

Chad,

Thank you for contacting Rotary International. While we appreciate your interest in fundraising, please note that per RI Code of Policies, Rotary may not license alcohol products and the use of Rotary Marks, including name and logo, on alcohol products is very limited. For ongoing fundraisers, we do not recommend use of Rotary branding on any alcohol products. If this is a one-time fundraiser, there is an available option as outlined below.

In short, the only permissible way to use Rotary Marks on alcoholic products is through the event specific exception (excerpted below and full in the attached):

35.040.3. Event Specific Uses of the Rotary Marks

Clubs and districts may sell merchandise bearing the Rotary Marks without a license when they are promoting club or district projects. Merchandise sold in conjunction with such special projects must include, in addition to one of the Rotary Marks, the club or district name, and reference the fundraising project and its duration or date.

This exception permits a club or district to sell an item without a license provided the item is sold in connection with a specific fundraising event. That means for your club/district to sell this item under this exception, the item would need to include: 1) the club logo, 2) the name of the event, and 3) the date or duration of the event. The benefit of this alternative is that there is no licensing fee owed to Rotary International. However, the sales are extremely limited as explained below:

- The “event” may be fundraising campaign instead of a single-day event. For example, the event may be “Rotary Club of San Jose Anniversary Fundraiser: Summer 2026.” This event name and duration must be clearly posted on the item
- The sale of the item must be for a limited duration no longer than 2 months.
- The name of the product cannot include “Rotary.” For example, “Rotary Gin” or “Rotary Club of Evanston Gin” are not permissible. The same applies for the use of any other Rotary Marks, such as “Rotarian,” “Service Above Self,” etc.

- Per bullets 4, 5 and 6 of the attached Code Policy, the production and sale of alcohol must comply with all local laws and regulations. We recommend consulting a local attorney.

Additionally, Rotary must grant written authorization to any manufacturer using the Rotary Marks, such as your local brewery if they are the ones manufacturing your label. You may specifically request permission on behalf of this manufacturer to use the Rotary Marks. This will require approval of the item and label design to ensure compliance with the above noted policy. You may request this release using the form at this link: [One-Time Trademark Authorization Application](#)

Generally, we discourage the use of Rotary Marks on alcohol products, but if you are able to fit your fundraiser into the guidelines offered above, there is an option to proceed. Please feel free to reach out if any questions or if we can be of any assistance. Thank you.

Best,

Chris

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RI Licensing Services | Office of the General Counsel

Tel 1.847.866.4463

rotary.org