

**185—16.15(123) Sponsorships and special events.**

**16.15(1)** An industry member may contribute to charitable, civic, religious, fraternal, educational and community entities.

**16.15(2)** If such entity is conducting a special event as a retailer or in conjunction with a retailer, an industry member's contribution shall not induce the retailer, directly or indirectly, to purchase any products from the industry member to the exclusion, in whole or in part, of products sold or offered for sale by other industry members at the special event.

**16.15(3)** An industry member shall keep and maintain records in accordance with rule 185—16.18(123).

This rule is intended to implement Iowa Code sections 123.45 and 123.186.  
[ARC 7028C, IAB 5/31/23, effective 7/5/23]