



E-ISSN: 2706-9591

P-ISSN: 2706-9583

[www.tourismjournal.net](http://www.tourismjournal.net)

IJTHM 2025; 7(2): 79-84

Received: 02-07-2025

Accepted: 06-08-2025

**David Hack**

Department of Kinesiology,  
William Paterson University,  
United States

**Evan Gettle**

Department of Kinesiology,  
William Paterson University,  
United States

**John Bae**

Department of Kinesiology,  
William Paterson University,  
United States

**Corresponding Author:**

**David Hack**

Department of Kinesiology,  
William Paterson University,  
United States

## The role of beer sales in enhancing the game day experience and driving revenue in sports facilities

**David Hack, Evan Gettle and John Bae**

**DOI:** <https://www.doi.org/10.22271/27069583.2025.v7.i2b.167>

### Abstract

This paper explores the multifaceted role of beer and alcohol sales in sports facilities, emphasizing their significance in enhancing fan experience, generating revenue, and promoting safety. Beer remains the most popular alcoholic beverage sold at sporting events, serving not only as a concession but also as a key promotional tool to attract attendees. The integration of alcohol sales influences stadium design, with premium seating and exclusive partnerships driving increased consumption and revenue. The growing trend of allowing beer sales at college sporting events reflects a shift toward creating more engaging fan environments while providing substantial financial benefits to athletic programs. Furthermore, regulated alcohol sales within venues contribute to improved safety by reducing uncontrolled consumption and smuggling, supported by policies that limit purchases and enforce responsible drinking. Overall, beer sales are deeply embedded in the fabric of the sports event experience, balancing economic gains with fan satisfaction and public safety.

**Keywords:** Alcohol sales, game-day experience, sport facility management

### Introduction

Sport is one of the largest global industries, influencing not only the world of athletics but also pop culture and business on a global scale. The business of sport has driven innovation in television production, the development of advanced media platforms, and the evolution of high-level marketing strategies. One of the most prominent global partnerships within the sports industry has been with beer and alcohol companies. Since the late 1800s, when baseball emerged as America's national pastime and stadiums began to be constructed, beer sales became a staple in ballparks. Following the repeal of the 18th Amendment and the end of Prohibition in the United States, one of the first regulations to be lifted was the ban on beer sales in stadiums. On April 7, 1933, beer was once again legally sold in stadiums across the country (Steinbach, 2017) <sup>[15]</sup>.

Concessions at all levels of sport have continued to revolve around the sale of beer and other alcoholic beverages. From the bars built into major stadiums such as MetLife Stadium, home to the New York Giants and New York Jets, to upgrades in Minor League Baseball facilities, alcohol sales have significantly impacted concessions. For instance, the Burlington (NC) Royals of the rookie-level Appalachian League expanded their beer offerings to attract a broader fan base. Similarly, the Johnson City Cardinals of the same league saw an increase in attendance among younger fans after expanding their beer selection (Slavich *et al.*, 2018) <sup>[14]</sup>.

The importance of beer and alcohol in sport extends beyond concession sales. These beverages play a role in facility operations and game day promotion. Whether through paid partnerships and advertising, cost savings in public safety, or increased profit margins, alcohol sales contribute significantly to a venue's success. When permitted, these sales draw larger crowds and enhance the appeal of the hosting facility. Concessions are not solely about revenue generation; they also aim to increase patron attendance and overall spending.

Another critical consideration is safety. The controlled sale of alcohol, particularly beer, can reduce reckless and intoxicated behavior, especially in stadiums located on college campuses. Statistics show a decrease in such behavior when alcohol is available for purchase on-site, as it prevents smuggling and allows consumption to be monitored and capped. Beer and alcohol sales, therefore, are not just traditional concession items, they are strategic tools that support the overall operations of a sports facility, benefiting staff, customers, and all

