

# **Alcohol Brand Sponsorship Report:**

## **Identified Alcohol Brand Sponsorships – U.S., 2010-2013**

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### **Methods**

This study examined sponsorship of organizations and events in the U.S. by alcohol brands from 2010-2013. The top 75 brands of alcohol consumed by underage drinkers were identified based on a previously conducted national internet-based survey. For each of these brands, a systematic search for sponsorships was conducted using Google.

This report identifies and briefly summarizes each of the 945 sponsorships identified in this research.

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## **ALCOHOLIC ENERGY DRINKS**

### **P.I.N.K. SPIRITS**

No Sponsorships

## **BEERS**

### **AMSTEL LIGHT**

Amstel Light has been a sponsor for the South Beach Wine and Food Festival 2011-2013. Through the sponsorship they served about 9,000 beers to those who came to the festival in 2013.

Amstel Light was the sponsor of the Crowning Chi-Town's Best Burger in 2012. The contest nominated the best burgers in Chicago.

Amstel Light was the official sponsor of the Knorr Great Chowder Cook-Off June 3-4, 2011 in Newport RI. The cook-off features 25 of the best chefs and their chowder recipes. Amstel Light provided the Amstel Beer Bike as an attraction and placed their bar will at the Amstel Light Beer Bike to pass out beers to go along with their chowder. People could also take a picture using the Amstel Light camera and have pictures uploaded to Facebook.<sup>1</sup>

Amstel Light was a sponsor of the "Sell in May Party" that took place May 26, 2011. The party took place in NY, New York as a way ring in the summer of 2011.

Amstel Light was a sponsor of the Taste of Randolph Festival in both 2012-2013. The Taste of Randolph is a three-day festival that takes place in Chicago Il. Through it's sponsorship Amstel Light most recently provided a ping -pong event for festivalgoers.

Amstel Light was the title sponsor of the SoBe Burger Bash in Miami, Fl in 2012.

Amstel Light was the presenting sponsor for the Battle of the Burger in Boston, MA in 2013.

Amstel Light sponsored the Oakley Beach Retreat in Malibu, CA in 2013.

The San Francisco Burger Brawl: 2013, "San Francisco's "first no-holds-barred burger extravaganza,"<sup>2</sup> the San Francisco Burger Brawl is "a chance to taste delicious burgers from a host of local restaurants and food trucks and vote for the best burgers in the city."<sup>3</sup> Amstel provided free beer and dancing.

Battle of the Burger, Philadelphia: 2013, "Taste the top 20 restaurants' burgers Meet the chefs and see them in action Enjoy complimentary Amstel Light At the end of the night."<sup>4</sup>

Amstel sponsored Meatopia in 2012. This event features chefs from across NYC and their best meat dishes. Amstel provided beverages for the event.

Amstel was a sponsor of the 2013 Battle of the Burger on Long Island, New York.

Amstel was SUPERBURGER: 2012, Burger Battle with the Montauk Yacht Club; Amstel Light provided free beer.

Amstel Light sponsored and provided beverages for the 2013 Taste of Cambridge in Cambridge, MA.

Amstel Light was a sponsor of the Against Me! 2010, CD release party on SPIN magazine roof.

Amstel Light sponsored the 2011 Gilt City Dinners.

## **BLUE MOON**

Blue Moon sponsored the Science of Beer Lecture Series on home brewing and the science behind beer from certified brewer Ben Dolphens, including a "Craft the Next Blue Moon" voting station for selection of flavors for the next seasonal beer, a chance to win a home brew kit, and complimentary food and beverages held at The Universe Society in Richmond, VA.

Blue Moon sponsored the Once in a Blue Moon LGBT fundraising weekend including the Jr. Ball, Blue Ball, and Black and Blue Festival to benefit the Sacramento Gay and Lesbian Center, The Harvey Milk Foundation, and Wind Youth Services in Sacramento, CA.

Blue Moon sponsors the Cooper River Bridge Run, an annual 10K race in Charleston, SC to raise funds for public education and to promote physical exercise.

Blue Moon was a Celebration Sponsor of the Asian Heritage Street Celebration in San Francisco, CA, which includes a film showcase, street performers, an arts and craft market, and vendor showcase.

Blue Moon was a Beer Sponsor for the Mystic Blues Festival, an outdoor blues music festival in the Greater Mystic, CT area.

Blue Moon was a Title Sponsor of the Blue Plum Festival, an outdoor festival that includes music, arts and crafts, children's activities, urban art competitions,

roller derby, food vendors, and more, showcasing downtown Johnson City, TN.

Blue Moon was a sponsor of the Unfiltered Live concert series at The Park Tavern in Atlanta, GA, featuring monthly performances in The Park Tavern's Garden Tent.

Blue Moon sponsored the 2013 Anthem Wicked 10K and provided complimentary beer after the race, complete with a costume contest and live music to benefit The Noblemen, a non-profit organization to identify and perform Noble Deeds for local kids in Virginia Beach, VA.

Blue Moon was a Pilsner Level Sponsor of the Brew Moon Fest for craft and microbrewery beers, as well as live musical performances at The MAX in McCook, IL. Proceeds will benefit Betty's Love Alzheimer's Charities.

Blue Moon was a sponsor and brewery participant at the Winter Brew Fest in Denver, CO, a beer festival held at Mile High Station near Coors Field, and in San Diego, CA.

Blue Moon was a sponsor and brewery participant of the Summer Brew Fest in Denver, CO, a beer festival held at Mile High Station near Coors Field.

Blue Moon sponsored the Denver Chalk Art Festival held in Larimer Square in Denver, CO. Blue Moon also sponsored a new mural painting for the Sandlot Bar inside the Colorado Rockies' Coors Field and provided free beer samples during the event.

Blue Moon sponsored the Annual Fairmount Bunny Hop in Philadelphia, PA, consisting of visits to local Fairmont area bars with Blue Moon draft specials to benefit a variety of local charities and projects in the Fairmount neighborhood.

Blue Moon sponsored the Peter Anderson Arts & Crafts Festival, created to honor master potter Peter Anderson and celebrate the arts community of Ocean Springs, MS. Festival includes the Blue Moon Art Project contest for artists to "create their interpretation of Blue Moon for a chance to win \$2,000."<sup>5</sup>

Blue Moon was the main sponsor of the Art at the Jalapeno community event at the Arneson River Theater in Corpus Christi, TX, complete with live painting, live music, local art vendors, and food vendors, with proceeds to benefit the San Antonio Food Bank.

Blue Moon was the Premiere Sponsor of The Reeling Chicago Lesbian and Gay International Film Festival in Chicago, IL.

Blue Moon was the Title Sponsor and alcohol supplier of GrillHampton, a contest event in Bridgehampton, NY, with Hampton's chefs competing against New York City chefs in Sayre Park hosted by Food Network Iron Chef Geoffrey Zakarian.

Blue Moon was the Title Sponsor of the Blue Moon Artfully Crafted Art Contest for the Sporting Kansas City soccer team, with the winner earning two Members' Stand season tickets for the 2013 season at LIVESTRONG Sporting Park in Kansas City, MO.

Blue Moon was a Title Sponsor and beer supplier of the Blue Moon Marathon and 5K events in Ozona, FL, with cash prizes for 1st, 2nd, and 3rd place overall male and female runners. Complimentary Blue Moon is served after the races, with all proceeds going to local charities to fight childhood obesity.

Blue Moon was a sponsor of the Beer Garden for the Massanutten Resort Fall Festival of 2012 and 2013, including wine tastings, live music, craft vendor showcases, and family activities at Massanutten Resort in McGaheysville, VA.

Blue Moon was the Title Sponsor of the Blue Moon Burger Bash, a part of the Food Network New York City Wine & Food Festival in 2009 and 2010. The Burger Bash is hosted by celebrity chef Rachael Ray and consists of a tasting of dozens of top chef burger creations, side dishes, and in 2010 complimentary blue moon beer at Pier 92 in New York City. <sup>6</sup>

Blue Moon was a sponsor of the Rockland Boulders Minor League Baseball team events including "Blue Out" Night where fans wear all blue and Blue Moon beer is supplied at a discounted price, along with a Post-Game Concert and Blue Moon Craft Beer Night with beer specials at the Provident Bank ballpark in Pomona, NY.

Blue Moon sponsored the 45th Annual Sheffield Garden Walk & Music Festival in Chicago, IL, including title sponsor of live music on the Blue Moon stage.

Blue Moon sponsored the Wine & Dine Wisconsin event for foodies and wine enthusiasts in Milwaukee, WI.

Blue Moon sponsored The Mountain Winery Summer Concert Series at The Mountain Winery in Saratoga, CA.

Blue Moon sponsored the DC Steelers Nation club for Pittsburgh Steelers fans living in Washington, D.C. Members of the group also receive discounts on Blue Moon beer at the official fan club bar.

Blue Moon was a sponsor of the ShamrockFest St. Patrick's Day Festival in Washington, D.C. that includes nine music stages, tented party areas, beer stations,

bar-game areas, athletic competitions, craft, food, and drink markets, and more.

Blue Moon was an Event Sponsor for the Towson Town Spring Festival in Towson, MD, consisting of live music and beer gardens, food vendors, carnival rides, live performances, and kids entertainment.

Blue Moon sponsored the 11th Annual Blues BBQ in Hudson River Park in New York, NY, consisting of lunch, dinner, and live entertainment.

Blue Moon was the 2011 Sponsor of the Hudson River Park River Rocks Concert Series in New York, NY.

Blue Moon was an Official Beer and Stage Sponsor of the Miller Lite Oasis main stage with elevated VIP viewing deck at Summerfest, the "World's Largest Music Festival" held in Milwaukee, WI.

Blue Moon was a Featured Brewery Sponsor at the Great American Beer Festival at the Colorado Convention Center in Denver, CO.

Blue Moon was an Official Sponsor of the Malone Golf Club Ladies League in Malone, NY.

## **BUD ICE**

No Sponsorships

## **BUD LIGHT**

Since 1989, Bud Light has sponsored the GLAAD Media Awards. The GLAAD Media award is presented to various parts of the media for outstanding representation of the lesbian, gay, bisexual, and transgender (LGBT) community. Bud Light is a Platinum Underwriter sponsor of the GLAAD Media Awards. This means that Bud Light gives \$100,000 to the event and in return receives product sampling and placement, verbal mention on stage during the program, co-branded promotional material, logo recognition, corporate logo on event tickets, logo listing on invitations, inclusion to the GLAAD Media Awards nominations press release, and logo rotation on GLAAD Media Awards homepage.

Bud Light became the official sponsor of the NFL in 2011 and is the "Favorite Beer of NFL Fans." Bud Light's multiyear sponsorship of the National Football League includes the NFL draft, Best Round Ever, digital contests, fantasy football league prizes, mobile apps, and social media. In 2013 the Bud Light Hotel debuted in downtown New Orleans and is considered to be paradise for football fans and partyers.

Since 1996, Bud Light has sponsored the U.S Women's National Soccer Team. This grants Bud Light global sponsorship rights to the 2011 FIFA Women's World Cup, 2012 Olympic Women's Soccer team, and the 2014 FIFA World Cup. In addition Bud Light sells merchandise and gains presence during televised games. <sup>7</sup>

In 2011, Bud Light renewed a multi-year sponsorship deal with the Ultimate Fighting Championship. As a presenting sponsor of Pay-Per View, Bud Light is a featured sponsor of all PPV and television broadcasts. In addition, Bud Light and UFC will present on promotional event per year. Bud Light will sponsor the "Battle on the Bayou" national sweepstakes. As part of the sponsorship, Bud Light receives logo placement, the release of limited edition UFC aluminum bottle, and integration with UFC.com and social media sites.<sup>8</sup>

In 2013, Bud Light sponsored and presented the Shama Lama Spring Fling at the Spanish Galleon Beach Club in North Myrtle Beach. Held March 22<sup>nd</sup>, and 23<sup>rd</sup>, the Shama Lama Spring Fling is a party that featured music from the Band of Oz, Jim Quick and Coastline, DJ Fred Rouse, and DJ Joey Warren. Bud Light provided beers for the Bud Light Shama Lama Spring Fling.

In 2012, Bud Light sponsored the Battle of the Bands, which determines the three opening acts for the Port Paradise Music Festival. The opening acts are up-and-coming artists picked by Bud Light fans. As a sponsor of this event, Bud Light sends 5,000 promotional winners aboard two cruise liners, which include live concerts. Bud Light also sponsors the Bud Light Port Paradise Music Festival held in June.

## **BUDWEISER BEER**

In 2012 Jay-Z curated the first ever Budweiser Made in America music festival. This two-day music festival is held during Labor Day weekend and helps to raise money for United Way. The second annual Budweiser Made in America music festival, held August 31<sup>st</sup>-September 1<sup>st</sup>, 2013, featured artists such as Beyoncé, Nine Inch Nails, Imagine Dragons, Macklemore and Ryan Lewis, Wiz Khalifa, and Kendrick Lamar. The Budweiser Made in America music festival can be streamed live via YouTube and Pandora.

Budweiser began to sponsor Major League Baseball in 1983 and will continue until 2018. Budweiser is the official sponsor of the MLB, the presenting sponsor of the Wild Card Games, Player of the Month Awards, Opening Week, the MLBFanCave.com Concert Series, and the Made in MLB Fan Cave. As the official sponsor, Budweiser hopes to enhance the baseball experience through exclusive Budweiser content and opportunities for fans. Budweiser also sponsors 23 Major League baseball teams.

Budweiser has had a relationship with the NBA since 1998, as well as partnerships with 26 NBA teams. As part of Budweiser's sponsorship of the

National Basketball Association, Budweiser releases NBA themed retail, and provides fan opportunities during events such as NBA-All Star games and the NBA Playoffs. In addition, Budweiser is able to gain presence during game telecasts with ABC, ESPN, TNT, NBA TV, and on NBA.com.

Budweiser has been a sponsor of Major League Soccer, which includes being the sponsor of the U.S Men's National Soccer Team, since 1996. Budweiser has global sponsorship rights to the 2012 Olympic Men's Soccer team, as well as the 2014 FIFA World Cup. In addition, Budweiser sponsors MLS merchandise and has entitlement to the MLS Golden Boot Awards, AT&T MLS All-Star Game and the MLS Cup. Budweiser gains presence during all Major League Soccer televised games.

Budweiser is the title sponsor of the Super Late Model Division, which debuted in 2011 and is held at the Berlin Raceway in Michigan. As a sponsor of this event, Budweiser distributes draft and canned beer, gives out special promotions for fans, and once a month \$1 dollar beer nights. The Budweiser Super Late Models made its racetrack debut on April 27<sup>th</sup>, 2013.<sup>9</sup>

Budweiser began to sponsor the Boston Red Sox in 1976. As a sponsor of the Boston Red Sox, Budweiser provides beer for the players, added select seating on the Budweiser Right Field Roof Deck in 2004, hosts The Budweiser Presents American League Player of the Month, Budweiser Draught Rally Tap which provides Red Sox fans free beer every time the Red Sox score, and promotional retail and marketing items.

Since the early 1930's, Budweiser Clydesdales, a horse show, has traveled and toured different regions of the country during the month of June. Since the 1980's, Budweiser has sponsored Clydesdales commercials that air during the Super Bowl. The official Budweiser Clydesdale stables are on the Anheuser-Busch brewery complex in St. Louis, Minnesota. The National Park Service placed Clydesdale Stable on the Registry of National Historic Landmarks in 1967.

