alcohol in the stadium, information on other schools that have alcohol sales, and the legal and safety aspects of the project. We believe that the addition of alcohol sales at football games will provide WSU with additional revenue and further the enjoyment of the events for the WSU fans.

To complete these tasks, we (Group 2) members conducted secondary research. We read articles regarding alcohol sales at other universities and researched manuals and handbooks by the governing bodies. In addition, we conducted research regarding transportation issues at WSU. After conducting this research we produced written information that we later combined with graphics we felt aided the conveyance of our message to create the pamphlet we’ve included in our appendices section.

We appreciate the opportunity you have provided us in assigning this repurposing project. If you have any questions or comments, please contact us through our email accounts in our course learning management system, Blackboard.

# **Alcohol Sales at Martin Stadium**

Repurposing Project  
English 402 – Group 2

Cesar Guerrero  
David Hiestand  
Sindie Howland  
Jordan Jensen  
Lance Lindgren

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## **I. EXECUTIVE SUMMARY**

A problem that many WSU football fans face is that they are not able to drink beer and watch football at the game. Not only is this an issue for the fans, but it is also a loss of revenue for Washington State University and its concession stands. This report provides results and interpretation of conducted research regarding the sale of alcohol at WSU sporting events, particularly at football games. Additionally, we provide the pamphlet we produced to encourage WSU administration interest in alcohol sales at events.

## **II. INTRODUCTION**

There are many reasons why WSU and other schools have been motivated to sell beer at games, one of them being that it is a good source of revenue for athletic departments. This is the main reason that selling alcohol at games has more than doubled over the past six years. In West Virginia, athletic director Shane Lyons mentioned in the New York Times, “approximately \$500,000 a year just in beer comes back to us” (Tracy, 2016). Although some people believe that making alcohol available during football games could harm the general public, the pros can potentially outweigh the cons when it comes to alcohol sales at events, as evidenced by our research. Additionally, there are many ways in which a school could help prevent any potential alcohol-related incidents from happening.

## **III. RESEARCH METHODS**

In order to research our subject of alcohol sales at WSU, we conducted secondary research. Working among team members and individually, we then compiled and interpreted researched information in relation to our topic.

To determine revenue other Universities have earned, we conducted a search on alcohol sales at universities and found three articles from the New York Times, ESPN, and USA Today that provided information regarding this topic. We analyzed this information regarding potential revenue for WSU, should it adopt similar policies.

To understand the rules that regulate alcohol sales and safety issues surrounding the sale of alcohol, we reviewed the NCAA 2015-2016 Division I manual and the Pac-12 2015-2016 handbook. We also researched articles that related to alcohol safety and abuse incidents from both The New York Times and on the NCAA website. In addition, we conducted research regarding transportation at the WSU campus on the WSU website and on the public transit system website in Pullman.

We found extensive information regarding other campuses that sold alcohol at events on a map provided on the SEC's website that assisted us in determining which campuses sold alcohol. Additionally, we reviewed an article that considered the ins and outs of selling beer at college football games from the Shreveport Times.

#### **IV. RESULTS**

Many universities around the country are looking to alcohol sales at their athletic arenas to bring in much needed additional revenue for the schools and their programs. As of August 2014, there are 21 on-campus stadiums that offer alcoholic beverages to those of a legal age, a number double of that in 2009.

Here are just a few of the highlights:

- Beer sales have produced no less than \$516,000 the last three years at West Virginia University's Mountaineer Stadium.
- University of Minnesota reported a profit of \$181,678 from beer and wine sales after they implemented a two-year pilot program in 2012.
- University of Maryland saw over \$100,000 in profit from one game against West Virginia as a result of alcohol sales.

Considering the fact that Martin Stadium has a capacity of 35,117, an estimate of 15,000 attendees of legal age at each event would be a safe assumption. If 50% of those authorized attendees purchase 2 drinks at \$6.00, with WSU collecting a 50% profit, that is a net profit of \$45,000 per game. Assuming 6 home football games each season, that is a \$270,000 profit as a direct result of alcohol sales, which is a modest estimate.

