

Guidance for Marijuana Advertising at Special Events in Denver

The information in this document reflects Denver's marijuana advertising laws and should be used for guidance purposes only. State law may contain additional requirements for marijuana advertising.

Can a vendor sell or distribute marijuana at a special event?

No.

Can attendees consume marijuana at a special event?

No. Public consumption of marijuana is prohibited except in licensed marijuana hospitality businesses.

What types of marijuana advertising are prohibited at special events?

Any advertising that is visible to members of the public from any street, sidewalk, park or other public place, including advertising using any of the following:

- Any billboard or other outdoor general advertising device as defined by the zoning code;
- Any sign mounted on a vehicle;
- Any handheld or portable sign (e.g., sign spinners or sandwich boards); or
- Any handbill, leaflet, or flier distributed in a public place, left on a car, or posted on public or private property.

What types of marijuana advertising are permitted at special events?

Marijuana businesses may distribute apparel, consumer goods, or paraphernalia containing a marijuana business's name, logo, or distinct design features, but no other advertising of the marijuana business. Consumer goods are goods primarily used for personal, family, or household purposes. Some permissible items are t-shirts, hats, water bottles, keychains, lanyards, lighters, and other similar goods. Consumer goods does not include vehicles. Additionally, any advertisement contained within a newspaper, magazine, or other periodical of general circulation is permitted.

What if the event is on private property?

Marijuana businesses may display any signage or advertising at events on private property so long as such advertising is not visible to the public from a public place.

Can a marijuana business advertise at a charitable event that the business is sponsoring?

Advertising that is purely incidental to sponsorship of a charitable event is permitted. This may include the name or logo of the marijuana business in event materials (such as programs and maps) or temporary signs and banners displayed at and during the event. Billboards are not permitted under any circumstances.

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