Since 2010 Budweiser has been a sponsor of Folds of Honors "Here's to the Heroes," a foundation for the U.S armed forces. Budweiser donates \$1.5 million to the Folds of Honors charity to benefit troops and troop families. The 2012 baseball season recognized the troop's sacrifice with the "Walk-Off a Hero" program. This nonprofit organization works to provide educational scholarships to families of fallen or injured soldiers. For each walk-off win, Budweiser donates a scholarship to the recipient families.

Since 1994 Budweiser has sponsored the National Fish and Wildlife Foundation. As part of this sponsorship, Budweiser funds programs that restore wildlife habitats, improve public access to wildlife, and the conservation of the outdoors. Each year, for 19 years, Budweiser and the NFWF have teamed up and chosen a Budweiser Conservationist of the Year. Budweiser and the NFWF partner to find individuals who make lasting contributions towards conserving wildlife.

Budweiser partnered with Ducks Unlimited in 1998, and is the official beer. Through this sponsorship, Budweiser supports the conservation of ducks and outdoor sports. Budweiser also sponsors DU GOF television and radio shows. Budweiser sponsors Ducks Unlimited both nationally and regionally, and does so through underwriting events and on the local level with Ducks Unlimited Committees.

### **BUDWEISER SELECT**

From 2008 until 2011, Budweiser Select was the exclusive beer sponsor of the Kentucky Derby. As a sponsor, Budweiser Select had logo rights for advertising, promotions and co-branded promotional merchandise, as well as exclusive and strategic signage placements on infield jumbotrons.

From 2008 until 2011, Budweiser Select was the exclusive beer sponsor of the Churchill Downs. As part of the sponsorship, Budweiser Select was the presenting sponsor for “Dress to Impress” Happy Hours, and held logo rights for advertisement, promotions, and co-branded promotional merchandise.

In 2012, Budweiser Select sponsored the Thanksgiving Eve Bash. Guests could purchase tickets to receive three Budweiser Select drinks, snack station access, and hear the live performance of SuperJam and DJ Andrew. In addition, there was a Budweiser Select lounge, which was hosted by Dave Glover of FM News Talk 97.1.

### **BUSCH**

Since 2012 Busch has been a primary sponsor of Major League Fishing. In addition to sponsoring Major League Fishing, Busch also sponsors two individual anglers- Kevin VanDam and Denny Brauer.

### **BUSCH LIGHT**

In 2010 Busch Light earned naming rights at Martin Stadium, a sponsorship deal lasting until 2026. Busch Light renamed the stadium Busch Light Field at Martin Stadium.

### **COORS**

From 2012 to present, Coors Banquet sponsored Corey Cox, a Nashville recording artist. As part of the sponsorship, Coors Banquet sponsors performances, co-brands material, retail events, promotions, staging’s, and has access to free song downloads. Coors Banquet has presented performance events for Corey Cox at the Saddle Up Saloon and Dance Hall and The Colombia Theatre.<sup>10</sup>

Coors Banquet sponsored the 2013 Cave Creek Fiesta Days Rodeo for the Cave Creek Pro Rodeo. Coors Banquet was the VIP beverage sponsor, and a gold buckle sponsor

From 1980 to present, Coors Banquet has been the official beer and sponsor of the Pro Rodeo Professional Rodeo Cowboys Association. As the official sponsor, Coors Banquet also sponsors the Wrangler National Finals Rodeo, local rodeos, the WNFR Awards, and the PRCA "Man in the Can Award." The Man in the Can Award recognizes unique abilities and uncompromising efforts of the riders. Coors Banquet provides committee advertising and program materials and funds for all of the listed events.

Coors Banquet will be the official beer sponsor of the 2013 California Rodeo Salinas, from July 17<sup>th</sup> to the 21<sup>st</sup>. Coors Banquet will sponsor the Coors Bull XING CANTINA as an official sponsor.

Since, 2011, Coors Banquet has sponsored the Annual Pikes Peak or Bust Rodeo days as a platinum sponsor. Pikes Peak or Bust Rodeo has supported military charities since 1946.

Since, 2010, Coors Banquet has been the official beer sponsor of Winter Park Resort in Colorado. Skiers can relax with a Coors Banquet "Rocky Mountain Cold" beer after hitting the slopes.

Since 2012, Coors Banquet has been an official sponsor of the annual Colorado Brewers Festival held in Fort Collins.

## **COORS LIGHT**

In 1998 Coors Light began to sponsor and became the official beer of NASCAR. As a sponsor, Coors Light sponsors NASCAR's Pole Award, Miss Coors Light who is the NASCAR model, and most recently in 2013 the NASCAR Mobile App. The NASCAR Mobile App is an application used to target and connect with NASCAR's core demographic of sport fans ranging between 21- to- 27 year olds. Coors Light will use its sponsorship of this new app to extend a Cold Hard Facts theme into the application's content. The app also features a button that brings users to Coors Light's social networking site on Facebook.

In 2013 Coors Light and the Detroit Pistons signed a multiyear sponsorship deal. Coors Light will sponsor the Pistons annual draft day party and all consumer promotions related to the draft, ticketing a packaging program for all of the Pistons' Tuesday home games, a concourse bar area at the Palace, and the team's post-game radio show on WXYT-FM 97.1

Coors Light was the official and exclusive beer sponsor of the NFL from 2002 until 2011. Coors Light will continue its advertisement commitments with the NFL as well as maintain deals with individual football teams. When Coors Light

sponsored the National Football league, Coors Light gave away free tickets to fans that participated in different ticket winning sweepstakes and created Fantasy Football widget; this gave fans updates on scores and fantasy teams, and commercials of edited press conferences with football coaches.

In 2011, Coors Light signed a seven-year, \$375 million agreement to sponsor the NHL. As the official beer sponsor of the National Hockey League, Coors Light sponsors key events such as the NHL Face-Off, NHL Winter Classic, NHL Heritage Classic, NHL All-Star, as well as, a series of media resources for fans including NH.com, NHL Network, NHL Mobile, and NHL Social. In addition, Coors Light will launch the 2014 Coors Light NHL Stadium Series- a series of regular season NHL games that will be held at outdoor locations for the 2013-2014 season.

In 2013, Coors Light sponsored *Ice Cold Gold*, a series on Animal Planet. The show reinforces Rocky Mountain cold refreshment, as it is an “ice cold refreshment.” Details of the sponsorship include billboards that say *Ice Cold Gold* presented by Coors Light, commercials, and Cold Hard Facts that includes additional information about mining in Greenland with Coors Light branding.<sup>11</sup>

In June of 2013, Coors Light sponsored the first Coors Light South Platte River Fest to benefit the Greenway Foundation. . Events and activities at the festival included water sports, music, beer, water stewardship exposition, and the chance to meet professional stand up paddle boarders. The Coors Light South Platte River Fest was a free event that gave the opportunity for the people in the Metro Denver area to recreate along the South Platte River. Launched in 1974, The Greenway Foundation is an organization whose mission is to restore the South Platte River and its tributaries in Denver.

Since 2010 Coors Light has sponsored the Waste Management Phoenix Open. As a sponsor of the WM Phoenix Open, Coors Light provides golfers with malt-beverages. In 2010, Coors Light launched Coors Light Birds Nest, a four-day party event held after the WM Phoenix Open. All proceeds from the Coors Light Birds Nest and Phoenix Open are donated to different Arizona charities. The WM Phoenix Open is the largest professional Golf Tournament held on the PGA Tour.

Coors Light will be the title sponsor of the Crawlin’ Crab Half marathon and 5K, to be held on October 6<sup>th</sup>, 2013. Participants of the half marathon and 5K receive a short sleeve technical shirt, finisher’s medal, and all Coors Light Crawlin’ Crab Half Marathoners get a finisher’s gift. After the race, participants are invited to a post-race party featuring live music, food, and Coors Light beverages. Participants can bring their race number to the post-race festivities as a ticket for food and beer.

In 2012, Coors Light signed a three-year sponsorship agreement with the Seattle Mariners. Coors Light is the official beer of the team, sponsor of the Coors Light Rail Bar, as well as the presenting sponsor of the ROOTS SPORTS Mariners pregame program. In addition, Coors Light sponsors the Coors Light Seattle

Mariners Honorary Mariner for a Day sweepstakes. People can enter to win four Diamond Club seat tickets, \$3,000 mock signing bonus, \$1,500 in pre-paid gift cards, ability to watch a batting practice from the field, have a mock press conference, and meet the manager of the Mariners, Eric Wedge.

From 2012 to present, Coors Light has sponsored Jason Aldean, an American, multi-platinum, country singer. As the exclusive beverage sponsor of Aldean, Coors Light sponsors national retail promotions, dual-branded retail products, digital marketing, and providing beer on tour for Jason Aldean's team. Coors Light helped to promote the release of Jason Aldean's 2013 album, "Night Trains" with retail options that featured images of Jason Aldean, with Coors Light branding.

In 2012 Coors Light began a ten-year sponsorship agreement with the Milwaukee Bucks. Coors Light is the exclusive beer sponsor and a major supporter of the arena. In addition, Coors Light retains the rights to use the team's name in consumer and retail promotions, extensive in-arena signage marketing, advertising during the team's radio and TV broadcasts, presence on the team's digital platforms, and hospitality benefits.

#### **CORONA EXTRA**

In 2011, it was announced that Corona Extra would be Chivas USA's new shirt sponsor. Chivas is a USA Major League Soccer Team based in Los Angeles whose parent team is a popular Mexican professional team officially known as CD Guadalajara. Beginning in the 2011 season, Corona Extra began to adorn the Chivas USA jerseys, as well as all other match day and training apparel.

Corona and the ATP have a 5 year sponsorship deal that started in 2010. Corona Extra will be the ATP's premier worldwide sponsor. As part of its premier sponsorship, Corona Extra's logo was placed on tennis nets in about one-third of the men's 2010 tennis tour events and about two-thirds of 62 yearly tournaments thereafter.

Corona Extra was a 2013 sponsor of the Atlanta Tennis Championships. This men's tennis tournament took place July 20-28 in Atlanta, GA just a month before the US Open.

Corona Extra became sponsor of ESPN's Spanish and English-language Boxing events in 2011. "The agreement includes fight telecast sponsorship, English and Spanish language in-ring exposure, digital and print exposure, and on-site activations."<sup>12</sup> Corona Extra also received exposure through on-air features during ESPN's Friday Night Fights, the weekly boxing show Deportes' Golpe a Golpe, and ESPN Deportes Radio shows.

In June of 2011, Corona became the "launch sponsor" of Thrillist's iPad application. The Thrillist for iPad application gives users the ability to search for

local places to eat, drink, or shop in the area. The application is available to download free of charge. Corona advertisements appear when a user logs into the application.<sup>13</sup>

Corona Extra sponsored Wisin y Yandel's "El Regreso de los Vaqueros" 2011 US tour. The tour started in Miami on June 3 in Miami and consisted of nine shows. The two artists are from Puerto Rico and in 2011 had "four number one albums on the Billboard Latin Albums Chart."<sup>14</sup>

Corona Extra is a sponsor of Phins To The West taking place May 15-18, 2014 in Laughlin, NV. The Phins to the West is a "Trop-Rock event" with not only a multitude of performers but also parties, a day water trip, and other entertainment.

Corona Extra and Corona Light sponsor the Association Professional Surfing de Puerto Rico, the "governing pro surfing organization in the region."<sup>15</sup> As part of Corona's sponsorship, they received circuit naming rights for the 2010 -2011 season.

#### **CORONA EXTRA LIGHT**

In 2010, Corona Light sponsored the ESPN Monday Night Football "On the Bus with Gruden." Jon Gruden, a former NFL coach and ESPN sportscaster, hosted the show on ESPN before Monday Night Football.

Corona Light is sponsoring the Kenny Chesney "No Shoes Nation" tour in 2013. The sponsorship is a seven-year deal and includes "on-stage signage, Corona commercials on the video boards before the concert begins and again between sets, portable Corona-branded bars in the arena concourses and in-store displays at liquor stores."<sup>16</sup> Chesney's tour bus is also sponsored by Corona Light.

Corona Light is a sponsor of Active Young Socials. This is a meet-up group in Norfolk, VA of men and women ages 25 to 45 who organize "wine festivals, bar crawls, hiking trips, beach days, concerts, dancing nights, brunch, dinner out."<sup>17</sup> Corona Light began sponsoring this group in 2011.

Corona Extra and Corona Light are title sponsors of the website Carolina Night Life, a website that provides information on the nightlife in North and South Carolina. The website provides information on bars, clubs, and restaurants including hours of operation, directions, specials and even what is popular on particular nights.

Corona Light was a sponsor for the 5th Annual Halloween Howler, a bar crawl held in Charlotte, NC on October 29th, 2010. Costumes were required for the event. The night of the bar crawl, a party bus left from the University of North Carolina to bring people to the four bars involved in the event.

Corona Light was a sponsor of the Common Ground Music Festival July 8-14, 2013 in Lansing, MI. The outdoor music festival has multiple stages and includes music that is “contemporary and classic rock, alternative, country, hip hop, R&B and more.”<sup>18</sup>

Corona Light was a sponsor of the 2011 US Open of Beach Volleyball. The events took place September 2-4, 2011 in Cincinnati, OH. Sixteen men’s teams and 16 women’s teams qualified for the competition and competed for cash prizes.

Corona Light is a sponsor for the Atlanta Dogwood Festival on April 11- 13, 2014 in Atlanta, GA. The festival highlights artists’ work. The festival also has a Kids Village with entertainment for the youth. Music, food, and other entertainment can be found at the festival and sponsors have booths found throughout the Festival grounds.

## **Dos Equis**

In 2013, Michael Ian Black was commissioned by Dos Equis to send out a sponsored tweet. The tweet was a promotion of Dos Equis’ “Legend of You” app.

Since 2011, Dos Equis has been the exclusive beer sponsor of Tough Mudder. Dos Equis hosts VIP areas at Tough Mudder events.

From 2007 till 2010, Dos Equis was the official beer sponsor of the Breeders’ Cup. Details of the sponsorship included retail promotions at different retailers in Louisville, Lexington, Indianapolis, Cincinnati, and Nashville, the Dos Equis Sahara Lounge, which featured Dos Equis pouring stations and areas to watch the races, and branding and exclusive rights of import.

Since 2012, Dos Equis has sponsored NOTB, Nightmare on the Beach, for the Little Lighthouse Foundation. Dos Equis hosts “The Most Interesting Lounge in the World.” The Dos Equis Little Lighthouse Foundation supports families who have medical, educational, emotional, and financial challenges.

In 2012, Dos Equis partnered with “Listen to our Light” Christmas light show and sponsors “The Most Interesting Christmas Lights in the World.” This light show is held at Storm’s house and features lights, programming, and music.

In 2012, Dos Equis sponsored the Sea Paddle NYC Beach Party. This is a 25-mile charity paddle around Manhattan, or a 5-mile loop around the Hudson. Dos Equis sponsored the Sea Paddle NYC Beach Party for guests 21 and over where the race was watched.

Since 2011, Dos Equis has been a major sponsor of 35 Denton, the annual 4-day music festival.

Since 2012, Dos Equis has sponsored the Brickell Fest Presents “The Second Annual Cinco De Mayo Festival.” Dos Equis provides beer and the event is attended by Dos Equis’ “Most Interesting Man in the World.”<sup>19</sup>

Since 2011, Dos Equis has been a sponsor of Frank Ortega. Frank Ortega plays custom Dos Equis guitars, which are then auctioned off to raise money for charity.