attendees. These sales contribute to both a more profitable and safer environment for sports and entertainment. Alcohol industry-related sponsorship extends beyond simple advertisements to include naming rights and brand partnerships with major sports leagues, for instance Heineken with Tennis and Football, Anheuser-Busch with the NBA and MLB, which function as effective forms of advertising (O'Brien, Lynott, & Miller, 2013) <sup>[13]</sup>. The availability of alcoholic beverages in sports arenas is a common business practice among major sports franchises. This practice not only enhances the fan experience and encourages attendance but also contributes to creating a more complete entertainment environment for customers. From a managerial standpoint, alcohol sales represent a significant revenue stream for sports organizations (Mitchell & Montgomery, 2020) <sup>[11]</sup>. For instance, The Ohio State University generated \$1.35 million in net revenue from beer sales at Ohio Stadium in 2016. However, specific figures on alcohol-related revenue for major professional sports teams in the U.S. are not publicly disclosed due to confidential contracts with liquor suppliers (Chung *et al.*, 2020) <sup>[3]</sup>.

This revenue model also impacts minor league sports and smaller venues, where attendance and capacity are more limited. Niche markets like craft beer have played a key role in this space. Craft breweries focus on product differentiation and are often local in nature (Kleban & Nickerson, 2011). In 2015, craft beer sales grew by 12.8%, capturing 12.2% of the overall U.S. beer market share (Brewers Association, 2017). Even large-scale breweries have begun offering craft-style beers in response to this trend (Murray & O'Neill, 2012).

Recognizing these evolving consumer preferences has led many Minor League Baseball (MiLB) facilities to improve both the quantity and quality of food and beverage offerings. Discussions with four MiLB marketing representatives revealed that these industry shifts prompted an increased focus on food and beverage strategy. MiLB teams have also begun using food and beer as tools to attract specific fan segments (Slavich, Rufer, & Greenhalgh, 2018) <sup>[14]</sup>. Furthermore, the impact of food and beer promotions may vary depending on how frequently a spectator attends games.

The sport experience, when set within an arena or stadium, becomes a form of mass entertainment. As a result, sports franchises often rely on promotions to draw patrons. In 2015, the Cleveland Indians implemented a campaign aimed at increasing both game attendance and beer consumption. On select game days, fans could purchase \$2 domestic beers during pregame warmups and away team batting practice—an offer limited to four dates throughout the season and available only during a two-hour pregame window. This promotion was tied to the launch of a new right field bar and restaurant within the stadium, known as The Corner. The strategy behind offering low-cost beer was to drive ticket sales for those specific games, boost beverage revenue, and promote the new food and beverage space within the stadium. Promotions such as discounted beer pricing are proven methods for increasing profits and attendance during specific events. The growing demand for alcohol, and evolving preferences in how it is consumed, have influenced the design of sports facilities and contributed to increased fan engagement.

### Importance of Beer Sales

Beer is the most commonly consumed and affordable alcoholic beverage at a wide range of sporting venues (Arul, 2015). Its consumption is often associated with peer influence, typically enjoyed in the company of friends and family members. Read *et al.* (2003) noted that, beyond social reinforcement, in-stadium alcohol consumption can also serve to elevate positive emotions or mitigate negative ones. While the practice of consuming beer in stadiums remains a controversial topic, many sports organizations officially permit it. One reason is that sports fans who prefer to drink beer previously had to watch games at home or in pubs rather than attend live events.

The allowance of in-stadium beer consumption has become a key selling point for universities and other institutions of higher education as they seek to enhance the appeal of their facilities and increase revenue. Beer sales at college sporting events have become a more prominent issue in recent years. For example, the NCAA opened beer taps to the general public for the first time at the College World Series in June 2016 (USA Today, 2016). Several athletic departments have since started offering beer at baseball games (Tennessean, 2019; Tennessee Athletics, 2020). Given that beer is already consumed at many tailgating events, and alcohol is often available to season ticket holders in designated areas, expanding beer sales to the general public offers a new revenue stream. Universities such as Texas, Ohio State, Penn State, and West Virginia have reported increased earnings from these sales. Notably, West Virginia University has generated over \$516,000 in revenue annually since it began offering alcohol at games in 2011 (Chung *et al.*, 2020) <sup>[3]</sup>.

