

# Schedule of Planned Promotional Activities



193040049

<input type="checkbox"/>	Original Report
<input type="checkbox"/>	Amended Report
Amended Date _____	

For Month of \_\_\_\_\_ Year \_\_\_\_\_

(A) Name of Primary Sponsor: \_\_\_\_\_

Address: \_\_\_\_\_ License/permit #: \_\_\_\_\_

(B) Name of Wholesaler: \_\_\_\_\_

Address: \_\_\_\_\_ License/permit #: \_\_\_\_\_

(C) Name of Brand Owner: \_\_\_\_\_

Address: \_\_\_\_\_ License/permit #: \_\_\_\_\_

(D) Brand(s)/Product(s) Promoted: \_\_\_\_\_

(E) Type of Promotional Activity: \_\_\_\_\_

(F) Description of Promotion: \_\_\_\_\_

(G) Promotion Coordinator/Responsible Manager (The primary coordinator must be an authorized employee or representative of the brand owner or wholesaler.)

Name: \_\_\_\_\_ Solicitors Permit #: \_\_\_\_\_ Title: \_\_\_\_\_ Phone #: \_\_\_\_\_

(H) List all non-licensed third parties, charitable groups and/or modeling agencies that will be involved in conducting or promoting these activities:

**(On page 2 list retail accounts where this particular promotion will be held.)**

(I) I certify that the information contained in this report is true and accurate to the best of my knowledge and belief and that any changes or modifications will be promptly reported. On behalf of the primary sponsor, I understand that we will be held accountable for complying with all laws, regulations, and guidelines when conducting or participating in this activity.

\_\_\_\_\_  
Signature of Responsible Manager

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print or Type Name

\_\_\_\_\_  
Telephone #

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J. Retail information (Premises where promotions are to be conducted.)

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
CR # (Same as Sales Tax Number)	License name and/or T/A Name	Address (Street, City, County, Zip)	Date of Promotion	Time of Promotion	Giveaway Items				Incidental Expenses	No. of Prior Events
					Item	Est. Quantity	Unit Cost	Total Cost		



## **Planned Promotional Activities (Instructions)**

### **General Instructions: Form must be typed, or printed legibly. *Illegible forms will be returned***

1. **Report is due on the 20th of each month for planned promotional activities in the following month.**
2. Complete a separate Form 304 for each brand promotion.
3. If the person or entity participating in or conducting the event is not the brand owner, supplier or designated Maryland wholesaler of the product, a letter must be on file designating the third party relationship in accordance with Regulation 03.02.05.07.
4. The brand owner, supplier or wholesaler is ultimately responsible for ensuring that all promotional activities are conducted in accordance with the trade practice regulations. The filing of this form is not, in itself, implied approval for all aspects of the proposed promotional activity.
5. **File an amended report with any changes. Amended reports must be filed five days before the event.**

### **Instructions by Line Item:**

- A. The primary sponsor can be the brand owner, supplier, wholesaler, or retailer.
- B-C. The wholesaler and/or brand owner should be listed if directly or indirectly participating in the event.
- D. List all brands or products to be promoted at the event.
- E-F. List type of promotional activity and fully describe. If more information is needed, attach separate sheet.
- G. The primary coordinator must be an authorized employee or representative of the brand owner or wholesaler.
- H. List all non-licensed third party participants, or charitable groups, and/or modeling agencies that will be involved in conducting the activity.
- I. This form must be signed by a responsible manager. It should **not** be signed by a sales representative who does not have supervisory responsibility or oversight for the promotional activity.
- J1. **List Central Registration number (same as sales tax number) of licensed retail location.**
- J2. List license name and/or trade name of licensed retail location where event will be conducted.
- J3. List complete address of licensed retail location where event will be conducted.
- J4. List date of planned promotion/event.
- J5. List approximate time of planned promotion/event.
- J6-9. Describe giveaway items, estimated quantity, cost per item (not to exceed \$10.00 per item), and total cost of all giveaway items.
- J10. List estimated incidental expenses related to promotion/event (not to exceed \$150.00 per Regulation 03.02.05.12).
- J11. Indicate how many other events the primary or secondary sponsor has conducted at this account in past calendar year (limit twelve per calendar year).  
The limit is per brand owner or supplier and not per brand.

**Maryland Alcohol, Tobacco,  
and Cannabis Commission**  
Regulatory & Research Section  
1215 E Fort Ave, Ste 300  
Baltimore, MD 21230

410-260-7314  
planned.promotions@maryland.gov  
atcc.maryland.gov