Dos Equis sponsored the Most Interesting Man in the World Variety Show from 2008-2010. In 2010 the show toured 17 different cities and pulled “unique and eccentric artists, performers and curiosities” from around the world.<sup>20</sup>

## **GUINNESS BEERS**

Guinness is a lead sponsor of the Guinness International Champions Cup. The cup is a new eight team bracketed soccer tournament which took place the summer of 2013 in the United States. The Preseason tournament includes teams from Spain, Italy and the United States. The Tournament will conclude in Miami August 6-7. FOX Soccer will televise 11 of tournament’s 12 matches.<sup>21</sup>

Guinness is a title partner of the Guinness Cycling Team based in Portland Oregon. “The team’s 2012 top performances include: two Masters Track World Championships, three US National Championships, two National Silvers and two National Bronze medals. Our Paralympic riders earned one Paralympic Gold and two Bronze medals in London, six National Championships and two World Championship Bronze medals.”<sup>22</sup>

Guinness was a signature sponsor for the Guinness Oyster Festival that took place on September 7, 2013 in Chicago, IL. The event included live music, beer, oysters, and arts and crafts vendors.

Guinness is a sponsor of The Big E, a fair that takes place September 13-29 in West Springfield, MA. The fair focuses on agricultural exhibitions but also includes other entertainment, competitions, food, rides, and vendors.

## **HEINEKEN**

Heineken is a sponsor for the US Open on August 26-September 9. The international tennis tournament will take place in Flushing, NY at the USTA Billie Jean King National Tennis Center.

Heineken’s ‘Crack The Case’ is part of a sponsorship of the 23rd James Bond film. The sponsorship includes star appearances and product placement. Skyfall has had a 15 year relationship with the Bond franchise but it is the first time the beer brand has been a principal sponsor of a Bond movie.<sup>23</sup>

Heineken has been a major sponsor of the Rugby World Cup for the last several years. The sponsorship includes stadium signage during games and in match programs.

Heineken was the Official Lager Supplier and sponsor of London 2012 Olympic and Paralympic Games. As part of the deal Heineken was the beer served at the Games. Heineken was also able to utilize hospitality and marketing opportunities associated with the Olympics.

Heineken sponsors the annual Coachella Valley Music and Arts Festival in Indio, California. It took place the weekends of April 12-14 and 19-21, 2013. The festival features bands like the Red Hot Chili Peppers as well as up and comers. There is also a large variety of music, you can see hip-hop groups like Wu Tang or mellow folk songs from The Lumineers.

Heineken and Heineken Light are sponsors of the Ultra Music Festival, an annual outdoor electronic music festival that occurred March 28- 30, 2013 in Miami, Florida. In coordination with the sponsorship, Heineken launched a campaign that encouraged consumers to create their own music tracks for a chance to win a trip for two to the Ultra Music Festival.

In April 2013, Heineken helped back five Tribeca Film Festival films. The films were documentaries and fictional narratives. The beer brand also held a post-screening event with the filmmakers and film critics. Heineken event ads were in New York City subways and on billboards. Heineken received recognition through branded newsletters, festival guides, blogs, and other social media.

Heineken was a sponsor of the Key West Film Festival, which took place on November 13-17, 2013 in Key West, Florida. Heineken received exposure both at the event itself and on the event website.

Heineken was one of the sponsors of the Northside Festival, June 13-16, 2013 in Brooklyn, NY. The Northside Festival is an annual eight-day festival showcasing “emerging music, film, food, ideas and entrepreneurship.”<sup>24</sup>

## **KEYSTONE ICE**

No Sponsorships

## **KEYSTONE LIGHT**

In 2013, Keystone Light began a multiyear sponsorship of FLW, which is the world’s largest tournament fishing organization. As part of this sponsorship, Keystone Light gains exposure with several different FLW platforms such as tournaments, expositions, websites, FLW Bass Magazine, and FLW’s television show

on NBC Sports Network. In addition, Keystone Light features FLW and anglers in its marketing communication and social media.<sup>25</sup>

In 2013, Keystone Light began to sponsor Brent Ehrler, who is a FLW Tour pro. Brent Ehrler represented Keystone Light in the 2013 Wal-Mart FLW Tour. Brent Ehrler is one of the most successful anglers in the world as the 2006 Forrest Wood Cup champion, and ranked third of the all-time FLW top moneymakers. 2013 marks Ehrler's ninth year on the FLW tour.

In 2013, Keystone Light began to sponsor Chad Grigsby, a FLW Tour pro. Chad Grigsby represented Keystone Light in the 2013 Wal-Mart FLW Tour. Grigsby is one of the top anglers in the world with 11 top-10 finishes and almost \$700,000 earned in his career so far. 2013 marks Chad Grigsby's twelfth year on the FLW Tour.

### **MICHELOB BEERS**

Michelob was the 2012 Official Beer sponsor of the City Bikes Ironman 70.3 Miami. "City Bikes Ironman 70.3 Miami is a truly international event with athletes from over 58 countries around the world in attendance. The race is also one of the largest in the United States, offering 3,000 slots."<sup>26</sup>

Michelob sponsored Garth Kaufman, Christian Brothers Racing 2012-2013. "Kaufman is one of the most successful riders in snocross today, having appeared on the winners' podium 15 times in his career."<sup>27</sup>

Michelob sponsored the Village at Sandhill Annual Summer Concert Series in 2011. This concert series takes place over fourteen weeks in South Carolina.

Michelob was a sponsor of Velo Club La Grange cycling community in 2013.

Michelob sponsored the 2013 Tri-Oswego triathlon held in Oswego, NY

Michelob sponsored the Center of the Universe Detour, 2011. "The Center of the Universe Detour is an optional 0.3-mile detour off the charted marathon course to Tulsa's historic and eerie landmark by the same name."<sup>28</sup>

Michelob sponsored the Woodrow Wilson Bridge Half Marathon, Finish Line Festival in 2011. "Runners will be treated to the refreshing taste of Michelob ULTRA after completing the 13.1-mile footrace from the historic grounds of Mount Vernon, VA to the modern resort of National Harbor, MD."<sup>29</sup>

Michelob was the official beer sponsor of the 2012 LPGA.

Michelob sponsored the 2012 FedEx St. Jude Classic, Party Tent. The golf tournament takes place in Memphis TN.

Michelob sponsored the 2013 Marathon Pacing Let's Move Half Marathon in Mt. Clemens, MI.

Michelob was a corporate sponsor of Team Livestrong in 2013.

Michelob sponsored appearances by the RadioBDC DJ's at the 2013 Jose McIntyre's Summer Block Party in Boston, MA.

Michelob sponsored the 2013 Golf Invitational tournament. The tournament acts as a fundraiser for the Annual WSYB Christmas Fund.

Michelob sponsored the Atlanta Moon Ride: "100% of proceeds will benefit Bert's Big Adventure, a 501c3 tax exempt non - profit organization designed to allow children stricken with a chronic illness and/or physically challenged between the ages of 5 to 12 who prove financial need and live in the Bert Show radio listening areas, the opportunity to experience a magical weekend at Walt Disney World."<sup>30</sup>

Michelob sponsored the 2011 Crested Butte Bike Week. The mountain bike competition takes place in Crested Butte, CO

Michelob sponsored the Glow, Bark & Brew 5K. Proceeds benefit the Society for the Improvement of Conditions for Stray Animals (SICSA) Pet Adoption Center.

Michelob sponsored the 2013 Team Dayton Cycling team.

Michelob sponsored the 2013 Dallas Half Marathon in Dallas, TX.

Michelob sponsored the 2013 Ten Sisters Road Race Series. "The 10-event series (now Ten Sisters) gives runners and walkers the opportunity to run or walk on a USATF-certified course, meet others visiting the beaches from all over the United States and to enjoy the jewel of a town called Dewey Beach, Delaware."<sup>31</sup>

Michelob sponsored the 2011 Marine Corps Marathon Finish Festival in Washington D.C. As part of the sponsorship Michelob provided the Beer Garden.

Michelob sponsored the OBX Bank Sandbar 5K from 2010-2013. It benefits the Outer Banks Relief Fund. The charity supports individuals who have suffer severe and often debilitating conditions, including brain, spinal, jaw, colon and blood cancers, melanoma, and muscle atrophy.

Michelob sponsored the 2013 Holiday Half Marathon. They sponsored the after party and beer tent. All of-age participants get one free Michelob Ultra beer.

Michelob sponsored the 2013 Boston Triathlon.

Michelob sponsored the 2013 St. Jude Classic, Party Tent. They provided inexpensive beer special for spectators of the event.

Michelob sponsored the 2012 Travel Channel Sweepstakes. Contestants in the sweepstakes entered to win a trip for two to Miami.

### **MILLER HIGH LIFE**

Miller High Life sponsors the Official Beer of You sponsorship program allowing members of the general public 21 years of age or older to sign an endorsement contract with the brand for a \$1 signing bonus, sponsorship kit with a personal logo, and the option for personalized Miller High Life gear. Sponsored individuals may also select to have their signing bonus donated to IAVA, a non-profit organization that supports returning veterans from the Iraq and Afghanistan wars.

Miller High Life is a Team Sponsor of the Miller High Life Team in the Professional Tarpon Tournament Series fishing charter competition in Port Charlotte, FL.

Miller High Life is an Official Beer of Summerfest and Official Beer and Stage Sponsor of the Miller Lite Oasis mainstage with elevated VIP viewing deck at the "World's Largest Music Festival" in Milwaukee, WI.

Miller High Life was a Presenting Sponsor of the Quicken Loans Carrier Classic, a college basketball tournament featuring the Michigan State University Spartans vs. the University of North Carolina Tar Heels and a post-game musical concert on the flight deck of the U.S. Navy Aircraft Carrier the USS Carl Vinson, in San Diego, CA.

### **MILLER LITE**

Miller Lite was a sponsor of the Beer Garden for the Massanutten Resort Fall Festival of 2012 and 2013, including wine tastings, live music, craft vendor showcases, and family activities at Massanutten Resort in McGaheysville, VA.

Miller Lite was an Official Sponsor and Partner of Power Plant LIVE!, a dining and entertainment destination in Baltimore, MD.

Miller Lite was Tournament sponsor of the 2013 SASA Toyota Cinco De Mayo Tournament of the San Antonio Soccer Association in San Antonio, TX.

Miller Lite was an Associate Sponsor of the weekly acoustic music series, beach cabanas, and sports leagues at Bradford Beach in Milwaukee, WI.

Miller Lite is an Official Super Sponsor of SXSW (South by Southwest) Music and Film Festivals, held annually in Austin, TX.

Miller Lite is a "Chicago Bears Hall of Fame Sponsor" and exclusive alcohol sponsor of the Chicago Bears football team, including signage throughout Soldier

Field, advertising rights to team logos, advertising on the team's TV, radio, print, and online venues, sponsorship of the Miller Lite Party Deck and the Miller Lite Ultimate Tailgate Area, the Miller Lite Draft Party, and all draft coverage on the Bears website, as well as the "Great Beer, Great Responsibility" designated driver program.

Miller Lite is the Official Beer of the Green Bay Packers football team and Lambeau Field, with sponsorship rights to advertising, consumer promotions, retail products, and packaging, sponsorship of The Miller Lite Gate main entrance to Lambeau, signage throughout the stadium, and the Miller Lite Club and Miller Lite End Zone Party Deck.

Miller Lite is the Exclusive Beer Sponsor of the Dallas Cowboys football team, including TV, radio and print advertising through the team's media partnerships, use of the Cowboys logos, and in-stadium Miller Lite-branded clubs, plazas, consumer zones, beer gardens, and VIP areas such as the Miller Lite Champions Plaza.

Miller Lite is the Official Beer Sponsor of the Milwaukee Brewers baseball team, with sponsorship including creation of the new Miller Lite Party Deck above the Miller Park right field bleachers, exclusive rights to advertising, consumer promotions, and marketing materials with team logos, the Friday Night Beerpen and Miller Lite Tailgate Town Saturdays, in-stadium signage, and advertising presence on TV and radio game broadcasts. Miller Lite will also continue its designated driver program at Miller Park.<sup>32</sup>

Miller Lite is the "Official Beer of Bowling" for Strike Ten Entertainment. This sponsorship includes specialized point-of-sale merchandise, brand exposure at bowling events, "Official Beer Sponsor of Bowling" glassware, pitchers, and buckets, and signage in more than 2,100 Strike Ten bowling centers across the United States. Sponsorship will also include major sponsorship of several marquee bowling-industry events, conferences, and trade shows.<sup>33</sup>

Miller Lite is the primary sponsor of the Penske Racing Team, and Main Sponsor of the NASCAR No. 2 Car in 2010 driven by Kurt Busch and in 2011, 2012, and 2013 by Brad Keselowski for 26 races per season.

Miller Lite is the Title Sponsor of the Miller Time Sunset Harbor Cruise, a sunset boat cruise from New Bedford Harbor, MA to Padnaram, MA.

Miller Lite is the Presenting sponsor of the American Motorcycle Association Pro Sacramento Mile flat track race at Cal Expo in Sacramento, CA, in conjunction with Circle Bell Motorsports.

Miller Lite is a sponsor of the Texas City Music Fest by the Bay, a music festival in Texas City, TX, that includes live performances, food and drink vendors, and arts and crafts.

Miller Lite is a sponsor of Beersgivings, private night-before-Thanksgiving friend and family get-togethers. Sponsorship includes \$50,000 to "Beersgiving" celebrations across the U.S., including 2,000 \$25 gift cards.

Miller Lite is Beer Sponsor of the Baltimore Ravens professional football team and sponsor of the Ravens Ocean City Beach Bash in Ocean City, MD, featuring Ravens players, cheerleaders, and coaches, the Ocean City Purple Friday Caravan, live broadcasts with FM radio station 98 Rock, annual Ravens Roosts parade, and a bonfire and tailgate party at the Clarion Resort Fountainbleau Hotel, and Miller Lite Pub Crawls.

Miller Lite is the Global exclusive beer sponsor for the Confederation of North, Central America and the Caribbean Association Football 2013 Gold Cup, the premier CONCACAF team tournament, including advertising and marketing materials, packaging and signage options, and video features at all tournament games. Sponsorship also includes presentation of the Gold Cup "Miller Lite MVP" award, and provision of the Miller Lite Designated Driver program at each of the tournament locations including the Georgia Dome in Atlanta, GA, M&T Bank Stadium in Baltimore, MD, Cowboys Stadium in Arlington, TX, and Soldier Field in Chicago, IL.

Miller Lite was a Co-Sponsor of the 2nd night of UMP Pro "Crate" Late Model racing at Highland Speedway in Highland, IL, the Miller Lite 64 Race with a 34 lap \$1500 Late Model event and a 30 lap \$750 Modified event. They also sponsored additional 2013 events include Miller Lite Military Night and the Miller Lite Demo Madness demolition derby.

Miller Lite was an Encore Event Sponsor and Major Sponsor of the North Carolina Azalea Festival from 2010-2013. The festival is an annual showcase for artwork, gardens, and cultural performances in Wilmington, NC.

Miller Lite sponsored UPAF Ride for the Arts, a fundraising event for the United Performing Arts Fund at the Summerfest Grounds in Milwaukee, WI, on June 6, 2013. The Ride consists of 5, 12, 25, 50, and 75-mile bike runs, a Finish Line Party, and UPAF Finale event with live entertainment.

Miller Lite sponsored the 9th Annual Hot Stove Banquet of the minor league baseball team The Charleston RiverDogs. Guest speaker for the event is former Miller Lite spokesperson and Hall of Fame baseball player Wade Boggs, and Miller Lite will serve as the official sponsor of the adult beverage stations at the banquet. The event is for baseball fans and benefits The Citadel, College of Charleston, Charleston southern baseball programs, and the MUSC's Storm Eye Institute.<sup>34</sup>

Miller Lite was an Official Sponsor of the Detroit Red Wings National Hockey League team, including the Red Wing for a Day contest allowing one winner to meet with the general manager of the team, watch the team practice, run drills, meet the team, tour the locker room, and watch the game from the Miller Lite Party Deck at the Joe Louis Arena in Detroit, MI.

