



José Cuevas, Jr.
Presiding Officer-Midland

Steven M. Weinberg, MD, JD
Member-Colleyville

Melinda S. Fredricks
Member-Conroe

Alan Steen
Administrator

FORM L-107A (2/2009)

INFORMATION AND INSTRUCTIONS FOR PROMOTIONAL PERMIT

PROMOTIONAL PERMIT – This permit authorizes the holder to engage in activities to promote and enhance the sale of an alcoholic beverage in this state, including activities that take place on the premises of the holder of a permit or license under this code, on the behalf of a distiller, brewer, rectifier, manufacturer, winery, or wine bottler with whom the promotional permit holder has entered into a contract for the purposes of Chapter 50 of the Texas Alcoholic Beverage Code. The State fee is \$600 with a surcharge of \$320 and the permit will expire two years from date of issuance.

In additions, the Promotional Permit may only be issued if the applicant/entity provides:

- A copy of all contracts with licensed or permitted entities to the Texas Alcoholic Beverage Commission Licensing Division in Austin prior to the promotional event
- An employment card to all agents, servants, or employees that are participating in promotional event this card must contain: name of employee, agent or servant, effective date of employment, name of the promotional permit holder, and the promotional permit number. The aforementioned card must be kept on the person during promotional events and available for inspection by any authorized representative of the Texas Alcoholic Beverage Commission
- Affirmation that the applicant does not directly or indirectly have any financial interest in an entity holding a permit or license issued by the Texas Alcoholic Beverage Commission other than a contract to promote and enhance the sale of alcoholic beverages

Be advised that the Promotional Permit holder, including the agent, servant, or employee, may NOT hold any other permit issued by the Texas Alcoholic Beverage Commission, including an Agent’s Permit, Agent’s Beer License, and a Manufacturer’s Agent’s Permit.

Beginning January 1, 2009, the permit covered under this form will be issued for a two-year period. You MUST renew for the entire two-year period. The total amount of fees plus surcharges to cover the two-year period MUST be paid at the time of renewal. Fees may NOT be prorated or refunded. Submit your application along with permit fees and surcharges with a cashier’s check, money order, or firm check from corporate permittee payable to the Comptroller of Public Accounts.

If you need additional information, please do not hesitate to contact this office at (512) 206-3360.

Sincerely yours,

Amy Harrison, Director
Enclosure

Sample Employment Card

Promotional Permit Employee ID Card	
Name of Employee:	_____
Effective Date of Employment:	_____
Name of Promotional Permit Holder:	_____
Promotional Permit Number: PR-	_____