



**OFFER FOR APPROVAL OF INSTANT REDEEMABLE
COUPONS AND MAIL-IN REBATES**

State Form 56124 (9-16)
ALCOHOL AND TOBACCO COMMISSION

Compliance with Indiana Alcohol and Tobacco Commission Non-Rule Policy ATC-011

By submitting the attached offer for approval by the Indiana Alcohol and Tobacco Commission (ATC), I understand we must comply with Non-Rule Policy ATC-011 which among other things states:

- 1) All instant redeemable coupons (IRC) and mail-in rebates (MIR) must be approved by a representative of the ATC;
- 2) All IRC/MIR's must be of value only to the consumer, and provide no value to the dealer;
- 3) All IRC/MIR's must be offered on a non-discriminatory basis, meaning that all types of dealers (drug store, grocery store, package liquor store, etc.) are able to take advantage of the IRC/MIR issued by the manufacturer;
- 4) IRC/MIR distribution cannot be contingent on the sale of alcohol – they must be available to all customers;
- 5) IRC/MIR's shall offer a discount on a product readily available to all dealers.

By signing below I attest that I understand and will abide by the above-outlined rule:

Name: _____ Signature: _____

Date (*month, day, year*): _____

Please fill out any of the below that is not readily apparent on the attached ad:

Name / Type of IRC: _____

Alcoholic Beverage product to which IRC is related: _____

Product Discounted by IRC: _____

Cost per IRC to the issuing permit holder: _____

Date Issued (*month, day, year*): _____