

# What is a Promotional Association?

## Characteristics of a Promotional Association:

- An association incorporated in Colorado;
- Made up of at least two people who own or lease property adjacent to an area that they want to license as a common consumption area;
- Has a board of directors;
- The board of directors has at least one director from each liquor-licensed premises that wants to attach to the common consumption area.

## Why do I need to form a Promotional Association?

- Common consumption area licenses can only be issued to promotional associations, not to individual persons or businesses.
- The formation of a Promotional Association means that every business attached to the common consumption area shares responsibility for the common consumption area license.

## Responsibilities of a Promotional Association

- Get certified by the local licensing authority as part of the process for applying for a common consumption area license;
- Maintain liability insurance;
- Renew and submit required documentation annually.