Miller Lite was a Title Sponsor of Miller Lite Free Rides a designated driver program in Chicago, IL for St. Patrick's Day festivities including the South Side Irish Parade, and first beer sponsor of the Chicago Transit Authority's New Year's Eve Penny Rides program.

Miller Lite is an Official Sponsor of the Five Flags Speedway in Pensacola, FL, and of the track's Miller Lite 100 NASCAR race.

Miller Lite was an Official Partner of Project DC Event's Summer Crawl DC 2012 in Washington, D.C. The event consists of a Pub Crawl through D.C. with free cover, drink and food specials at each location.

Miller Lite sponsored the Pro Elite MMA Hawaii fight featuring DA Spyder vs. Minowaman at the Neal Blaisdell Center in Honolulu, HI, including center mat cage placement for the main fight.

Miller Lite was a Presenting Sponsor of Oktoberfest at The Dayton Art Institute in Dayton, OH. The event includes artisans, foods, domestic and craft beers and wine in the Craft Beer Tent, and live music.

Miller Lite is an Official Sponsor of the Country music band Wayward Reason based out of Salisbury, NC.

Miller Lite was the Official beer sponsor of the Minnesota Warrior Dash in Hastings, MN, a 5K race consisting of 10-15 obstacles along the way. Participants receive a t-shirt, warrior helmet, medal, and free Miller Lite Punch Top can at the finish of the race.

Miller Lite is the Official Sponsor of the Country music band The Scott Taylor Band, and was presenting sponsor of The Scott Taylor Band Eat Tail Suck Head Crawfish Fest in Victoria, TX.

Miller Lite was the Official Sponsor of the mellow rock music band The Mike Dalton Band.

Miller Lite was a sponsor of the 2012 Senior Bowl in Mobile, AL, a pre-NFL Draft football game featuring the best college senior football athletes in the United States.

Miller Lite is Official sponsor of the Joliet Track and Route 66 Raceway drag-racing venues at the Chicagoland Speedway in Joliet, IL, the Miller Lite Pit Stop beer garden, and the Miller Lite Turn 1 Party Deck.

Miller Lite is the Official Sponsor of VAVi Sport & Social Club, with over 25 adult sport leagues, fitness, and dance classes in San Diego, CA.

Miller Lite is the Official Sponsor of the Professional Tarpon Tournament Series and Team Sponsor of the Miller Lite Team in the Professional Tarpon Tournament Series fishing charter competition in Port Charlotte, FL.

Miller Lite is the Title Sponsor of the Charlottesville Marathon in Charlottesville, VA to benefit the non-profit organization Keller Williams Cares.

Miller Lite is the Official Sponsor of the Cincinnati Bengals football team, including creation of a Miller Lite Party Deck at Paul Brown Stadium in Cincinnati, OH.

Miller Lite is the Official Beer Sponsor of the Minnesota Vikings football team, including the Miller Lite End Zone Bar and Miller Lite Vikings Draft Party at the Hubert H. Humphrey Metrodome in Minneapolis, MN.

Miller Lite is the Official Beer Sponsor of the Atlanta Falcons and of the Miller Lite ATL Lounge at the Georgia Dome in Atlanta, GA.

Kansas City Chiefs - 2-year sponsorship deal with the Kansas City Chiefs will full promotional rights to the local market and signage at Arrowhead Stadium in Kansas City MO.

Miller Lite Hot Country Nights - Sponsor of the Miller Lite Hot Country Nights free concert series at Kansas City Live! In Kansas City, MO.

Miller Lite is the Official Sponsor of the Minnesota punk rock band Menace.

Miller Lite was an Event Sponsor of the Shenandoah Apple Blossom Festival's men-only Miller Lite Stag Luncheon in Winchester, VA.

Miller Lite is the Official Beer Sponsor of ZogSports, New Jersey's social sports league club, and sponsor of Miller bar specials, happy hours, contests, and promotions.

Miller Lite was the Official Sponsor of the Pompano Beach Fishing Rodeo, a two-day fishing tournament in Lighthouse Point, FL.

Miller Lite is the Official Beer Sponsor of the Tampa Bay Buccaneers football team and sponsor of special events and spaces like the Miller Lite Party Deck and

the Miller Lite Official Draft Party at Raymond James Stadium in Tampa, FL.

Miller Lite was the Official sponsor of Muskegon Summer Celebration, the 8-day music festival in Muskegon, MI with nightly concerts, carnivals and midway attractions.

Miller Lite was a Gold Sponsor of the 20th Anniversary Winstock Country Music Festival, an outdoor music and camping festival in Winsted, MN.

Miller Lite is Official Malt Beverage sponsor of the Indianapolis 500 and Official Sponsor of Carb Day with musical performances and viewings of practice races, special events on Friday before the Indianapolis 500, hospitality efforts on race day, and sponsor of the Miller Lite Party Deck on Turn 4 at the Indianapolis Motor Speedway in Indianapolis, IN.

Miller Lite was Official Sponsor of the Houston Hot Sauce Festival in Stafford, TX, complete with vendor exhibitions, Live Music, and eating competitions.

Miller Lite is Official Sponsor of the Young Men's Business League (YMBL) Miller Lite Beer Garden at the South Texas State Fair in Beaumont, TX.

Miller Lite was Presenting Sponsor of the Common Ground Music Festival in downtown Lansing, MI.

Miller Lite was Official Beer of Summerfest and Official Beer and Stage Sponsor of the Miller Lite Oasis mainstage with elevated VIP viewing deck at the "World's Largest Music Festival" in Milwaukee, WI.

Miller Lite was an Official Sponsor of Kentucky Derby Festival events including the Kroger Fest-A-Ville on the Waterfront, consisting of live music, family attractions, food, and midway rides, and Chow Wagon entertainment venues on the Ohio River including food and beverage concessions and live music on the Miller Lite Music Stage in Louisville, KY.

Miller Lite was Official Beer Sponsor of the Bellator Mixed Martial Arts Tournament in Newport Beach, CA, and its broadcast on Spike TV cable network.

Miller Lite was sponsor of the Star Plaza Haunted Hotel Halloween Costume Bash, an annual Halloween celebration at the hotel in Merrillville, IN.

Miller Lite was Official Sponsor of the Arlington International Raceway for thoroughbred racing, and the Miller Lite Party in the Park events with Miller beer specials, the Miller Lite Party in the Park Remix Series with live DJs, the Miller Lite Party in the Park Concert Series with live cover bands, and the Miller Lite Party in the Park After Dark events with dancing, music, food and drink specials in Arlington Heights, IL.

Miller Lite is the Official Sponsor of the Colorado Cobras, the Denver, CO minor league football team, including space at selected retail outlets, production of Miller Lite/Colorado Cobra pint glasses, and four official tailgate parties through the season.

Miller Lite was the Official Sponsor of the 5th Annual Paint the Town Red fundraiser to support the Jefferson/Shelby Chapter of the American Red Cross in Birmingham, AL, and the "Supreme Beverage" Sound Stage at the event.

Miller Lite was the Title Sponsor of the 2013 Miller Lite Ocracoke Island 10K, 5K, and 1 Mile races in Ocracoke, NC to benefit the WOVV Ocracoke Community Radio station and the Ocracoke School Athletic Booster Club.

Miller Lite is the Official Sponsor and alcohol provider for the GRSSC in Grand Rapids, MI, supporting physical and social events for Michigan adults.

Miller Lite sponsors the Houston Texans football team, with Title Sponsorship of the Miller Lite Bull Pen Party Deck at Reliant Stadium in Houston, TX.

Miller Lite is the Official Sponsor of Social Sports of Bethesda, a social sports league in Bethesda, MD, and Beer Sponsor of SSB's sponsor bars and league "home bases."

Miller Lite is the Official Sponsor of Riverfest, an Arkansas music & arts festival, and of the Miller Lite-Arkansas Federal Credit Union Amphitheater Stage in Little Rock, AR.

Miller Lite was the Title Sponsor of the Miller Lite Filthy 5K Mud Run, the rugged kick-off event to the Dominion Riverrock festival, and the Ruffwear Dog Wave race for pets.

As one of the Metropolitan Milwaukee Association of Commerce's "Champions of the Community" Miller Lite is the Title Sponsor of one of four Main Entrances, the Southwest Gate, at the BMO Harris Bradley Center.

Miller Lite is Official Sponsor of the Food Lion Speed Street racing event in Harrisburg, NC, featuring introduction to Miller Lite's new "punch-top can," a Q&A and autograph session with Miller Lite sponsored racecar driver Brad Keselowski, and sponsor of the Miller Lite Stage for the Miller Lite Great Taste Music Series.

Miller Lite sponsored of Top Chef: The Ultimate Burger Challenge, a live Grill-Off in St. Louis, MO, with past Top Chef competition show contestants, samples of each chef's dish, and two complementary sponsored beverages.

Miller Lite was the Title Sponsor of the Buc Days Miller Lite Pro PRCA Rodeo in Corpus Christi, TX, featuring three days of bull riding with over 450 riders.

Miller Lite was a Platinum Sponsor of the WE Fest country music festival and event sponsor of the Miller Lite Baggio Challenge cornhole tournament in Lakes, MN.

Miller Lite was the Title Sponsor of the Miller Lite Bull Bash, a bull riding event featuring over 40 bull rides and family friendly activities in Mitchell, SD.

Miller Lite is a sponsor and partner of the xfinity Live! Philadelphia dining and entertainment venue in Philadelphia, PA.

Miller Lite is an Official Sponsor of the New Jersey State Fair and of the Miller Lite Outdoor Entertainment Area for demolition derbies, tractor pulls, and additional outdoor events in Augusta, NJ.

Miller Lite was an in kind sponsor of the Carnegie Arts & Heritage Festival in Carnegie, PA, featuring musical performances, artist exhibitions, family activities, and vendors.

Miller Lite was a Silver Sponsor of The Greg Jennings Celebrity Golf Event at Kalamazoo Country Club in Kalamazoo, MI, benefiting grants focused on youth education in Michigan and Wisconsin communities.

Miller Lite sponsored the Pride Fest Milwaukee LGBT pride parade and festival, and sponsor of the Miller Lite Mainstage featuring musical and comedy performances in Milwaukee, WI.

Miller Lite was an Official Sponsor of the Hayward Area's 64th Annual Musky Festival in Hayward, WI, featuring live music, beauty pageants, sidewalk sales, performances, and family activities.

Miller Lite was a Presenting Sponsor of Country Fest music festival, organized by Chippewa Valley Music Festivals, in Cadott, WI.

Miller Lite is a Corporate Sponsor of the American Hockey League team the Texas Stars in Cedar Park, TX.

Miller Lite is a Corporate Partner of the Major League Soccer Team the Chicago Fire, Exclusive Beer Partner of the Fire, and sponsor of the Miller Lite Party Deck at Toyota Park in Chicago, IL.

Miller Lite is an Official Sponsor and founding partner of the Sacramento River Cats minor league baseball team in Sacramento, CA.

Miller Lite was a Title Sponsor of the Beat LA Pub Crawl, celebrating the Boston Celtics v. Los Angeles Lakers face-off in the NBA Finals. Event held at Ned Devines in Faneuil Hall, in Boston, MA, and featured food and drink specials and free t-shirts from Miller Lite.

Miller Lite is a Presenting Sponsor of The Rhody Basketball Radio Show, live from the Celtic Pub in the Mews Tavern in Wakefield, RI. The Rhody Show is the official men's basketball broadcast for the University of Rhode Island on WHJJ 920 AM.<sup>35</sup>

Miller Lite was a Gold Sponsor of Albuquerque Pride, the LGBT pride parade and festival held in Albuquerque, NM.

Miller Lite was a Major Sponsor of 35 Denton, the annual 4-day music festival held in downtown Denton, TX.

Miller Lite is Official Sponsor of the Duluth Bass Club in Duluth, MN, the largest bass club in northeastern MN.

Miller Lite is Official Sponsor of the Detroit Tigers professional baseball team, including sponsorship of the Official Detroit Tigers Fan Club featuring Miller Lite Benefits, and the Miller Lite Upper Lounge at Comerica Park in Detroit, MI.

Miller Lite is the Official Sponsor of the Illinois Motorcycle Dealers Association (IMDA) Springfield Mile, TT, and Short Track races at the Illinois State Fairgrounds in Springfield, IL.

Miller Lite was Title and Presenting Sponsor of the WEEI Miller Lite "Basketball Shot" Contest consisting of four live qualifying events conducted by the WEEI station at North Star bar, The Greatest Bar, Sullivan's Tap, and Hurricane O'Reilly's in Boston, MA, a Semi-Final Event at The Harp in Boston, MA, and a Grand Prize Event at a Boston Celtics Game at TD Garden in Boston, MA, all consisting of tournaments to see who can make the most baskets in a 60-second time period.

Miller Lite was Title Sponsor of the 35th Annual Indian Hills Foundation Golf Tournament, providing student scholarships to Indian Hills Community College in Ottumwa & Centerville, IA.

Miller Lite was Sponsor of the ShamrockFest St. Patrick's Day Festival in Washington, D.C. that includes nine music stages, tented party areas, beer stations, bar-game areas, athletic competitions, crafts, food, and drink markets, and more.

Miller Lite was Official Sponsor of Great American Volleyball, a national beach volleyball tour for youth and adults.

Miller Lite was Official Sponsor of the 4-day Bonnaroo festival of music, art, comedy performances, and dancing in Manchester, TN.

Miller Lite was a Gold Sponsor of the 2013 United Cerebral Palsy of Land of Lincoln telethon to raise support funds for services for children and adults with disabilities.

Miller Lite is an Official Sponsor of the NFL Philadelphia Eagles football team, including Official Beer Sponsor of the Eagles, and sponsor of the Miller Lite Phlite Deck at Lincoln Financial Field in Philadelphia, PA.

Miller Lite was Official Sponsor of the Thirsty Thursday/\$1 Beer Night and accompanying musical performances for the San Angelo Colts, professional baseball team of the United Baseball League based in San Angelo, TX.

Miller Lite was Official Sponsor of the Bay Side Music Show at the National Cherry Festival in Traverse City, MI.

Miller Lite is Official Co-Sponsor of the Regions Field scoreboard at the minor league baseball ballpark in Birmingham, AL.

Miller Lite was Major Sponsor of Atlanta's ONE MusicFest held in Atlanta, GA, including ticket packages featuring cocktail and bottle deals.

Miller Lite was Official Sponsor of the 2013 San Jose Pride LGBT pride parade and festival in San Jose, CA.

Miller Lite is Official Sponsor of Jimmy Buffett Night and Miller drink specials at Fielders Stadium in Zion, IL.

Miller Lite was Official Beer Sponsor of the Casino Del Sol All Star Game for college football at Kino Veterans Park in Tucson, AZ.

Miller Lite sponsored the WBCA Stars and Stripes Air Show Spectacular at the Laredo International Airport in Laredo, TX in honor of the 116th Washington's Birthday Celebration.

Miller Lite was Cocktail sponsor of the Greater Buffalo Sports Hall of Fame 22nd Induction Ceremony in downtown Buffalo, NY.

Miller Lite is Official Beer Sponsor of the San Antonio Scorpions minor league soccer team based at Toyota Field in San Antonio, TX. Sponsorship includes the Miller Lite Beer Garden at the south end of Toyota Field and placement of the Miller Lite logo on all team jerseys.

