



2026 Breese Stevens Responsible Alcohol Consumption Action Plan

Big Top Events, LLC. (BTE), as part of their management of Breese Stevens Field, will execute the following Responsible Alcohol Consumption Action Plan. This plan is the result of working with the Tenney-Lapham Neighborhood Association, Madison Parks, the Madison Police Department, and receiving input from various other sources.

General Event Alcohol Related Policies and Practices:

1. Licensed alcohol service staff overseeing each beer pouring location at each event.
2. Mandatory pre-event training for all beer pourers by BTE Mgmt. and/or designated, external experts.
3. All bartenders/beer pourers/mixologists/beer movers must be 18 years-of-age or older.
4. Everyone that appears under 30 years-of-age must present a valid, current, and acceptable form of identification and they will receive a wristband indicating they are of-age prior to purchasing beer at outdoor events.
5. No under-age person is ever allowed to consume alcohol at the event, whether or not they are accompanied by a parent or guardian. State law does allow under-age persons, accompanied by parents or guardians, to drink under their supervision, but the law also allows license holders to make a policy decision not to serve those individuals and Big Top Events will not serve these individuals under any circumstances.
6. Stringent ID checking program by BTE staff, including incentives for identifying false ID's.
7. Have state ID books on hand for all people checking ID's.
8. No more than 2 alcoholic beverages per person, per trip, at any beer stand during any event.
9. All packaged alcoholic beverages will be opened prior to offering to customers.
10. No carry-in alcoholic beverages are allowed at any time.
11. No alcohol or alcohol container is permitted to leave the facility at any time.
12. Secret shoppers looking for problems with ID checking, and whether or not BTE bartenders/beer pourers are serving more beers per trip than limit.
13. For the safety of attendees, BTE reserves the right to refuse alcohol to anyone it determines has had too much to drink by using the following indicators of intoxication:
 - a. Reduced inhibitions
 - b. Poor judgment
 - c. Slowed mental and physical reactions
 - d. Loss of motor skills and agility
14. BTE reserves the right to refuse service to anyone who is found to be in violation of these rules at any time.
15. BTE will work with the Madison Police Department to staff events with officers to provide additional security when requested by MPD.
16. An alcohol incident report will be completed whenever there is an occurrence of dealing with minor or intoxicated guests. These records will be kept on file at all times.



Breese Stevens Field Policies and Practices:

The following conduct rules are posted prominently at the entrance to Breese Stevens:

Conduct Rules:

- Do **NOT** use inappropriate language.
- Do **NOT** disrupt other attendees.
- Do **NOT** throw any objects/items.
- Always obey instructions of event staff and security personnel.
- **NO** drinking games or card games.
- Be able to safely control your behavior and physical movement at all times.
- **NO** smoking or tobacco use of any kind.
- Public safety is a primary objective.
- **NO** minor alcohol consumption, even if accompanied by parents/guardians.

Offenses punishable by ARREST as determined by local law enforcement authorities:

- Underage drinking.
- False identification – attempting to use fake IDs.
- Disorderly or unsafe conduct.

Big Top Events, LLC. (BTE) does NOT, at any time or for any reason, allow parents (or legal guardians) or any other person to supply, provide, or permit the consumption of alcoholic beverages to any person under the age of 21.