

Corona Sponsorship & Retail Activation with Denver Sport & Social Clubs

PROGRAM OVERVIEW

When Sportsvite began working with Crown Imports and Coors Distributing Company Denver during the summer of 2007, there was one major goal...

“Create brand loyalty through local sports leagues to sell more Corona at partner accounts.”

What emerged over the next 3+ years was a city-wide network of 15-20 partner accounts (sponsor bars) focused 100% on increasing on-premise retail sales. By leveraging sport & social club relationships and local promotions staff, Sportsvite created a successful retail sales model through a series of parties and bar promotions throughout the season.

SPONSORSHIP ELEMENTS

Corona Sponsorship at Denver sports leagues

- Local staff & referees wear Corona gear during league play
- Sportsvite staff wear Corona apparel — caps, visors, and staff shirts with brand logo
- Prizes and giveaways at promotional events include Corona-branded hats, t-shirts, keychains, koozies, etc.
- Member “loyalty” cards reinforce Corona feature & member discounts throughout Denver

Corona Digital Promotion

- Direct email announcements sent to targeted leagues prior to each Sportsvite launch party or promotional event
- Corona positioned as “Official Beer Sponsor” via banners throughout DSSC website
- Corona feature & member discounts at local sponsor bars displayed on DSSC upcoming events page

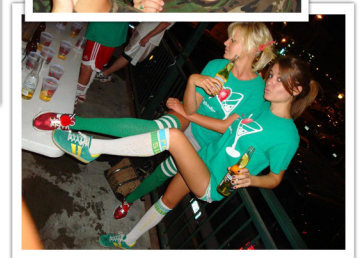
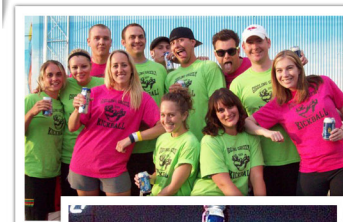
LEAGUE PARTNERS

Denver Sport & Social Club
Fitness Blitz Floor Hockey
Denver Easter Seals Kickball

PROGRAM RESULTS

- Corona Denver Sponsorship now in its fourth year after (2) program renewals
- Sportsvite retail activation program includes 15-20 partner accounts throughout Denver
 - During 1Q 2010 alone, Sportsvite promotions hosted 1600+ local players from 450 teams and produced 320 incremental Corona bucket sales (66 cases)
 - Promotions at over 20 local target accounts including Little Pub Company, Jackson’s Lodo and The Gin Mill

PHOTOS



QUOTES

“Great job Sportsvite! Thanks for the recap after each promotion.”

Randy Dissler, Crown Imports Retail Sales Manager, Rocky Mountain Division
following 45-bucket record sales promotion

“The bar event looked great, and I really noticed Corona everywhere.”

Carla Davis, Coors Distributing Company Marketing Coordinator
following City Chase Denver promotion at Prime Bar

To get in the game please contact Brian Litvack
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