Moreover, promotion is a marketing-controlled variable that can influence fan motivation to attend events. The value of sports consumption is often enhanced by the promotional elements tied to the experience. Mumford *et al.* (2004) suggested that increasing the event's entertainment value and promotional offerings can help boost attendance. Gladden and Funk (2001) argued that while team performance may not significantly predict attendance, entertainment plays a critical role. Among the most popular promotional tools is the sale of beer, which serves both as a marketing draw and a fan experience enhancer (O'Brien, Lynott, & Miller, 2013) <sup>[13]</sup>.

This aligns with earlier points regarding beer as both a promotional and operational strategy for increasing ticket and concession sales. The Fan Cost Index illustrates the role that concessions—particularly beer—play in shaping the in-stadium experience and generating revenue across major sports leagues. In 2012, the average price of a beer across all major U.S. sports was \$7.28, with Major League Baseball offering the most affordable option at \$6.10. The study assumed an average of two beers sold per customer for analysis purposes. Fan Cost Index assessments have consistently shown that beverage sales yield exceptionally high profit margins, often exceeding 90%, making them a vital component of overall stadium profitability.

### Seating and Promotions

When planning facility construction and promotional strategies, vendors, concessions, and marketing activations represent some of the most significant sources of revenue for both consumers and advertisers. Within this context, beer and other alcoholic beverages remain the most

frequently consumed items by spectators. Additionally, some of the most visible and impactful stadium promotions come from beer companies. These advertisements often portray a leisure-oriented lifestyle, highlighting young adults gathering in environments where sports and alcohol intersect, such as bars, living rooms, and stadiums. This meeting motif constructs a symbolic space where fantasy, desire, and social boundaries are explored and redefined (Messner & de Oca, 2005) <sup>[10]</sup>, adding to the celebratory atmosphere typical of large sporting events.

Modern stadium construction is increasingly driven by the desire to improve the fan experience, rather than simply addressing space constraints or maximizing utility through multi-use design. Today's sports venues prioritize fan engagement by offering a comprehensive experience that goes far beyond simply watching the event. This includes an expanded array of concessions, entertainment offerings, and service options designed to create a more personalized and enjoyable outing for a wider range of spectators.

Approximately 25% of seating in newly constructed sports venues is classified as premium seating (Luxe Living, 2008), contributing to a \$10 billion industry. Premium seating now accounts for half of the \$20 billion sports ticket market. These premium options do not just elevate the fan experience, they significantly impact game-day revenues, particularly through increased consumption of concessions and alcoholic beverages. Even club seats, which are more accessible than full luxury suites, still provide a distinct, upscale atmosphere with amenities like high-end food and drink options. Revenue from club seats accounts for 60% of total premium seating revenue for sports teams (Lawrence, Contorno, & Steffek, 2013) <sup>[7]</sup>.

To encourage continued investment in premium seating, many sports organizations offer renewal incentives. For example, venues may provide a 10% discount on suite costs for early renewal, complimentary tickets to other events, or food and beverage catering credits. These types of perks serve as powerful incentives, particularly for corporate clients, and help reinforce long-term relationships with high-value patrons (Lawrence, Contorno, & Steffek, 2013) <sup>[7]</sup>.

It is important to note that premium seating is not necessarily designed for the traditional, game-focused sports fan. Instead, these spaces cater to those seeking an all-inclusive entertainment experience. Premium areas offer an array of amenities, including enhanced concessions, media and television access, and exclusive perks designed to create a complete outing. Beer distributors are among the strongest advocates for these premium seating areas, as they provide opportunities for product placement, enhanced branding, and increased visibility within the stadium.

Beer companies have also collaborated with stadiums to expand craft beer offerings, which has led many facilities to adjust their menus and layouts to accommodate these new options. This strategy aims to attract different customer segments and unlock new revenue streams. As stadiums focus on broadening their appeal and offering more localized experiences, craft beer sales have seen considerable growth. Major League Baseball stadiums now feature extensive beer lists ranging from national brands to hyper-local breweries and ballpark-exclusive brews. Prices also vary widely, from a \$5 can of Bud Light at a Minnesota Twins game to a \$19.25, 22 oz. premium draft beer at Oracle Park. In some ballparks, such as Guaranteed Rate

Field, fans can choose from upwards of 77 different beers on Opening Day, creating beer menus that rival those of specialty bars (Staff, 2019, March 28). This trend reflects the evolving tastes of the fan base and illustrates how stadiums are adapting by offering craft and IPA-style beers to reach a more diverse and discerning audience.