Additionally, there is precedent for partnership opportunities and sponsorship should it be pursued. WSU has partnered with brewing companies such as Westland Distillery, Fremont Brewing Company, Pike Brewing Company and Chuckanut Brewery & Kitchen. With the prestige of WSU among local businesses and individuals, current partners and potential new ones would likely find this endeavor in their best interests.

As to policy, through our research we were able to determine that both the NCAA and PAC-12 associations do not prohibit alcohol sales at college universities. The NCAA; however, does prohibit alcohol sales at Championship games sponsored by the NCAA. An article on their website regarding allowing alcohol sales at the Baseball World Series and Women's World Series Championship games this year speaks positively on the topic. There are reports from schools that alcohol available in the stadium prevents incidents of binge drinking before the games and discourages attendees from sneaking alcohol in from the outside (Hosick, 2016). We

were also able to find another article in The New York Times that collaborated the report regarding alcohol sales as preventing incidents of binge drinking (Tracy, 2016).

The Southeastern Conference (SEC) does not permit the sale of alcohol during games whatsoever, however there are 17 schools located in the same states as SEC schools that do sell alcohol (Malone 2015). Before 2008 there were only six Division 1 programs that allowed the sale of alcohol at games and now the number has increased to 23 (Connelly 2015). Connelly further reports that the University of Louisiana at Lafayette was one of the first to begin selling alcohol in 2009 and has reported a net profit of over \$775,000 in the first five years, and this accounted for nearly 60 percent of the total \$1.3 million net revenue in those 5 years. As to incidents, the school's director of public safety and Chief of Police Joey Sturm stated that the school does not keep records associated to alcohol related incidents but believes there has not been an increase with the sale of beer (Connelly 2015). A recent addition in the 2015 season was the University of Maryland, who started a one-year beer-selling test in their stadium (Malin 2015).

Research regarding transportation at WSU found that WSU provides many options for people unable to drive after alcohol consumption, which is visible on the WSU website should someone choose to visit the transportation section. WSU provides public transit that is free to students, faculty and staff of WSU, and this system runs extra routes during football games. There is also WSU Zimride, which is a ridesharing network for WSU. Additionally, there are four taxi companies and bikes students can borrow for one day at no cost (WSU, 2016)

## **V. CONCLUSIONS**

By conducting research of various articles and manuals, our group was able to produce a pamphlet that will provide information to the Administrators of Washington State University regarding the benefits of selling alcohol at Martin Stadium for football games. There is substantial evidence provided in our pamphlet showing that the addition of alcohol sales provides considerable revenue. Also, we believe that our pamphlet illustrates that there are no rules prohibiting the sale of alcohol, and that there are plenty of transportation options to keep fans safe. We conclude that the addition of alcohol sales will not create problems; but in fact, will reduce alcohol abuse and provide revenue for the university.

## **VI. RECOMMENDATIONS**

We recommend alcoholic beverages including, but not limited to, beer and wine should be sold at Martin Stadium at Washington State University. We also feel WSU can bring in additional revenue by acquiring sponsorships from local and national brew companies. This sort of partnership would also benefit local companies like Paradise Creek Brewery from additional

exposure, giving them an outlet to present their products to a wider audience. By partnering with different companies like this, WSU could reduce the cost of the product and increase profit share.

After an initial test run with the Fall football season, this model could be implemented at other sporting events and facilities around the WSU campus, such as Beasley Coliseum and Bailey-Brayton Field, generating substantial revenue year-round.

Aside from the gratification attendees of WSU athletic events will have as a result of a wider selection of beverage choices, we have shown clear and substantial financial benefits of implementing this policy change at Martin Stadium. Should the executive team move forward with the implementation of policy suggested in this recommendation, we could potentially see greater safety of attendees, substantial revenue brought in that could be used to fulfill the needs of the university, and greater support and happiness among fans who want to enjoy the game with a cool beer in hand.

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**VIII. APPENDICES:**

We have provided a visual representation in the form of a pamphlet in printable form.