Miller Lite is Official Malt Beverage Partner of the Chicago White Sox, with sponsorship including in-game advertising, exclusive category rights to White Sox name and logos, presence in team publications, sponsorship of the Miller Lite Bullpen Sports Bar and the Miller Lite Bullpen Party Porch at U.S. Cellular Field in Chicago, IL, and participating sponsorship of SoxFest.

Miller Lite is Official Partner of the Richmond International Speedway in Richmond, VA, including sponsorship of the Miller Lite Richmond Race Experience Sweepstakes, Miller Lite Ultimate Tailgate events, and the Miller Lite Party Zone.

Miller Lite is Official Sponsor of the Talladega Superspeedway and of the Miller Lite Infield Track Bar in Lincoln, AL.

Miller Lite was Sponsor and "Fun Beverage" supplier of the Montana Raceway Park 2012 season in Kalispell, MT.

Miller Lite was an Event Sponsor for the Towson Town Spring Festival in Towson, MD, consisting of live music and beer gardens, food vendors, carnival rides, live performances, and kids entertainment.

Miller Lite is Official Sponsor of the Irie Radio station Ocean 98.1, based in Ocean City, MD.

Miller Lite was Official Sponsor of the 2013 Truck Night at Yankee Lake including monster truck and mega truck events, tug-o-war challenges, tractor pulls and prize raffles at Yankee Lake in Brookfield, OH.

Miller Lite is Official Sponsor and Partner of the Kansas City Power & Light District entertainment area with shops, restaurants, bars, and live entertainment venues located in Kansas City, MO.

Miller Lite is Participating Sponsor of Oktoberfest Zinzinnati in Cincinnati, OH, the "largest Oktoberfest celebration in the country,"<sup>36</sup> consisting of German food, live music, and dancing.

Miller Lite is a Major Sponsor of the Brown County Fair, including livestock showing, tractor pulls, talent shows, demolition derbies, and more in Aberdeen, SD.

Miller Lite is a Participating Sponsor of the Taste of Cincinnati, "the nation's longest running culinary arts festival"<sup>37</sup> in Cincinnati, OH.

Miller Lite is an Official Sponsor of the Social Sports of Arlington adult sports club, with Miller Lite specials served at sponsor restaurants around Arlington and at the league's "home base."

Miller Lite is an Official Sponsor of Festa Parties, including premium sponsorship of events including The Twelve Bars of Xmas, BreadQuest, Cover Your Bases, and Everyone Gets Lei's, in Chicago, IL.

Miller Lite was the Title Sponsor of the Miller Lite Ultimate NASCAR Experience, the FM 100.7 KSLX contest for four tickets to the NASCAR Sprint Cup Series Race at Phoenix International Raceway, four tickets to the Perch Hospitality Suite at the Raceway, and one parking pass for the day of the race in Phoenix, AZ.

Miller Lite is the Official Sponsor of Camp and Brew, a 5-day camping event with community activities and viewing of the Indianapolis 500 NASCAR Race in the "Coke Lot" near the Indianapolis Motor Speedway in Indianapolis, IN.

Miller Lite is the Official Sponsor of the Superjam KSHE weekly live radiobroadcast and rock show at the House of Rock in St. Louis, MO.

Miller Lite was an Official Sponsor of the 1st Annual Ride to End Dogfighting with Milwaukee Harley Davidson, to benefit End Dogfighting programs in Milwaukee, Chicago, and Detroit, with prizes for participants including bike giveaways in Milwaukee, WI.

Miller Lite was Title Sponsor of the Miller Lite Carolina Panthers Weekend Warrior Flag Football Tournament hosted by the NFL Carolina Panthers at Bank of America Stadium and the team's practice fields in Charlotte, NC, with proceeds benefiting Carolina Panthers Charities.

Miller Lite is an Official Sponsor of the Henderson Waterday Street Market, a 500 space, once per summer month, market for antiques and collectibles with a farmer's market, food court, beer garden, street performers and live music in downtown Henderson, NV.

Miller Lite was the "Kingpin Sponsor" of the No Experience Necessary Bowling Tournament held at AMF Alpha Lanes in Webster, TX, a 40-team bowling tournament complete with food and drink, and door prizes.

Miller Lite is Title Sponsor of the National Softball Association B/C Miller Lite/TPS Classic for NSA-approved softball teams at Rivershore Sports Complex in Hebron, KY, with prizes for winners including travel money, Miller Lite t-shirts, and sponsor plaques.

Miller Lite was Official Sponsor of the Zehnder's Snowfest Warming Tent at Zehnder's Snowfest 2013, a winter festival of snow carving and sculpting contests for youth and adults in Frankenmuth, MI.

Miller Lite was Title Sponsor of the 2011 Miller Lite Open Racquetball Tournament at the Athletic Club of York, PA.

Miller Lite was Grand Sponsor of the Naperville Exchange Club's Ribfest, with live music, food, family carnival attractions, and fireworks located at Knoch Park in Naperville, IL, with proceeds going to help prevent child abuse and domestic violence.

Miller Lite was Official Sponsor of the American Advertising Federation of Lincoln, including the events 2011 Sands-Serif Showdown and the 2011 and 2012 Winterfest Ales & Auction Glass in Lincoln, NE.

Miller Lite is Official Sponsor of the Baltimore Sports and Social Club Dodgeball league, with Miller Lite drink specials at supporting bars and restaurants in Baltimore, MD.

Miller Lite was a Premier Event Sponsor of the 65th Annual Grundy Corn Festival with art, photo, and handicraft and hobby shows in Morris, IL.

Miller Lite was Corporate Sponsor of the Georgia BBQ Championship, a BBQ cook-off in GA consisting of a cash prize, trophy, and bragging rights to the winning BBQ team.

Miller Lite was corporate sponsor of Medford's Independence Day Fireworks and Official Sponsor of the Beer Garden, organized by the Medford Celebrates Foundation in Medford Township, NJ.

Miller Lite was Official Sponsor and Corn Roast Beer Garden Sponsor of the Hometown Festival Days, an old-fashioned street celebration organized by the Crossroads Chamber of Commerce on the Crown Point square in Crown Point, IN.

Miller Lite was Presenting Sponsor of the 2013 34th Annual Superseal Slinger Nationals racing event at Slinger Speedway in Slinger, WI.

Miller Lite was a sponsor of the Miller Lite Oasis performance space at the African World Festival held at Henry Maier Festival Park in Milwaukee, WI.

Miller Lite was an Official Sponsor of Throttle Thursdays with Miller Lite, presented by radio station 1620 the Zone and held at Dillon Brothers Harley Davidson in Omaha, NE on the first Thursday of every month. Throttle Thursdays consist of live music, grilled food, and beer specials.

Miller Lite sponsored the 2013 Cleveland Golf/Srixon Pro-Scratch Invitational at Angel Park Golf Club in Las Vegas, NV for professional and pro-scratch amateur golfers.

Miller Lite was Official Sponsor of The Summer Kick-off Fest at Dave and Buster's Dockside in Philadelphia, PA, serving as the kick-off to the Summer Concert Series at Dave and Buster's.

Miller Lite was Official Sponsor of the 4th Annual INDIE-pen-DANCE Party on July 4th, featuring live musical and DJ performances, free BBQ and free Miller Lite at Beauty Bar in Las Vegas, NV.

Miller Lite was an Official Sponsor of the 2012 Bar Olympics at Joe's Bar & Grill and York's Landing in South Haven, MI, featuring a tournament for teams of four competing in bar games that include Beer Pong, Bags/Corn-Hole, Flip Cup, Darts, Pool, and Trivial Pursuit for a chance to win VIP tickets to a Detroit Red Wings NHL game in Miller Lite's Box seats at Joe Louis Arena in Detroit, MI.

Miller Lite was the Safeway Sponsorship Partner of the annual Safeway Waterfront Blues Festival at the Tom McCall Waterfront Park in Portland, OR.

Miller Lite is an Official Sponsor of "America's Favorite Biker Band" Rick Magee & the Roadhouse Rockers.

Miller Lite was Official Sponsor of the Ohio Celtic Festival, a three-day family festival showcasing authentic Irish and International foods, activities, and culture including live music and dance performances and art and food vendors at the Lake County Fairgrounds in Painesville Township, OH.

#### **MILLER GENUINE DRAFT AND MILLER GENUINE DRAFT 64**

Miller Lite was Official Sponsor and event partner of Jam Productions, Ltd., an independent producer of live entertainment in Chicago, IL.

Miller Lite was Title Sponsor of the MGD Get Fresh Tour, a three-city hip hop concert tour in Chicago, IL, San Francisco, CA, and Los Angeles, CA, and an all-access video series of artist interviews and performance clips.

Miller Lite was Title Sponsor of the 2011 National Tractor Pullers Association Regional National Miller Genuine Draft Showdown Truck & Tractor Pull at the Anoka County Fair in Anoka, MN.

Miller Lite is the Official Sponsor of the "biker band" Rick Magee & the Roadhouse Rockers

Miller Lite is the Gold Sponsor of the Alaskan State Fair and event sponsor of the AT&T Concert Series in Palmer, AK.

Miller Lite was the Official Beer of Summerfest and Official Beer and Stage Sponsor of the Miller Lite Oasis main stage with elevated VIP viewing deck at the "World's Largest Music Festival" in Milwaukee, WI.

Miller Lite was Gold Sponsor of the Summerfest Rock n' Sole Run, consisting of a Half Marathon, Quarter Marathon, and 5K run in Milwaukee, WI, with net proceeds benefiting Ronald McDonald House Charities Eastern Wisconsin and the Summerfest Foundation.

Miller Lite was Partnering Sponsor of the Metro PCS Dallas Marathon held in Dallas, TX, benefiting the Texas Scottish Rice Hospital for Children.

Miller Lite was Official Sponsor of the First Annual BirkieTour, an untimed cross-country ski event on the Birkie Classic Trail and the American Birkebeiner Trail, starting at Telemark Resort and ending at Hatchery Creek Park in Hayward, WI.

Miller Lite was Event Sponsor of the La Porte By the Bay Half Marathon and after party in La Porte, TX to benefit The Bridge Over Troubled Water to prevent domestic and sexual assault.

Miller Lite was Official Sponsor of the Toughest 10K Galveston in Galveston, TX, benefiting Kids on the Move.

### **MODELO ESPECIAL**

Modelo Especial is sponsor to Dempsey, a US Men's National Soccer Player. "Modelo Especial is featuring Dempsey in a national sweepstakes offering soccer fans a chance to win a soccer trip of a lifetime."<sup>38</sup>

Modelo Especial was sponsor of the 2013 NYC Wine and Food Festival and Oyster Bash.

Modelo Especial was sponsor of the 2012 Oakley Skull Cap tournament. During this event Modelo not only was supplying beverages, Modelo offered a sponsored hole at each tournament.

Modelo Especial sponsored 2012-2013 NYC quintessential free outdoor summer concert series

Modelo Especial sponsored the Food Network's 2010 Count Down to Cinco de Mayo to honor the traditional Mexican holiday.

Modelo Especial sponsored the 2012 Hudson River Park's Blues BBQ, "Hudson River Park's annual Blues BBQ Festival brings the best Blues bands from across the country together with the finest New York City BBQ restaurants for a

fantastic summer day on the river. This feast for your senses brings you the sights, sounds, smells and tastes of a true southern BBQ experience.”<sup>39</sup>

Modelo Especial sponsored the 2010 Pismo Clam Festival. “This festival, organized by the Pismo Beach Chamber of Commerce, attracts more than 15,000 people annually.”<sup>40</sup> Modelo provided the beverages to be on tap at the festival.

#### **NATURAL ICE**

No Sponsorships

#### **NATURAL LIGHT**

No Sponsorships

#### **PABST BLUE RIBBON (PBR)**

At the beginning of 2012, Pabst Blue Ribbon signed a three year deal to become an official sponsor of the Professional Bull Riders. They will also sponsor a Pabst Blue Ribbon Bull Award, handed out to the top scoring bull at each stop on the 29-event Built Ford Tough Series. “At eight tour stops, PBR will host an in-arena ‘Pabst Party Zone’, where fans who are chosen via text-to-win and other sign-up opportunities will receive backstage access, upgraded seating and rider meet-and-greets.”<sup>41</sup>

Pabst Blue Ribbon is a sponsor of the Power Born Rebellion band. Both are known by their initials, PBR. The Rock & Roll band founded in 2010 is from Murrells Inlet, SC

Pabst Blue Ribbon is a sponsor of the RVA Beard League. The RVA Beard League is a “facial hair club” in Richmond, VA, which focuses on social activities and community service. Members participate in local volunteer and fundraising activities as well as travel around the country to support other clubs’ “charity beard competitions.” Organization members also get together monthly for Pub a Night.

In 2012 and 2013 Pabst Blue Ribbon was the title sponsor of the Philadelphia RPS City League Championship Series, a series open to any person at least 21 years of age or older. The top 64 competitors qualify to compete in the Philadelphia RPS City League Championship.

In 2012 and 2013, Pabst Blue Ribbon joined the Atlantic Cup, an international sailing event held in Newport, RI, as its official Beer Sponsor. This included an onsite presence at the conclusion of each leg of the competition rewarding teams with Pabst when they finish each offshore leg and in Newport the winning teams will be sprayed with a ceremonial PBR bath.

In March of 2013, Pabst Blue Ribbon sponsored the 5th Annual women's Pudding Wrestling Massacre in Pittsburgh, PA.

Pabst Blue Ribbon has been West Potomac's, the 2nd oldest active rugby club in Washington, D.C., premiere sponsor since 2006. "Spring of 2010 saw the inaugural Captain Pabst Cup Rugby Tournament that brought together PBR-sponsored clubs from the area in a friendly end-of-season blowout. In addition to PBR, other Pabst products have made cameo sponsorship appearances with West Potomac, including the infamous Montreal 2011 tour jerseys that proudly sported the Schlitz Blue Bull."<sup>42</sup>

In May of 2013, Pabst Blue Ribbon signed on as a sponsor of Upstart Punk Rock Radio. Upstart Punk Rock Radio is a punk rock program that delivers an hour of free punk rock programming each week, featuring old school, and new school punk rock on the "Upstart Punk Rock Radio podcast", which can be accessed through the radio or a computer. It is broadcast from the "punk penthouse located in the cellar of Crash Murphy's Tenement in New York City."<sup>43</sup>

Pabst Blue Ribbon is the official beer sponsor of skeeBOSTON, a Boston based SkeeBall League.

Pabst Blue Ribbon was one of the sponsors of the 2011 and 2012 Boston Tattoo Convention that takes place in Boston on Labor Day weekend.

Pabst Blue Ribbon was the official beer sponsor of the 2013 Masters of Beer Pong tournament in Las Vegas, NV on July 1-3, 2013. The three day event included the beer pong games with a cash prize for the winner along with event parties at the casino.

Pabst Blue Ribbon was the official beer sponsor of the Iron Man Football League in 2010. The Iron Man Football League is an 18-plus semi-professional league that takes place in Illinois and Wyoming. For that season, PBR's logo appeared on their website and other promotional items.

Pabst Blue Ribbon became the official beer sponsor of NoDA Nights in 2011. NoDA Nights "specializes in showcasing art, entertainment, nightlife, events, restaurants & local businesses in the NoDa neighborhood in Charlotte, NC."<sup>44</sup> The website also allows viewers to search for events in the area.

Pabst Blue Ribbon is a sponsor of the Southern Oregon Roller Girls. As part of the sponsorship, beer cozies, along with hats, t-shirts and stickers are distributed at halftime. Southern Oregon Roller Girls is a nonprofit roller derby league.

Pabst Blue Ribbon is a sponsor of the Wisconsin Hurling League formally known as the Hurling Club of Madison. There are four teams that play in the league with games throughout Wisconsin.

