

Welcome Race Fans:

According to 905 I.A.C. 1-38-4, temporary banners or pennants advertising alcoholic beverages by brand name may be displayed within 200 feet of an alcoholic beverage permit premises only during a period of time which is 21 days prior to a nationally recognized sporting event. The Indianapolis Motor Speedway officially opens for Rookie Orientation on May 6, 2007 and the Alcohol and Tobacco Commission recognizes this date as the start date of the sporting event. This rule also advises that those banners and pennants must be removed 5 days after the sporting event is concluded. These same rules apply to the upcoming Formula One, Brickyard and National Hot Rod Association events which are scheduled during the summer of 2007. Please assist the Commission and its enforcement division by voluntarily following these rules as they are published in the Indiana Administrative Code.

Thank you,

Dave Heath
Chairman, Alcohol and Tobacco Commission