### Alcohol and College Sporting Events

College athletics has long been synonymous with fanfare and pageantry. Many universities across the country take pride in the traditions and customs surrounding major college football, basketball, and even baseball events. These competitions draw large crowds to campus, creating an atmosphere of celebration and camaraderie. This environment often includes large-scale tailgating and mass gatherings in anticipation of upcoming games, which many college campuses use as a source of pride and a marketing tool to attract visitors and prospective students.

One of the key attractions for individuals who attend college sporting events, whether as students, alumni, or visitors, is the legal consumption of beer and alcohol. At universities with large athletic programs, tailgating has evolved into more than a student ritual it has become a multi-generational family tradition. This is particularly evident at the university where this study was conducted, where more than 100,000 people attend football games and a large portion tailgate before and/or after the game (Abar, Turrissi, & Abar, 2010) <sup>[1]</sup>. These experiences are often more about social interaction in a unique environment than about the game itself. Cho *et al.* (2014; 2017) found that nostalgia can develop from a variety of experiences, team loyalty, environmental factors, social interaction, and personal or group identity, and that these nostalgic feelings are closely tied to past experiences (Cho, Joo, & Chi, 2019) <sup>[4]</sup>.

The majority of participants reported attending tailgates primarily to socialize ( $n = 78$ , 87.6%) and have fun ( $n = 46$ , 51.7%). Approximately half (47.2%,  $n = 42$ ) of the sample were college students, and among those, most were affiliated with fraternities or sororities (81.0%,  $n = 34$ ). A small number engaged in drinking games (6.7%,  $n = 6$ ), used recreational drugs (3.4%,  $n = 3$ ), or planned to use drugs at the tailgate (4.5%,  $n = 4$ ) (Moser *et al.*, 2014). Thus, tailgating on college campuses can be considered a "wet" but generally safe experience.

Beyond merely allowing alcohol consumption on campus grounds during tailgates, many schools have begun selling alcohol, primarily beer, inside stadiums to enhance attendance and increase fan engagement. The University of Texas, which started selling beer at its stadium in 2015, reported \$3.1 million in sales and \$1.3 million in profit in one season. The university also signed sponsorship deals with MillerCoors for domestic beer and Corona for imported beer, generating an additional \$5 million annually (Schoettle, 2017). Kent State University began selling beer at concession stands in 2009. Fans at universities such as Akron, Toledo, Bowling Green, Ohio University, Ohio State, Miami, and Cincinnati can also purchase beer, or even wine, at games. Mendoza (2023) <sup>[9]</sup> writes that 117 of 133 (88%) Football Bowl Subdivision schools sell alcohol in their stadiums, compared to fewer than a dozen Division I schools a decade ago (Guth, 2018) <sup>[5]</sup>.

Colleges of all sizes have reported positive outcomes. The University of Toledo grossed \$120,000 in beer and wine sales during its 2017 Mid-American Conference



championship football season. With individual drinks priced between \$6.50 and \$7, the school nets \$30,000 to \$40,000 annually, contributing to its \$27 million athletic department operating budget. Toledo also offers alcohol at men's and women's basketball games, earning \$21,000 in revenue during the 2016-17 season (Mitchell & Montgomery, 2020)<sup>[11]</sup>. Universities like West Virginia, Louisiana-Lafayette, and Bowling Green have also led in alcohol sales at sporting events. West Virginia reported more than \$500,000 in concession revenue during its first year of beer sales (Wolken, 2014), while Bowling Green earned between \$20,000 and \$25,000 (Briggs, 2012; Mitchell & Montgomery, 2020)<sup>[11]</sup>.

Beer companies are actively pursuing opportunities to market their products at more college stadiums. As more institutions allow alcohol sales, promotional campaigns encouraging additional participation have intensified. In 2016, beer companies spent \$35.8 million on advertising during college football broadcasts, nearly double their spending from 2015. Notable newcomers to this advertising space included Guinness, Tecate, and Stella Artois (Barry, Howell, & Salaga, 2015)<sup>[2]</sup>.