Pabst Blue Ribbon is a sponsor of the Slow Rollers Bicycle Club Lake Tahoe. The club is social and organizes events and sells merchandise to promote riding bicycles and to support a local charity aimed at providing bikes to underprovided children. The club is located in South Lake Tahoe, CA.

Pabst Blue Ribbon is a sponsor of the Central Oregon's Sportsman Show. The show will take place March 6 – 9, 2014 in Redmond, Oregon. The show features gear for outdoor sports and includes a boat show and RV sale. There are also vendors selling fishing, camping, and hunting equipment and clothing.

Pabst Blue Ribbon is the official sponsor of the White River Rugby Football Club in Carmel, Indiana. The sponsorship helps with such things as match expense costs, equipment, and jerseys.

Northern Virginia Eagles Rugby League Club in Vienna, VA (practice) and Nokesville, VA (games). They play teams all along the East Coast.

Pabst Blue Ribbon is "Coma" level sponsor, the highest sponsorship level, of the Rose City Rollers in Portland, Oregon. The Rose City Rollers is a women's roller derby league made up of about 400 women. They include seven teams and a youth league. They also support different area charities every quarter.

Pabst Blue Ribbon is a "Grand Slam" sponsor of the Ft. Wayne Derby Girls, an all-women's roller derby team in Ft. Wayne, IN. The "Grand Slam" sponsorship includes an ad in all of the programs, a banner hung at game venues, announcements at the games, the logo flashed on the Jumbo screens, 10 season tickets, and the logo added to the sponsorship section of the website.<sup>45</sup>

Pabst Blue Ribbon is a sponsor of the Tahoe Cup, a paddle boarding and standup paddle boarding race series. The event took place on September 15, 2013 from Camp Richardson, CA to Kings Beach, CA.

Pabst Blue Ribbon was a sponsor of the Oakley Big Bass Tour. The fishing competition took place September 28-29, 2013 in Lake Murray, SC and cash prizes were awarded for first through fifth place winners.

Pabst Blue Ribbon was a sponsor of the Wildwood Tattoo Beach Bash that took place August 16-18, 2013 in Wildwood, NJ. The tattoo convention includes "major national tattoo artists, live tattooing, a traveling tattoo museum, contests, and so much more."<sup>46</sup>

Pabst Blue Ribbon was a sponsor of the East Coast Classic in Wildwood, NJ. The scooter rally included rides, parties, raffles, music and DJs. The event took place on May 31 - June 2, 2013.

Pabst Blue Ribbon was a sponsor of the 2013 Nelsonville Music Festival, May 30- June 2, 2013 in Nelsonville OH. The music festival includes live music on multiple stages, "camping on site, kids' activities, local art vendors, food, and a beer garden."<sup>47</sup>

Pabst Blue Ribbon is a sponsor of the Washington Renegades Rugby Football Club. The club is a Division III rugby team located in the District of Columbia.

Pabst Blue Ribbon is a Senior Sponsor of the Raging Bull men's adult amateur baseball team in St. Louis, MO. The team plays in several different area leagues.

Pabst Blue Ribbon sponsored Record Store Day at SMASH! on April 16, 2011. Record Store Day is a day "independently owned record stores come together with artists to celebrate the art of music."<sup>48</sup>

Pabst Blue Ribbon sponsors the Arch Rivals, a roller derby league in St. Louis, MO. The league organizes raffles during home games and donates all of the proceeds to charities.

Pabst Blue Ribbon was a "RHIZOME" sponsor, a lower level sponsor, of the Central Oregon Beer Week. The event took place May 20 - 27, 2013 in Bend, OR. Twenty local craft beer breweries took part in the weeklong event.

Pabst Blue Ribbon was a sponsor for the 2012 Grove Fest on Oct 6, 2012 in St. Louis City, MO. The event is a street party that includes live music, games, beer, food, and live art.

Pabst Blue Ribbon was a sponsor for the Ocala Pumpkin Run. This classic car show took place October 25-27, 2013 in Ocala, FL. In addition to showcasing cars, the event includes local bands, demonstrations, and children's activities.

Pabst Blue Ribbon sponsors the Gallatin Roller Girlz. The Gallatin Roller Girlz is Southwestern Montana's women's amateur roller derby league located in Gallatin County, MT.

Pabst Blue Ribbon sponsors the Atlanta Old White Rugby Club, a men's rugby team located in Atlanta, GA.

Pabst Blue Ribbon is a sponsor of the Seattle Thunderbirds ice hockey team located in Seattle, WA. The team is part of the Western Hockey League, which has teams in Canada, Oregon, and Washington. Players for the Seattle Thunderbirds compete until they graduate from high school and are encouraged to attend college locally.

Pabst Blue Ribbon was a sponsor for the Cycle Messenger World Championship in Chicago, IL August 2-5, 2012 in Chicago, IL. The event is an urban

cycling competition. Most of the competitors are bike messengers from across the globe.

Pabst Blue Ribbon was a sponsor for the Rose City Round-up held on June 14-15, 2013 in Portland, OR. The Rose City round-up is a Hotrod car show. All proceeds from the show went to Outside Inn, an organization that helps youth who are living on the street.

Pabst Blue Ribbon was a sponsor of the 2013 Brooklyn Hip-hop Fest in Brooklyn, NY, July 10-13. The event included onstage performances, “panel discussions, exhibitions, parties, an award show and a family-friendly block party.”<sup>49</sup>

Pabst Blue Ribbon was a presenting sponsor of the L5P Halloween Festival and Parade on October 15-16, 2010. The events take place in Atlanta, GA’s commercial district. The festival includes food and drinks sold by vendors, artists, and live music.

Pabst Blue Ribbon is a sponsor of the Pabst Pond Hockey Tournament taking place February 14-16, 2014 in Silverthorne, CO. Approximately 125 teams play the tournament. “Each team is asked to provide a \$10/player donation to the Colorado youth sports charities who volunteer to help at the tournament.”<sup>50</sup> There is a cash Pabst bar for those who are watching the games and players receive free Pabst.

Pabst Blue Ribbon was a sponsor for the Ride and Rally against Cancer on June 23, 2013. The event was a motorcycle ride to raise money for the Andrea Lynn Cancer Fund, an organization that financially helps families affected by cancer diagnoses.

Pabst Blue Ribbon was a “Friendship Sponsor,” a sixth level sponsorship, for the Angels in Disguise Charity Golf Scramble. This event is a golf tournament that raises money for the nonprofit Angels in Disguise. Angels in Disguise is an organization that raises awareness about Down’s syndrome. The golf tournament also included a fundraising campaign, Celebrity Concert and Charity Auction Gala.

Pabst Blue Ribbon was a sponsor of Party in the Park, “Ohio’s largest free music festival.”<sup>51</sup> The event took place on July 19-21 in Painesville, OH and included live music, vendors, a “Family Fun Zone,” and other activities.

Pabst Blue Ribbon is a “PetaByte,” the highest level of sponsorship, of the Silicon Valley Roller Girls. This roller derby league is located in Silicon Valley, CA.

Pabst Blue Ribbon was a sponsor of the Fancy Dress Party in Minneapolis, MN on April 13th 2013. The event took place at a pub beginning at 9 PM and featured several live performances.

## **SAMUEL ADAMS BEER**

Samuel Adams was a Featured Brewery Sponsor for the Great American Beer Festival that took place on October 10-12, 2013 in Denver, CO. The festival includes a private competition, unlimited one-ounce samples, beer and food seminars, and merchandise booths. Tickets are \$65-\$75 dollars.

Samuel Adams will be one of the sponsors and the official beer sponsor of the December 7, 2013 Surf n Santa 10 Miler and 5K which took place in Virginia Beach, VA. Coupons and special offers from the race sponsors were available in a virtual goody bag for all participants. There was also be a post-race party at the Virginia Beach Convention Center.

Samuel Adams has been a long time sponsor of the Boston Marathon. In 2013 it was the official beer sponsor of the 117th Boston Marathon. Samuel Adams was also set to be a presenting sponsor of the Boston Marathon Post Race Party.

Oktoberfest Zinzinnati, taking place in Cincinnati, is the "largest Oktoberfest celebration in the country and the second largest in the world."<sup>52</sup> Samuel Adams is a presenting sponsor. In addition to providing beer for the event, Samuel Adams will be hosting a Stein Hoisting Championship, a challenge to drink the contents of the stein.

The Smoking Stangs Laconia was a 3-day car show specifically focused on Mustangs and sponsored by Samuel Adams in September of 2012 in Laconia, NH.

In April of 2013, Samuel Adams announced that it had signed on as the new team sponsor of the Charlotte Hounds, a Major League Lacrosse (MML) team. Elements of the category-exclusive partnership include signage, promotions, tastings, print and social media. Fans who are 21 and over will be able to buy Samuel Adams Boston Lager and Sam Adams Light at all home games.

Samuel Adams was the official beer sponsor of the 2012 Charles River Center Road Race. The race was a 5K race and 1 mile walk which took place October 6, 2013. The host of the race, the Charles River Center, is a nonprofit social service agency that provides advocacy and services to individuals with autism and their families.

Sam Adams was a sponsor of the Massachusetts's Major League bocce in 2013. During the 2013 season, every time someone ordered a pint or bottle of the sponsor beer, Sam Adams, at the sponsor bar the person got a ticket from the bartender or server. They then are able to write their team name on that ticket for a gift certificate raffle. At the end of the season, the tickets are counted and the team with the most tickets wins a VIP brewery tour at Sam Adams.

Samuel Adams sponsored free stand-up comedy every Wednesday during the

summer of 2013 at Rembrandt's Restaurant and Bar in Philadelphia.

Samuel Adams was one of the many sponsors of the National Cherry Festival, which took place in Traverse City, Michigan on June 29 through July 6, 2013. The festival included parades, over 150 family events, and entertainment.

Samuel Adams was a t-shirt sponsor for the Big Tap In, a craft beer festival in Boardman, Ohio on April 20, 2013. The event benefits benefit Making Kids Count, Inc.

Samuel Adams is a sponsor for New England Patriots Fans of North Carolina, a fan club of the New England football team for those living in North Carolina. Fans watch the football games in a in Raleigh, NC bar which offers game day food and drink specials, including Sam Adam's, to fans. There are also weekly raffles, fundraisers for local charities and an e-mail list for other event updates.

Samuel Adams was a sponsor of the Seacoast Firefighters Pub Tour in Boston, MA on September 21st, 2013. The pub-crawl included over thirteen pubs in downtown Boston. The Boston Firefighters Burn Foundation benefits from a portion of the proceeds.

Samuel Adams was a sponsor of the World Brewing Congress which took place in Portland, OR July 28-August 1, 2012. The event "offers access to the latest brewing science and technology"<sup>53</sup> and included presentations, workshops, exhibits, and networking sessions.

Samuel Adams was a 2011 Presenting Sponsor of the Taste of Arlington, which took place on May 22, 2011 in Arlington, VA. Approximately 15,000 people attended the festival, which included tastings of food and drink from local restaurants, children's activities, and other local entertainment. Proceeds are donated to community non-profits each year.

Samuel Adams was a 2013 sporting sponsor for the Delta Classic Chastain at the Chastain Park Amphitheater in Atlanta, GA. Sponsorships include "on-site marketing, media exposure, exclusive ticket access and private venue parties."<sup>54</sup>

Samuel Adams was a sponsor of the Savannah Craft Brew Fest in Savannah, GA on August 31, 2013. General Admission tickets consist of two-ounce unlimited sampling of beers, food, cider, seminars, and music.

Samuel Adams was a sponsor of the 2013 Lake Superior Dragon Boat Festival August 23-24 in Superior, WI. The festival surrounds a dragon boat racing competition. After the competition an awards ceremony is held with food and music. All proceeds go to local charities.

Samuel Adams was a 2010 Presenting Sponsor of the Sean McDonough

Charitable Foundation. The foundation raises money for children's charities in Massachusetts. Funds are given out through an application process. Part of the Samuel Adams sponsorship was the Sam Adams Celebrity Draw Party and Auctions event.

Samuel Adams was the Official Beer Sponsor of the Taste of Provincetown. The event took place in Provincetown, MA on July 20, 2013. The event features food and drink from local restaurants and breweries.

Samuel Adams Boston Logger was the Official Beer sponsor of the Silver Oak Jumper Tournament in Hampton Falls, NH August 7-11, 2013. In addition to the competition there were food and other vendors as well as events such as a meet and greet to talk with some of the riders.

## **TECATE**

Tecate sponsored the Toyota Grand Prix of Long Beach. It was the Official Beer Sponsor and exclusive malt beverage provider of the Izod IndyCar series Toyota Grand Prix of Long Beach "three day festival of speed" racing event for the Champ Car Series and IndyCar Series, as well as discounts on multi-day passes to the event in Long Beach, CA.<sup>55</sup>

Tecate sponsored Tecate Light Thunder Thursday, a "free view" of racing activities from the Toyota Grand Prix along Pine Avenue in Long Beach, CA, along with special beer promotions at neighboring participating bars, Cadillac Kings Car Show, live music and Motocross exhibitions.

Tecate sponsored 95 fight cards in 2011 alone. Tecate is an official sponsor of Professional Boxing matches across the United States, including Pacquiao v. Marquez on December 8, 2012 in Las Vegas, NV, Mayweather v. Ortiz in Los Angeles, CA, Pacquiao v. Berrera in Las Vegas, NV, Marquez v. Vasquez in Los Angeles, CA on May 22, 2010, and Pacquiao v. Margarito on November 13, 2010

Tecate sponsors Professional Boxing HBO and Showtime Pay Per View events, including Pacquiao v. Marquez on December 8, 2012 in Las Vegas, NV, Mayweather v. Ortiz in Los Angeles, CA, and Pacquiao v. Berrera in Las Vegas, NV.

Tecate sponsored Tecate K.O. Boxing Club, the Las Vegas, NV pre-party for the Pacquiao v. Marquez professional boxing match on December 8, 2012.

Tecate is the official sponsor and founding partner of the Sacramento River Cats minor league baseball team in Sacramento, CA.

Tecate is the Official Sponsor of the Fight Club OC, "the fight capital of So Cal,"<sup>56</sup> a professional boxing venue.

Tecate was the 2011 Official Beer Sponsor of the International Boxing Hall of Fame, including Hall activities such as the 22nd Annual Hall of Fame Weekend in Canastota, NY and a variety of other programs throughout the year.

Tecate sponsored the Tecate Friday Night Fights Studio on ESPN's Spanish and English-language TV networks, online, and on radio, and weekly Friday Night Fights telecasts on ESPN2 and ESPN Deportes. Sponsorship includes advertisement space and integration of Tecate's "Con Character" branding.

Tecate sponsored Tacos and Tequila PBR Finals Party, the celebration event of the PBR, Inc. World Finals at the Tacos and Tequila bar at the Luxor Hotel and Casino in Las Vegas, NV. Sponsorship includes the Tecate Light mechanical bull, autograph signing with professional bull riders, giveaways from the Tecate Chicas, and Tecate beer specials.

Tecate sponsored the PUMA Riddim + Run Event to benefit Nashville charity Soles4Soles, which collects and redistributes gently used shoes to those in need. The party requires guests and celebrities to bring one pair of shoes to Siren Studios in Hollywood, CA for donation.

Tecate was a sponsor of the Cinco de Mayo Denver festival at the Civic Center Park in Denver, CO, including a parade, food and merchandise vendors, live entertainment and the Tecate Light "Ring Girls."

Tecate sponsors Score International Off-Road Racing, including annual races like the Tecate Score San Felipe 250, Tecate Score Baja 500, Tecate Score Baja 1000, and Tecate Score Baja 2000.

