

UNIVERSITY OF GEORGIA ATHLETICS  
DRINKING RESPONSIBLY FAQ – As of October 23, 2025

In compliance with Southeastern Conference policy on alcohol at athletic events, the University of Georgia Athletic Association will sell beer at designated concessions stands in Stegeman Coliseum for men's and women's basketball beginning with the 2021-22 season, Foley Field beginning with the 2022 baseball season, Jack Turner Stadium beginning with the 2022 softball season and at the Dan Magill Tennis Complex beginning with the 2023 men's & women's tennis outdoor season. Sports football, soccer and volleyball will begin in Fall of 2024. Gymnastics will begin during the 2026 season.

**BASIC GUIDELINES**

- Alcoholic beverages are only available to fans aged 21 and above
  - Each transaction requires a valid government-issued ID
  - NO "vertical ID's" will be accepted
  - Identification check is required at all points of sale
  - Underage drinking is prohibited
- Can purchase up to two (2) beverages per transaction
  - No sales will be made to fans that are visibly intoxicated
  - All sales will be "crack-n-go"
- Sales start once the gates are open for each event.
  - Gates open 1 hour before announced event start time for all regular season sporting events at Stegeman Coliseum, Foley Field and Jack Turner Stadium and Dan Magill Tennis Complex and 2 hours before announced event start time for all regular season sporting events at Sanford Stadium.
- Fans are not permitted to leave the premises with alcoholic beverages.
- Sales end at designated times as determined by the SEC's game management policy on alcohol sales:
  - Men's Basketball: End of the 12:00 media timeout in the 2<sup>nd</sup> Half
  - Women's Basketball: End of the 3<sup>rd</sup> Quarter
  - Baseball: End of the Top of the 7<sup>th</sup> Inning
  - Softball: End of the Top of the 5<sup>th</sup> Inning
  - Men's & Women's Tennis: End of all six(6) first sets of singles are completed
  - Volleyball: After first team wins two(2) sets
  - Soccer: 25:00 remaining in 2<sup>nd</sup> half
  - Football: End of 3<sup>rd</sup> Quarter
  - Gymnastics: End of 3<sup>rd</sup> event

**FAQ's:**

- Who will sell alcohol at our events?
  - Aramark, our concessions partner, will manage all operations associated with the sale of alcohol at our events. Aramark employees will undergo extensive training through their in-house training program. All employees must be certified in an accredited alcohol service program (TEAM or TIPS). Each event will have an alcohol compliance supervisor (Aramark standard) on site.

- Where will alcohol be served?
  - At Stegeman Coliseum, alcohol will be sold in the Concessions Stand on the concourse near Section MM and also portable locations on the Smith Street and Carlton Street lobbies. All other concessions stands will remain alcohol-free.
  - At Foley Field, alcohol will be sold at the concession stands located along the 1<sup>st</sup> and 3<sup>rd</sup> baseline concourses. All other concessions stands will remain alcohol-free.
  - At Jack Turner Stadium, alcohol will be sold at the concession stand located on the plaza behind 3<sup>rd</sup> baseline. All other concessions stands will remain alcohol-free.
  - At Dan Magill Tennis Complex, alcohol will be sold at the concession stand located on the concourse behind the main grandstands. All other concessions stands will remain alcohol-free.
  - At Sanford Stadium, alcohol will be sold at designated stands and stationary cart locations on all levels of the stadium.
  - No beverages will be sold in the aisles or general seating areas at any UGA Athletic venue.
  
- What types of beverages will be sold?
  - A wide variety of domestic, import, craft and premium beer and seltzer will be sold in aluminum cans and/or aluminum bottles that must be opened before handed to the customer.
  
- How will transactions be handled?
  - First and foremost, each transaction requires a valid government-issued photo ID with no exceptions. All fans wishing to purchase alcohol are required to furnish a valid government-issued photo ID.
  - Fans may purchase up to two (2) beverages per transaction when presenting a valid ID. Each transaction can not exceed two (2) beverages.
  
- How will the University of Georgia Athletic Association manage fans?
  - Stegeman Coliseum, Foley Field, Jack Turner Stadium, Dan Magill Tennis Complex and Sanford Stadium event staff and law enforcement will monitor crowd behavior. Unruly behavior could lead to removal from Stegeman Coliseum, Foley Field, Jack Turner Stadium, Dan Magill Tennis Complex and Sanford Stadium without refund. Actions that could be considered unruly behavior, but not limited to, include:
    - Providing alcoholic beverages to a minor
    - Throwing of objects
    - Public intoxication and or impairment
    - Unwillingness to follow requests made by event staff and law enforcement
    - Any other actions deemed inappropriate by event staff and law enforcement
    - Bringing in outside alcoholic beverages

- To report unacceptable behavior, fans can text “DAWGS <space> the location and nature of incident” to 69050.
- Any unacceptable behavior could lead to any of the following:
  - Loss of ticket privileges for the fan(s) involved
  - Possible arrest of individual(s) involved
  - The University of Georgia and The University of Georgia Athletic Association sanctions and fines from the SEC
  - Possible suspension of alcohol sales at all events in Athletic facilities.

[CLICK HERE](#) for the Southeastern Conference’s alcohol policy (updated prior to 2020-21 and 2023-34 year to allow for serve in a can or bottle that is opened before serving the fan and to deregulate what can be sold - liquor).