Alcohol sales are not limited to football and basketball. Beer is also being sold at other athletic venues to boost attendance. Trends in alcohol sales suggest a positive relationship between beer consumption at college baseball games and spectators' intention to return. Studies using hierarchical regression models show that satisfaction is a strong predictor of revisit intention. The College World Series in Omaha, Nebraska, one of the first NCAA-regulated events to allow alcohol sales, serves as a leading example.

The NCAA, typically strict in enforcing policies aligned with academic and ethical standards, has taken a surprisingly flexible stance regarding alcohol sales at athletic events. NCAA championships in sports such as lacrosse, wrestling, volleyball, and ice hockey have permitted beer sales as of 2018, and discussions are ongoing about extending this to all rounds of the men's and women's basketball tournaments (Schoettle, 2017).

Although alcohol sales at college sporting events are a relatively recent development, their adoption has shown tangible benefits. Like in professional sports, offering alcohol can enhance the game-day experience and increase attendance. For larger universities, it contributes significantly to athletic department budgets. For mid-major schools, the additional revenue can make a meaningful difference in program funding. As more conferences and states permit alcohol sales at college stadiums, these programs are likely to see increased income driven by higher event attendance and ticket purchases.

### Increased Safety Measures

In any facility, safety concerns are at the forefront, and accountability is essential. The sale of beer or any alcoholic beverage inherently presents certain safety risks. Alcohol consumption has long been associated with incidents that result in personal harm or harm to others. This is especially true at sporting events, where large crowds and alcohol can lead to unintended consequences. However, evidence suggests that when stadiums and arenas offer a regulated selection of beer and beverage options, public safety risks may actually decrease.

On June 3, 2011, the West Virginia University (WVU) Board of Governors approved a policy permitting the sale of alcoholic beverages at Milan Puskar Stadium, the university's on-campus football venue (West Virginia University, 2011). WVU Athletics Director Oliver Luck reported that the new policy not only generated approximately \$700,000 in revenue in 2011 but also led to "less alcohol-related trouble". Specifically, Luck reported that incidents requiring police intervention due to excessive drinking declined by approximately 30% compared to the previous year, a claim supported by data from the WVU police department (Barry, Howell, & Salaga, 2015)<sup>[2]</sup>.

A critical component of maintaining this level of safety is the implementation of limits on the sale and consumption of alcohol. Research shows a dose-response relationship between the amount of alcohol consumed and the risk of harm (Lyne & Galloway, 2012)<sup>[8]</sup>. To mitigate this, many stadiums restrict alcohol sales during games. For example, in football and basketball games, sales typically end at the conclusion of the third quarter or the beginning of the fourth. In baseball, where there is no game clock, last call generally occurs by the end of the sixth inning or the middle of the seventh. Most events (85%) stop alcohol sales before the event concludes, though this varies depending on the sport and the event type. At some venues, including rugby league matches and outdoor festivals, sales may end even earlier in response to crowd behavior (Lyne & Galloway, 2012)<sup>[8]</sup>.

Conversely, venues that enforce a strict ban on alcohol sometimes experience unintended consequences. In many cases, fans smuggle in alcohol, bypassing controls designed to moderate consumption. This behavior introduces significant safety risks, including increased intoxication levels, the unpredictability of what is being consumed, and the challenge for security personnel to monitor alcohol use effectively.

Security remains a central aspect of ensuring safety during events. When alcohol is sold inside a venue, it becomes easier for staff to anticipate needs and allocate security resources efficiently. Surveillance and security practices, as seen in countries such as the U.S. and Australia, have been integral to managing the complexities of alcohol consumption at sporting events (Barry, Howell & Salaga, 2015)<sup>[2]</sup>.

