



# Prohibiting Tobacco Sponsorship at Fairgrounds Model Policy

## Findings of Fact and Purpose

The *[fair board]* finds that:

- a) *[Name of fair]* is a family event. Tobacco advertisements at the fair detract from the family atmosphere of the fair by enticing children to engage in activities that are unlawful; and
- b) Tobacco product advertising and promotions that appeal to minors undermine state and local laws prohibiting the sale and distribution of tobacco products to minors; and
- c) The *[fair board]* has a unique opportunity to create and sustain an environment that supports a non-tobacco norm through a tobacco-free policy, rule enforcement, and adult-peer role modeling during *[the fair]*; and
- d) The tobacco industry advertises at and sponsors events to foster a connection between tobacco use and community events, normalize tobacco use, and promote the tobacco company as a supporting member of the community; and
- e) Tobacco company sponsorship has the same effects on children as traditional tobacco product advertisement and promotion.

## Prohibitions

The *[fair name]* shall not accept or allow any tobacco-related sponsorship or advertising. Prohibitions include:

- a) Accepting money or other compensation from a tobacco company, including for prize money, sponsorship, or advertising.
- b) Accepting or allowing any other benefit (such as signs or print materials) that promotes a tobacco brand, product, or company name.
- c) The free distribution or sale of tobacco products and promotional items identified with a tobacco company or brand on the premises.
- d) The use of a tobacco brand, product, or company name to describe an event, program, or other activity.

*[Insert the following sentence if the fair has the authority to bind other events held on the property]*  
This policy extends to any entity that leases, rents, or otherwise holds events on the property.

## Effective Date

This policy statement is effective immediately upon the date of adoption.

\_\_\_\_\_  
Board President

\_\_\_\_\_  
Date





# Tobacco-Free Fairground Model Policy

## Findings of Fact and Purpose

The *[fair board]* finds that:

- a) Tobacco use in the proximity of children and adults engaging in or watching outdoor activities at *[fair name]* is detrimental to their health and can be dangerous to those using such facilities; and
- b) The *[fair board]* has a unique opportunity to create and sustain an environment that supports a non-tobacco norm through a tobacco-free policy, rule enforcement, and adult-peer role modeling during *[fair name]*; and
- c) Parents, leaders, and officials involved in the fair are role models for youth and can have a positive effect on the lifestyle choices they make; and
- d) The tobacco industry advertises at and sponsors events to foster a connection between tobacco use and community events; and
- e) Tobacco products, once consumed in public spaces, are often discarded on the ground requiring additional maintenance expenses, diminish the beauty of *[the fair's]* facilities, and pose a risk to toddlers and animals due to ingestion; and
- f) The prohibition of tobacco use at *[fair name]* serves to protect the health, safety and welfare of fair visitors and employees.

## Prohibitions

- a) During *[fair name]*, the use of tobacco is prohibited in these areas: *[list applicable areas such as all vendor areas, restrooms, concession areas, performance areas, buildings and their entrances, etc.]*
- b) This tobacco policy applies to all employees, independent contractors, and members of the general public while attending *[fair name]*.
- c) *[Insert the following sentence if the fair has the authority to bind other events held on the property]*  
This policy extends to any entity that leases, rents, or otherwise holds events on the property.

## Effective Date

This policy statement is effective immediately upon the date of adoption.

\_\_\_\_\_  
Board President

\_\_\_\_\_  
Date