Tecate sponsored the 24th Hispanic Heritage Awards held on September 29, 2010, as well as the award for excellence for soccer star Cuauhtemoc Blanco and a post reception for honorees and invited guests at The Kennedy Center in Washington, D.C.

Tecate was the official sponsor of the 2013 Musink Festival at the Orange County Fair and Exposition Center in Costa Mesa, CA, including daily tattoo contests, live music, Miss Musink Contest, and skate demos.

Tecate was a sponsor of a Meet & Greet with Mexican celebrity Don Cheto and boxer Brandon Rios at the Vallarta Supermarket in San Fernando, CA.

Tecate sponsors the Tecate Hare Scrambles motorcycle race hosted by the Los Ancianos Motorcycle Club in San Diego, CA, including multiple male and female races and campgrounds.

Tecate sponsors the Tecate Fight Night at Quicktrip Park event in Grand Prarie, TX, with seven boxing fights between local Texas boxers.

Tecate sponsored the 2010 Mexican Independence Day Boxing series, featuring three fights among prominent Hispanic boxers in Houston, TX, Las Vegas, NV, and Los Angeles, CA. As the primary sponsor, Tecate will conduct radio promotions for the events, a 50-ticket giveaway, and special point-of-sale displays.

Tecate was a Gold Sponsor of CASI, the Chili Appreciation Society International, Inc., at the Terlingua International Chili Championship chili cook-off.

Tecate was a sponsor of Tecate Light Fiesta Friday, with live music, the Miss Tecate Light Toyota Grand Prix of Long Beach Competition, and beer discounts at the Toyota Grand Prix of Long Beach in Long Beach, CA.

Tecate sponsors the Professional Bull Riders, Inc. (PBR) Tecate Light Invitational at the Honda Center in Anaheim, CA, along with 23 other events, as part of the Built Ford Tough Series, and tie-in with the PBR's Annual Fan Fest.

Tecate sponsors Cinco de Mayo Denver festival at the Civic Center Park in Denver, CO, including a parade, food and merchandise vendors, live entertainment and the Tecate Light "Ring Girls."

## **BOURBON**

### **JACK DANIEL'S WHISKEY**

Jack Daniel's Whiskey sponsored the Jack Daniel's Bike to Jack and Back in 2013. "The Bike MS: Jack Daniel's "Bike to Jack and Back" starts in Franklin, TN and finishes in Lynchburg. The National MS Society and local sponsors will provide rest stops with refreshments every 10-12 miles, supplies along the route, support and gear vehicles, bike mechanics and medical staff throughout the weekend."<sup>57</sup>

Jack Daniel's Whiskey sponsored The Professional Bull Riders. "Title sponsorship of the nationally televised Built Ford Tough Series event. The partnership will also include PBR Fan Zones and promotions with PBR riders at local Jack Daniel's retail partners. Jack Daniel's also awards one PBR rider each year with a custom barrel of Jack Daniel's through its rider vest patch program."<sup>58</sup>

Jack Daniel's Whiskey sponsored the Professional Bull Rider Built Ford Tough Series, 2012-2013: "The Top 35 bull riders in the world compete against the fiercest bucking bulls on the planet, providing two hours of thrills and spills guaranteed to keep you on the edge-of-your-seat and your heart pounding. The

highest-paid bull riders in the world are not only competing for the coveted Championship Buckle, but also the \$1 million bonus awarded to the winner.”<sup>59</sup>

Jack Daniel’s Whiskey sponsored the 2013 Nissan Motorsports in Austin, TX.

Jack Daniel’s Whiskey was a presenting sponsor the 2010 ‘Taste of Tennessee’ Sturgis Motorcycle Rally and annual Sturgis Motorcycle Rally Mayor’s Ride. “We invite motorcycle enthusiasts and visitors to come out and tour the nation’s oldest registered distillery from outside the Jack Daniel’s Hollow. The Jack Daniel’s Experience, a mobile museum, is bringing a little of the much-loved distillery from Lynchburg to Sturgis. You’ll learn who Mr. Jack Daniel was and how he ended up with the best-selling whiskey in the world. You’ll see (and smell) whiskey dripping slowly through charcoal and the new oak barrels used in maturing Tennessee’s finest whiskey.”<sup>60</sup>

Jack Daniel’s Whiskey sponsored the Zac Brown Band, Responsible Drinking Campaign. The Zac Brown Band (ZBB) is “starring in two new TV spots for Jack, beginning with “Responsibility.” With the tagline “Protect Your Band,” ZBB calls for the watching over of one’s bros when leisurely ingesting liquor.”<sup>61</sup>

Jack Daniel’s Whiskey sponsored the Zac Brown Band, Tour.

Jack Daniel’s Whiskey sponsored Zac Brown Brand’s Camp Southern Ground, a program for kids with special needs.

Jack Daniel’s Whiskey sponsored the SoundDiego 2013 music concerts.

Jack Daniel’s Whiskey sponsored the 2012 SoundDiegl Live Happy Hour in San Diego, CA.

Jack Daniel’s Whiskey sponsors Ducks Unlimited to “Help support the organization’s mission to conserve North America’s wetlands. A portion of the proceeds from the Ducks Unlimited Commemorative Bottle goes directly to the conservation efforts of Ducks Unlimited.”<sup>62</sup>

Jack Daniel’s Whiskey sponsored Jack Daniel’s Operation Home, a national fundraiser to help cover travel expenses for troops to get from base to their homes and families during the holidays. They partnered with the Armed Services YMCA.

Jack Daniel’s Whiskey sponsored the Oak Barrel Half Marathon in Lynchberg, TN in 2011 and 2012. Jack Daniel’s Distillery hosted the post-race festivities near their Visitor Center.

Jack Daniel’s Whiskey sponsors the Gears and Glamour – Supporting Ability Connection New Mexico. “The mission of Ability Connection is to provide a full range of services for people with physical and intellectual disabilities as they strive to

achieve their highest level of independence. The Jack Daniel's Throttle Down lounge will be open to enjoy some fine Jack Daniel's selections."<sup>63</sup>

Jack Daniel's Whiskey sponsored the Ocean City BikeFest in 2013: "OC BikeFest raises the bar and brings those bikers down to the beach to enjoy a gated event with concerts, stunt shows, custom bike builders, motorcycle vendors, shops, rides, and the fabulous bars and restaurants at the Inlet in Ocean City."<sup>64</sup>

Jack Daniel's Whiskey sponsored Rock and Rib Festival in 2012. It is four days of championship BBQ and live music.

Jack Daniel's Whiskey sponsored Tasting Dinner in 2013. Jack Daniel's provides whiskey to accompany a BBQ dinner.

Jack Daniel's Whiskey is a corporate sponsor of Sacramento's River Cat's Triple A baseball Team.

Jack Daniel's Whiskey sponsored Nashville North Start Contest in 2013. This singing competition took place in Nashville, TN.

Jack Daniel's Whiskey sponsors the 4<sup>th</sup> Street Live! – Louisville's premier dining, entertainment and retail destination located on Fourth Street, between Liberty Street and Muhammad Ali Boulevard, in the heart of historic downtown Louisville, KY.

Jack Daniel's Whiskey sponsored the Bloomberg Dealmakers Summit in 2012. This event "Brings together the biggest rainmakers in M&A and Private Equity to look at deal flow, LBO & IPO activity."<sup>65</sup>

Jack Daniel's Whiskey sponsored Jack Daniel's Bike MS: Bike to Jack and Back in 2010 and 2012. The bicycling event raises money for the National MS Society.

Jack Daniel's Whiskey sponsored Kelly Racing in 2010. Brothers Todd and Rick Kelly, added Jason Bargwanna to the line-up for 2010.

Jack Daniel's Whiskey sponsored Le Festival du Bon Temps a' Broussard in 2013. "The money raised is used to support our Festival's vision and programs." The event takes place in Broussard, LA.

Jack Daniel's Whiskey sponsored the River Walk Burger Battle in 2012 and 2013. "This sizzling event pitted sixteen (16) top burger joints and restaurants against one another as they showed off their creative juices and grilling skills to over 1200 guests along the scenic New River."<sup>66</sup>

Jack Daniel's Whiskey sponsored the Daytona 500 in 2013. They returned as sponsor of the car racing event after not being involved for a number of years.

Jack Daniel's Whiskey was a St. Paul Rodeo Exclusive Spirit Scoreboard Sponsor. "St. Paul Rodeo has become one of this nation's top rodeos with prize monies approaching \$500,000, nearly a thousand competitors, and was designated as a Wrangler Million Dollar Tour Rodeo making it one of an elite group of eight rodeos attracting the top competitors in the world."<sup>67</sup>

Jack Daniel's Whiskey sponsored the City of Sturgis Mayor's Ride in 2012. "The Mayor's Ride was created to be a funding source for the Sturgis Fire Department, a volunteer organization that plays a vital role in the Rally by not only keeping fire emergencies under control but also responding to accident scenes and other medical emergencies. This year Mayor Mark Carstensen chose to also fund two other organizations, the Sturgis Police Reserves and the National Fallen Firefighters Foundation."<sup>68</sup>

Jack Daniel's Whiskey sponsored the Anaheim Ducks in 2011 which included a private restaurant and bar for premium seat holders.

Jack Daniel's Whiskey was an associate sponsor of the ESPY Awards in 2011. "The ESPYs gather top celebrities from sports and entertainment to commemorate the past year in sports by recognizing major sports achievements, reliving unforgettable moments and saluting the leading performers and performances."<sup>69</sup>

Jack Daniel's Whiskey sponsored the 49ers Tailgate in 2012. The tailgating party took place in Candlestick Park, SF.

Jack Daniel's Whiskey sponsored Just Dave's Last Chance Country Jam in 2013. As part of the sponsorship they provided \$5 shots of Jack Daniel's.

Jack Daniel's Whiskey sponsored the Full Moon Halloween Party in 2012. This event is "A scary-awesome bash that's more treat than trick with custom Jack Honey cocktails, DJs, a costume contest, hot photo booth action, and much more."<sup>70</sup> The event took place in Miami, FL.

Jack Daniel's Whiskey sponsored the 21st Annual "Taste of Tennessee Ski Week" 2012-2013. They sponsored the Après-Ski Party and chances to win some great Jack "Swag" and meet the Jack Daniel's girls.

In 2013, Jack Daniel's Whiskey sponsored The Rundown, an online article website. In partnership with The Rundown, Jack Daniel's is giving away a dinner for six at a local steakhouse.

Jack Daniel's Whiskey sponsored the New England Patriots' 2012 Fly Away Trip. The sweepstakes included a chance to win a trip to Washington DC to watch a football game.

Jack Daniel's Whiskey sponsored the White Rock V- Let's Rock 2011. This Music event took place in Miami, FL.

Jack Daniel's Whiskey sponsored the Calgary Stampede in 2013.

Jack Daniel's Whiskey sponsored the Jack Daniel's CMA Music Festival Sweepstakes in 2012. The sweepstakes was a chance to win a trip to attend CMA Music Festival.

In 2010 Jack Daniel's Whiskey sponsored Trevor Immelman, who was a 2008 Masters Champion. Trevor was picked to sponsor because his "success reflects the essence of what our Gentleman Jack consumers strive to achieve."<sup>71</sup>

Jack Daniel's Whiskey sponsored Lilybug – Designated Drivers in 2010. The event's goal was to raising awareness about drunk driving.

Jack Daniel's Whiskey sponsored the Jack & Jim Gallery at Austin City Limits (ACL) in 2011. This event is the "Largest exhibition of works from the estate of legendary photographer Jim Marshall."<sup>72</sup>

Jack Daniel's Whiskey sponsored the Nitey Awards in 2013. "The Nitey Awards are an annual ceremony honoring San Francisco nightlife. There are 23 categories of awards that range from Best Dance Club (Large and Small) to Best Happy Hour and a lavish red carpet reception at the Castro Theatre."<sup>73</sup>

Jack Daniel's Whiskey sponsored Winter Warmer Series at the Grind in 2013. The sponsorship included them providing drinks.

Jack Daniel's Whiskey sponsored West Coast BBQ Classic by the Queen Mary in 2013. This event is an official California-State-Certified, KCBS - Sanctioned BBQ Championship.

Jack Daniel's Whiskey sponsored The City: San Francisco Sounds in 2013. This monthly event at the Knockout room in San Francisco featured local bands playing for free at different venues.

Jack Daniel's Whiskey sponsored the Garden & Gun Magazine's Southeastern Wildlife Exposition.

### **JIM BEAM BOURBON WHISKEYS**

Jim Beam Bourbon Whiskeys sponsored Kid Rock's 2013 Born Free Tour.

Jim Beam Bourbon Whiskeys sponsored Bulls on the Beach in 2013. This event is a rodeo in Alabama.

Jim Beam Bourbon Whiskeys sponsored The Jay at the Maverick's 2010 surfing competition.

Jim Beam Bourbon Whiskeys sponsored the 2012 Live Music Series Contest. The sponsorship included a chance to win a trip to see the concert.

Jim Beam Bourbon Whiskeys sponsored the 2013 NFL Draft Party. They provided cheap drink specials during the party.

Jim Beam Bourbon Whiskeys sponsored Andy Velo in 2011 playing at Tootsie's Orchid Lounge Anniversary in Nashville, TN.

Jim Beam Bourbon Whiskeys sponsored Cops Fighting Cancer's 8th Annual Cops Fighting Cancer Toy Drive & Casino Night in 2010. The toy Drive and Casino Night benefitted a Children's Hospital.

Jim Beam Bourbon Whiskeys sponsored the 2013 Gulf Coast Jam, Country Music on the Coast.

In 2012, Jim Beam Bourbon Whiskeys sponsored Montgomery Gentry, a country music act.

Jim Beam Bourbon Whiskeys sponsored Kid Rock's free music downloads in 2010.

Jim Beam Bourbon Whiskeys sponsored ESPN Web Series in 2010. The Next series featured famous guests discussing the news with a focus on sports and pop culture.

Jim Beam Bourbon Whiskeys sponsored the 2011 Live Music Series music concerts.

In 2012, Jim Beam Bourbon Whiskeys sponsored Taste of the 1920's. The event allowed guests to take trip back in time to the art and entertainment of the roaring twenties.

Jim Beam Bourbon Whiskeys sponsored Kid Rock Concert Pre-parties and After Parties in 2011.

Jim Beam Bourbon Whiskeys sponsored Bethel Woods Center for the Arts in 2011. "The not-for-profit Bethel Woods Center for the Arts, located at the site of the 1969 Woodstock festival in Bethel, NY, is not-for-profit cultural organization committed to inspiring expression, creativity and innovation through the arts."<sup>74</sup>

Jim Beam Bourbon Whiskeys sponsored Montgomery Gentry Music Video Premiere in 2012. "Montgomery Gentry will unveil their brand new music video for

“So Called Life” off their latest album, Rebels On The Run, on Jim Beam’s Facebook page. This exclusive web premiere will post on Tuesday, June 19 using Jim Beam’s expansive on-line following. The World’s No. 1 Bourbon and Montgomery Gentry have a long-standing partnership – dating all the way back to 1994 when Troy Gentry participated in the Jim Beam National Talent Search.”<sup>75</sup>

Jim Beam Bourbon Whiskeys sponsored St. Lucie Mud Jam in 2013. The Mud Party, which takes place in St. Lucie, Fl includes music, drag racing, and tailgating.