Attendees expect appropriate safety protocols when entering a stadium or arena. Institutions such as the University of North Texas have implemented structured procedures to ensure responsible alcohol consumption. Alcohol purchasers must be at least 21 years old. Some concessions use centralized ID checks and wristbands, while others verify age with each transaction. North Texas employs four trained staff per service window, two for ID verification and two for beverage distribution. This method also enables security personnel to shift their focus from tailgate areas to in-stadium surveillance (Mitchell & Montgomery, 2020)<sup>[11]</sup>.

West Virginia University adopted its own proactive safety campaign with the "High Five Rules," which include: no excessive drinking, no foul or abusive language, no smoking in seating or concourse areas, no throwing items onto the field, and compliance with security personnel. In addition, WVU allows fans to text stadium staff directly in case of safety incidents (Hassan, 2016)<sup>[6]</sup>.

Venues often implement strategies to limit alcohol consumption per patron. A common restriction allows 2-3

drinks per person, and some venues use wristbands with removable tabs. Clear cups are also utilized so security can easily monitor what fans are drinking (Mitchell & Montgomery, 2020) <sup>[11]</sup>. Drink portion sizes are another consideration, as research shows that larger servings tend to lead to increased consumption. By controlling the size of servings, whether 12 oz. or 24 oz., facilities can moderate alcohol intake (Mitchell & Montgomery, 2020) <sup>[11]</sup>.

While alcohol consumption always carries some risk, especially in crowded environments such as stadiums, there are practical and proven steps to reduce harm. Facilities that ban alcohol outright may unintentionally encourage unsafe behaviors, including binge drinking prior to entry or the smuggling of alcohol into the venue. Such behaviors increase the risk for both the drinker and those around them. Allowing regulated beer sales at stadiums offers a safer alternative. By removing the taboo associated with alcohol at these events, binge drinking and smuggling may be reduced. It enables staff to monitor fan behavior more effectively, provides tools for limiting consumption, and enhances the ability to respond to potential risks. Measures such as limits on quantity per transaction, cup design, and ID verification work in tandem to ensure a safe, controlled environment. This approach benefits not only fans who choose to consume alcohol but also those who do not, fostering a safer and more enjoyable experience for all attendees.

## Conclusion

When fans visit stadiums and arenas, they come with the intention of having a positive experience. Sporting events are a form of entertainment, an opportunity to escape for a few hours and enjoy the moment. For most legal-age adults, this often includes heading to the concession stands to purchase an ice-cold beer. In some parts of the country, fans even wait for the iconic vendors who walk through each section, becoming part of the stadium experience. The sale of beer in sports facilities is not a regional or isolated phenomenon, it is a widespread practice embraced across the globe.

Beer is the most commonly sold concession item at sporting events worldwide. Stadiums and arenas use beer sales not just as a concession offering, but as a promotional tool to encourage attendance. This tradition in the United States goes back over a century, particularly within Major League Baseball. Beer companies have evolved alongside the growth of mass spectator sports, becoming a staple at both minor league and major league ballparks nationwide.

Selling alcohol at events is not just about providing options to consumers who wish to drink; it is also a strategic tool for driving attendance. Unlike soft drinks and food, beer is often the centerpiece of promotional deals and discounts, which can influence people's decision to attend. These promotions take various forms, for example, "Dollar Beer Night" at local minor league games can significantly increase turnout on otherwise slow weeknights, boosting ticket sales, concessions, and overall revenue.

Beer promotions can also be used to support broader fan engagement strategies. Beer discounts can increase traffic to in-venue dining options and enhance the overall fan experience. Beer sales also contribute significantly to the revenue generated at each event. Various fan cost indexes show how much attendees are willing to spend on beer and alcohol. Beyond direct sales, beer companies influence the

physical and promotional landscape of sports facilities. These companies invest in luxury suites, sponsor fan zones, and engage in advertising partnerships that not only promote their brand but also generate income for facility owners. This collaboration between beer companies and stadiums helps fund improved amenities and drives further product sales.

A more recent development is the growing acceptance of alcohol sales at college sporting events, paired with a focus on safety. As tailgating has become more popular, schools have gradually allowed in-stadium beer sales. This shift supports revenue growth and increases overall budgets. Smaller schools like Akron can generate much-needed funds to support non-revenue sports, while larger institutions like Texas and Ohio State can further enhance their fan experiences. Importantly, regulated alcohol sales improve safety by reducing incidents of smuggled alcohol and enabling better control over consumption. Security measures, distribution protocols, and staff training all contribute to a safer environment for both drinkers and non-drinkers.

