Darden School Alcohol Policy for Student Events  
Revised 7/26/10

Student-sponsored social events on Darden Grounds that include the serving of alcohol fall under Virginia Alcohol Beverage Control (ABC) regulations. In addition, the University of Virginia and the Darden School have a set of policies and procedures that are to be followed when serving alcohol on Darden Grounds.

Responsible alcohol consumption is the primary responsibility of each individual within our community. The guidelines provided below were established to ensure student and guest safety, to comply with ABC regulations, and to protect the Darden School and the University of Virginia from liability issues related to serving alcohol at student sponsored events.

1. All events on Darden Grounds where alcohol will be served require the permission of the Vice President for Student Affairs and Darden Office of Student Affairs. Students can request permission utilizing the online form located at: [http://www.virginia.edu/vpsa/forms/index.html](http://www.virginia.edu/vpsa/forms/index.html). The form should be printed and submitted to the Darden Office of Student Affairs at least two weeks in advance of an event. The form will then be reviewed and submitted to the Vice President’s office.

2. Students must promote the responsible use of alcohol at their events. Alcohol Beverage Control (ABC) regulations and University of Virginia safe-alcohol policies require that sponsoring organizations market and promote events in a responsible manner (e.g., designated driver program, etc.)

3. For student sponsored events on Darden or University Grounds where alcohol is served, attendees cannot be charged for drinks without the appropriate ABC license.

4. ABC regulations prohibit wholesale distributors and manufacturers of alcohol from donating alcoholic beverages free of charge (i.e., wholesalers cannot donate the beer for a cold call, at the marketing club brand challenge, etc.).

5. The University of Virginia Board of Visitors guidelines prohibit the purchase of alcohol using funds provided by the University Student Council to Contracted Independent Organizations (CIO) or any part of the activity fee paid as part of required tuition and fees.

6. Student social events held on Darden Grounds will begin after the last academic class of the day ends. This is normally 6:00 p.m. Social events beginning before 6:00 p.m. need to be approved by the Director of Student Affairs.

7. Since the Abbott Center dining facility holds the ABC license for the Darden Grounds, alcohol served at student social events on Darden Grounds must be purchased through the Abbott Center. Consequently, externally purchased alcohol is not allowed on the premises.

8. When serving alcohol on Darden Grounds, alternative beverages and food must be served.

9. All alcohol at a Darden student-sponsored event will be served by a University trained server (or caterer’s bartender). Guests will not be allowed to serve themselves alcohol.
Issues Specific to Cold Calls at Darden

Cold Calls are scheduled with the Director of Student Affairs by the DSA Social Chairs. Individual clubs or departments can then sign up with the Social Chairs to sponsor a Darden Cold Call. Sponsors for Cold Calls are responsible for the following:

1. Clubs sponsoring a Darden Cold Call should make every effort to support responsible drinking.

2. Beer must be ordered\(^1\) through the Abbott Center Dining Manager.

3. The sponsoring organization must provide plenty of alternative beverages and substantial food items\(^2\).

4. The sponsors are responsible for setting up the event and cleaning up\(^3\) after the event.

5. Sponsors must provide a minimum of two University trained servers who pour the beer during the event (cold calls are typically scheduled from 6-7:30pm).

6. Sponsors must identify a contact from the club/student group responsible for the Cold Call and communicate that information to the Director of Student Affairs.

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\(^1\) Up to three kegs of beer can be offered at a Darden Cold Call. If students’ schedules indicate a reduced number will be in attendance, a smaller quantity of beer should be ordered. Similarly, if the event is inviting larger numbers of non-Darden community members, a request to increase the amount of beer served needs to be approved by the Director of Student Affairs.

\(^2\) Food items and alternative beverages can be ordered through outside vendors and stores (i.e., Pizza Hut, Sam’s club, etc.). However, if you are using an outside caterer, this needs to be cleared through the Office of Student Affairs and the Darden Center Dining Manager.

\(^3\) Cleaning up the event (to include removing all trash to the dumpster next to the Darden loading dock) and returning all facilities to their original condition.