



State of Wisconsin
Department of Revenue

Division of Alcohol Beverages

This fact sheet contains information about alcohol beverage laws that become effective on January 1, 2026

No-Sale Event Venue Permits

Alcohol Beverage Laws

Fact Sheet 3122

revenue.wi.gov

This fact sheet provides information about Wisconsin alcohol beverage laws relating to no-sale event venue permits. Generally, no owner, lessee, or person in charge of a public place may allow the consumption of alcohol beverages on the property of the public place, unless the person has an appropriate retail license or permit or a no-sale event venue permit. A public place includes a venue, location, open space, room, or establishment that is any of the following:

- Accessible and available to the public to rent for an event or social gathering.
- Held out for rent to the public for an event or social gathering.
- Made available for rent to a member of the public for an event or social gathering.

Note: There are several locations or establishments that are exempt from being a public place. See secs. 125.09(1)(c) and (d), Wis. Stats.

Allowed Activities

A no-sale event venue permit authorizes the permit holder to rent or lease real property for use as an event venue where fermented malt beverages (beer) and/or wine are consumed, in addition to the following activities:

- Allowing the renter or lessee of the event venue to bring their own beer and/or wine to the venue and serve it to guests without charge.
- Allowing guests of the renter or lessee to bring beer and/or wine to the venue for consumption by the guests without charge.
- Allowing the renter or lessee, if qualified, to obtain temporary Class "B" and "Class B" licenses for an event at the venue to sell beer and wine. For more information on temporary retail licenses and the organizations that qualify, see [Fact Sheet 3101](#), *Licenses for Retail Sale of Alcohol Beverages*.
- Allow the renter or lessee to contract with a caterer holding Class "B" and "Class B" licenses to provide beer and wine at the event without charge at the event, subject to the following:
 - Neither the renter or lessee nor any guest may bring alcohol beverages to the venue.
 - Beer and wine must be served by individuals that hold an operator's license.
 - The renter or lessee must have previously purchased the beer or wine from the caterer in a face-to-face transaction at the caterer's retail licensed premises.

For additional information, see sec. [125.24](#), Wis. Stats.

Restrictions on Renters or Lessees

Neither the permit holder, nor the renter or lessee of an event venue covered by a no-sale event venue permit may allow anyone to possess distilled spirits on the event venue when it is being used by a renter or lessee.

Additionally, the permit holder cannot:

- Rent or lease real property for use as an event venue at which beer or wine are consumed on more than 6 days per calendar year and more than one day per month.
- Sell or provide alcohol beverages to the renter or lessee of the event venue or to any guest or attendee of an event, including charging admission.

A renter or lessee of an event venue covered by a no-sale event venue permit cannot:

- Sell alcohol beverages to guests or attendees of the event, including charging admission (except for renters or lessees that obtain a temporary Class "B" and/or "Class B" licenses).
- Allow the service of beer or wine at an event where 20 or more people are in attendance, unless beer or wine is served by a person holding an operator's license.

Interest Restrictions

A person holding a no-sale event venue permit cannot hold, or have any interest in, any of the following alcohol beverage permits:

- beer or liquor wholesaler's permit
- winery permit
- brewer's permit
- manufacturer's or rectifier's permit
- brewpub permit
- out-of-state shipper of beer or liquor permit

Questions?

If you are unable to find an answer to your question on the division's website, you may email, write, or call the division.

Website. . .	revenue.wi.gov/pages/AlcoholBeverage/home.aspx
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