Beer will remain a central part of the game-day experience. It is not just a beverage; it is a key component of concession sales, a marketing tool, and an essential part of sports culture. Beer and alcohol sales will continue to be woven into the fabric of game days and the operations of sports facilities, both as a revenue generator and as an integral piece of the fan experience.

## References

1. Abar C, Turrissi R, Abar B. Brief report: Tailgating as a unique context for parental modeling on college student alcohol use. *J Adolesc.* 2010;34(5):1103-1106.
2. Barry AE, Howell SM, Salaga S. Tapping into College Football: The Need for Research Examining the Impact of Stadium Alcohol Sales on Drinking Behaviors and Incidents. *J Alcohol Drug Educ.* 2015;59(2):7-11.
3. Chung JJ, Rhee Y, Kim W, Drane D. Does beer matter when it comes to the attendance of college baseball games? Examining the relationship between team identification, satisfaction, and attitude towards beer sales on revisit intention. *J Contemp Athletics.* 2020;14(1):81-91.
4. Cho H, Joo D, Chi C. Examining nostalgia in sport tourism: The case of US college football fans. *Tour Manag Perspect.* 2019;29:97-104.
5. Guth DJ. Beer on tap at Ohio college football games. *Crain's Cleveland Bus.* 2018;39(41):18.
6. Hassan D. Surveillance by proxy: Sport and security in a modern age. *Am Behav Sci.* 2016;60(9):1043-1056.
7. Lawrence HJ, Contorno RT, Steffek B. Selling premium seating in today's sport marketplace. *Sport Mark Q.* 2013;22(1):9-19.
8. Lyne M, Galloway A. Implementation of effective alcohol control strategies is needed at large sports and entertainment events. *Aust N Z J Public Health.* 2012;36:55-60.
9. Mendoza J. Is beer sold at college football games? Here's where you can buy it during the 2023 season. *USA Today.* September 1, 2023. Available from: <https://www.usatoday.com/story/sports/ncaaf/2023/09/01/beer-college-football-games-where-to-buy-2023-season/70730133007/>

10. Messner MA, de Oca JM. The male consumer as loser: Beer and liquor ads in mega-sports media events. *Signs: J Women Cult Soc.* 2005;30(3):1879-1909.
11. Mitchell M, Montgomery R. Beer and ball on campus? The issue of in-stadium alcohol sales. *The Sports J.* 2020.
12. Moser K, Pearson MR, Hustad JTP, Borsari B. Drinking games, tailgating, and pregaming, Precollege predictors of risky college drinking. *Am J Drug Alcohol Abuse.* 2014;40(5):367-373.
13. O'Brien KS, Lynott D, Miller PG. Alcohol industry sponsorship and alcohol-related harms in Australian university sportspeople/athletes. *Drug Alcohol Rev.* 2013;32(3):241-247.
14. Slavich MA, Rufer L, Greenhalgh GP. Can concessions take you out to the ballpark? An investigation of concessions motivation. *Sport Mark Q.* 2018;27(3):167-169.
15. Steinbach P. The 100-year history of baseball and beer. Perlick. August 17, 2017. Available from: <https://blog.perlick.com/100-years-of-baseball-and-beer/>
16. Sports Management Degrees. The economy of food at sporting events. *Sport Management Degrees.* 2008. Available from: <https://www.sports-management-degrees.com/stadium/>
17. Staff S. What's the best beer at every MLB BALLPARK? *Sports Illustrated.* March 28, 2019. Available from: <https://www.si.com/eats/2019/03/28/mlb-stadium-beer-guide-prices-full-list-best-options>
18. Schoettle A. Colleges, eager for sports cash, tap into beer. *Indianapolis Bus J.* 2017;38(25):21A-26A.
19. Titlebaum P, Lawrence H, Moberg C, Ramos C. Fortune 100 companies: Insight into premium seating ownership. *Sport Mark Q.* 2013;22(1):48-58.