Jim Beam Bourbon Whiskeys sponsored Operation Home front in 2013. “Jim Beam has partnered with Operation Home front to provide emergency assistance to the U.S. military, the families they leave behind, and wounded warriors when they return home.”<sup>76</sup>

Jim Beam Bourbon Whiskeys sponsored Dinner at La Cote Brassiere, Unleash Your Spirit in 2011. Whiskey professor Bernie Lubbers and Executive Chef Chuck Subra created a Devil’s Cut Bourbon paired-dinner and tasting.<sup>77</sup>

Jim Beam Bourbon Whiskeys sponsors the Red Sox Royal Roosters Bar Area.

Jim Beam Bourbon Whiskeys sponsored an Electric Guitar Giveaway.

Jim Beam Bourbon Whiskeys sponsored the Slam Dunks Contest. “The Bracket Challenge combined their listeners’ passion for the station and its personalities with the excitement of the year’s biggest college sports event.”<sup>78</sup>

Jim Beam Bourbon Whiskeys sponsored The Muse Concert Pre-Party in 2013. Muse fans pre-gamed it at McGann's with Jim Beam.

Jim Beam Bourbon Whiskeys sponsored Zehnder’s Snowfest in 2013. The sponsorship included a Warming Tent at the festival which takes place in January in Michigan.

Jim Beam Bourbon Whiskeys sponsored Bluegrass, Bourbon and Brews in 2013. “A great evening of music listenin’, bourbon tastin’ and beer sippin’.”<sup>79</sup> Held at the Pensacola Bay Center, Pensacola, FL.

Jim Beam Bourbon Whiskeys sponsored The Great Whiskey Debate in 2013. “Lively debate with scotch, bourbon and Canadian whiskies and then attendees are allowed to try some great whiskies and vote for their favorite.”<sup>80</sup> The event was part of Arizona Cocktail Week.

Jim Beam Bourbon Whiskeys sponsored Devil’s Cut Wicked Weekend to win a trip for 4 to Las Vegas.

Jim Beam Bourbon Whiskeys sponsored the Portland's Prom in 2013. They advertised as "The Prom You Wish You Had." The event was a benefit for Planned Parenthood.

Jim Beam Bourbon Whiskeys sponsored the Red Rocks Ticket Giveaway in 2012.

Jim Beam Bourbon Whiskeys sponsored the Jacksonville Suns Baseball After Party in 2013. The after party took place at Maverick's in Jacksonville, FL.

In 2011 Jim Beam Bourbon Whiskeys sponsored Matthew Whiteford. National Champion BBQ Cook and Pit Master.

Jim Beam Bourbon Whiskeys sponsored Superstition Unmasked in 2013. "Fleur-de-lis Fling! proceeds benefit the Lincoln Heritage Council Scoutreach program. Our Scoutreach program targets inner city and rural, at-risk youth ages 6-20 who come from low-income families who cannot afford pay for the Scouting program."<sup>81</sup> The event was held in Louisville, KY.

Jim Beam Bourbon Whiskeys sponsored the Second annual Young Atlantans (ages 21-39) Revel for a Cause in 2013 to "Engage like-minded people of varied professional interests for a great cause."<sup>82</sup> They provided signature cocktails for the non-beer drinkers.

Jim Beam Bourbon Whiskeys sponsored the Hozac Blackout Fest 2013. This music concert took place in Chicago, IL

Jim Beam Bourbon Whiskeys sponsored Country Idol Karaoke in 2013. The event was a search for "the area's next big country music sensation! Each night there will be a country-dance party and karaoke singing competition where one winner will have a shot to take home a \$5,000 Grand Prize."<sup>83</sup>

Jim Beam Bourbon Whiskeys sponsored Beaux Arts Grand Court Ball in 2013. As part of the sponsorship they provided drinks for the National Jewish Health fundraiser.

Jim Beam Bourbon Whiskeys sponsored Maxim 100 Hottest Women Party in 2013. They celebrated the "hottest" 100 women of 2013 and provided drinks for the event.

Jim Beam Bourbon Whiskeys sponsored Center City District Restaurant Week in 2013.

Jim Beam Bourbon Whiskeys sponsored Dancing with the Devil in 2012. "Zócalo Cocina Mexicana, the standard for authentic, upscale Mexican fare in Boston,

MA, invites guests in to dance with the devil themselves as they present 'Bailando con el Diablo,' an evening featuring some of the world's hottest food and drink."<sup>84</sup>

Jim Beam Bourbon Whiskeys sponsored Military Appreciation Day in 2013. Military Appreciation Day was a fundraiser for the Family Support Unit of the 169 Aviation Unit. The sponsorship included a Rock n' Restaurant's after party.

Jim Beam Bourbon Whiskeys sponsored the 2012 Blues, Brews, and BBQ. In Destin, FL. "Local restaurants will be firing up their grills for a good time and a great cause."<sup>85</sup>

Jim Beam Bourbon Whiskeys sponsored Better Angels Music Key West Songwriters Festival in 2012. The festival is advertised as the largest festival of its kind and takes place in Key West, FL.

Jim Beam Bourbon Whiskeys sponsored the Big Wave World Tour surfing competition in 2011.

Jim Beam Bourbon Whiskeys sponsored Mud Queens of Chicago in 2012. The event included Mud wrestling and Music.

Jim Beam Bourbon Whiskeys sponsored Summer in the City, a 2012 music concert. "Country's most buzzed about up and coming artists will perform on the Museum plaza."<sup>86</sup>

In 2013, Jim Beam Bourbon Whiskeys sponsored the Corpus Christi Buc Days Celebration. This celebration is a rodeo that takes place in Corpus Christi, TX.

Jim Beam Bourbon Whiskeys sponsored the Maxim Magazine's Devil's Cut Halloween Extravaganza 2012 Halloween party.

Jim Beam Bourbon Whiskeys sponsored the Country Rock Association in 2013.

Jim Beam Bourbon Whiskeys sponsored the BellyQ & Haberdash's 'Fashion Rocks' Charity Event in 2013. "BellyQ is teaming up with men's fashion expert Haberdash to host a 'Fashion Rocks' charity event benefitting Common Threads and West Loop Community Organization."<sup>87</sup>

Jim Beam Bourbon Whiskeys sponsored the PollPals Comedy Night in 2013.

## **WILD TURKEY BOURBON WHISKEY**

Wild Turkey Bourbon Whiskey sponsored the National Wild Turkey Federation Convention and Sports Show Senior Division in 2012. “In the Senior division, sponsored by Wild Turkey Bourbon, callers imitate the yelps, cackles, and clucks of a wild turkey hen. Overall, the winners from each division competed for their share of more than \$25,000 in cash and prizes.”<sup>88</sup>

Wild Turkey Bourbon Whiskey sponsored the Celebrity Kick Ball Game in 2013. They were celebrating “the launch of Bar-sity Athletics social sports initiative by turning Times Square into the ultimate social sports stadium.”<sup>89</sup>

Wild Turkey Bourbon Whiskey sponsored Seven Grand DTLA Thanksgiving Party in 2012, to Benefit the Midnight Mission in Downtown LA.

Wild Turkey Bourbon Whiskey sponsored The Boot Campaign in 2013. This campaign “brings together America’s boldest bourbon whiskey and the premier nonprofit organization that cultivates awareness and provides assistance for the challenges troops face when returning home. The Boot Campaign is known nationwide for supporting veterans through the sale and promotion of its iconic signature combat boots.”<sup>90</sup>

Wild Turkey Bourbon Whiskey sponsored Operation Once in a Lifetime in 2012. “Operation Once in a Lifetime’s mission is to make the dreams of U.S. Soldiers and their families come true by providing free financial and morale support to U.S Service members, their families and veterans regardless of rank, deployment, physical condition or branch or service.”<sup>91</sup>

## **BRANDY**

### **E&J GALLO BRANDY**

In 2012, E & J Gallo Brandy “re-signed deals with the Green Bay Packers, the Atlanta Falcons, the New Orleans Saints, the New York Jets and the Minnesota Vikings.”<sup>92</sup> E & J Gallo Brandy had been sponsoring the Green Bay Packers for four previous years.

In 2012, E & J Gallo Brandy partnered with local radio stations to sponsor their concerts. The concerts included 97.9 The Beat Concert and Custom Car Show in Dallas, TX; Jam’n 94.5 Summer Jam in Boston, MA; 106 KMEL’s Summer Jam in San Francisco/Oakland Bay, CA; Power 106’s Powerhouse 2012 in Los Angeles, CA; and Power 99’s Powerhouse 2012 in Philadelphia, PA. As part of the sponsorship, E & J Brandy will offer signature brandy beverages in designated bar areas during each concert.

## COGNAC

### HENNESSY COGNACS

Hennessy Cognacs sponsored NY Urban League of Young Professionals 10 Year Anniversary Celebration in 2013. "Proceeds from REBIRTH! will benefit the Whitney M. Young Scholarship Fund for high school seniors who excel academically and demonstrate a commitment to community service."<sup>93</sup>

Hennessy Cognacs sponsored the Immaculate Reception & Dinner in 2013. The event raised funds for two charities, Warriors to Citizens & Clearview Legacy Foundation.

Boxer Manny Pacquiao signed a deal to promote Hennessy cognac. The deal, worth one million dollars, was "a one-year deal to appear on behalf of top-selling Cognac brand Hennessy."<sup>94</sup>

Hennessy Cognacs sponsored Producer M. Will's 2012 music release party.

Hennessy Cognacs sponsored the GQ October Cover Party in 2012.

Hennessy Cognacs sponsored the premiere party for "The Inevitable Defeat of Mister and Pete" Movie in 2013.

Hennessy Cognacs sponsored Somaya Reece's 2010 music video "Would you Still Love Me." "She worked with the head executive to build a relationship with their product for the Latino market." She had been "working hard building and branding a successful Latino cross over into the hip hop American/Latino market."<sup>95</sup>

Hennessy Cognacs sponsored "Downtown 88." During the event private collectors previewed the works of Chicago artist Hebru Brantley. Tribe Called Quest's Q-Tip was the DJ for the party.

Hennessy Cognacs sponsored the Copacaban Reopening in 2011. It included a VIP cocktail reception in the Copacabana club. Music was performed by DJ Laura Stylez and Latin music star Willie Colon.

Hennessy Cognacs sponsored the Soul Train Celebrity Golf Tournament that took place in 2012.

Hennessy Cognacs sponsored Ne-Yo's 29<sup>th</sup> Birthday Party in 2012.

Hennessy Cognacs sponsored Mary J. Blige Album Release After Party in 2011.

Hennessy Cognacs sponsored LeToya Lockett 32<sup>nd</sup> Birthday in 2013. LeToya Lockett is a former member of the singing group, Destiny's Child.

Hennessy Cognacs sponsored MicahJesse.com's 4 year anniversary celebration in 2011. Hennessy provided drinks at the celebration.

Hennessy Cognacs sponsored Young CRhyme's Music Video and short in 2013 called Glass of Hennessy.

Hennessy Cognacs was an event sponsor of the 2010 Magic Trade Show Crowd. It "Showcased its brand by displaying bottles in lighted cases and installing them in the club's bars and in a small room off one of the venue's halls."<sup>96</sup>

Hennessy Cognacs sponsored American Gentleman Magazine Launch Party in 2012. "American Gentleman Magazine stands apart by breathing new life into a classic, albeit seemingly forgotten concept: The Gentleman. American Gentleman redefines what it means to be a gentleman in today's world by focusing on modern trends and considerations while adhering to traditional notions of chivalry and class as guiding principles."<sup>97</sup>

Hennessy Cognacs sponsored A Night of Music and Art with Future in 2013. Hennessy V.S partnered with Complex Magazine at Sonos Studios in Los Angeles for A Night of Music and Art with Future.

Hennessy Cognacs sponsored the Fiestas Patrias, Win a trip to Las Vegas in 2012.

Hennessy Cognacs sponsored Honey Live in 2010. "HONEY LIVE runs for 6 months executing one live music showcase a month. Complimentary Hennessy samples. J. Blue and C.J. Emmons performed."<sup>98</sup>

Hennessy Cognacs sponsored the Hennessy V.S Inauguration Takeover Inaugural Ball in 2013. Combining politics and hip-hop the BET (Black Entertainment Television) and Hennessy presented the Inaugural Ball.

In 2012, Hennessy Cognacs sponsored Leyna Tran, a Vietnamese socialite and celebrity pastry chef. Hennessy sponsored a custom-designed Groom's Hennessy Privilege Bar for the wedding.

Hennessy Cognacs sponsored Superbowl Weekend Events in 2012. "During Super Bowl weekend, Hennessy sponsored several events that allowed guests to enjoy good music, mingle with celebrities and experience firsthand the versatility of Hennessy."<sup>99</sup>

Hennessy Cognacs sponsored the 210 Americans for the Arts Hennessy Artistry Tour. An "exclusive, invite-only tour with stops in Chicago, Miami, Los

Angeles, Detroit, and New York City. The Roots and Q-Tip host the tour and the overall includes 35 other artists and groups will take the stage like Kat Deluna, Kid Sister, Curren\$y, DJ Irie, Fat Joe, and Common.”<sup>100</sup>

Hennessy Cognacs sponsored a party at Venue One in Chicago with Rapper A\$AP Rock and Olympic swimmer Ryan Lochte in 2012.

Hennessy Cognacs sponsored Kendrick Lamar show in 2011. It featured “a showcase of artists from XXLMag.com’s section The Break, the spot where new MCs get to show and prove their skills. The Break artists featured as performers for the night were Mr. MFN eXquire, Emilio Rojas, Phil Ade and King Mez.”<sup>101</sup>

In 2013, Hennessy Cognacs sponsored Robert Glasper, a performing artist. They hosting private, intimate shows with Robert Glasper across the U.S. and providing drinks and passed out hors d’oeuvres.

Hennessy Cognacs sponsored the Chicago Bloggers Network, First Mobile Bloggers Lounge in 2012. The event was created to introduce bloggers to the street art around the city and to meet legendary street artist Futura.

Hennessy Cognacs sponsored the Jingle Hellz Holiday Jam in 2012. The event took place at the Spare Room in Los Angeles where games, drinks, food, and music were provided.

In 2012 Hennessy Cognacs sponsored the Grand Opening Party of IX II II. “Street fashion label, Android Homme, and, Scott x Scott, which houses the architecturally inspired men’s and women’s collections of B:Scott, Sarah Scott and The Odds, have joined forces to create, IX II II, a new retail space in the heart of the fashion district in Downtown L.A.. Hennessy VS sponsored the grand opening party featuring DJs, Anthony Gonzalez of M83, Chuck English from the Cool Kids, DJ Sean G, Posso Universe, DJ Midnight Surfer.”<sup>102</sup>

In 2010 Hennessy Cognacs was a sponsor at the NYC Marathon. They sponsored a weekend event to celebrate the collaboration of AMPM. New York, Nike, and West NYC. Music was also provided by DJ D Nice.

In 2012, Hennessy Cognacs sponsored 6D’s 3 year anniversary party. The sponsorship included providing free shots.

In 2013 Hennessy Cognacs sponsored Akoo Clothing’s Spring line collection launch. “The unveiling of the new collection was held at the Akoo showroom and was sponsored in part by Hennessy who provided guests with variations of Hennessy cocktails all evening. The cast of the VH1 hit show Black Ink were in attendance modeling the Akoo Spring/Summer line as well as participating in an onsite photo-shoot for the brand.”<sup>103</sup>

In 2013 Hennessy Cognacs sponsored the Coachella After Party. Hennessy VS sponsored an event called Details@Midnight. The event was hosted by recording artist Nas at a private estate near the Indio Coachella grounds. DJ Zen Freeman opened the evening and was followed by celebrity guests, including Karreuche Tran, Josh Henderson, Brad Goreski, Rumer Willis, Glee star Samuel Larsen, and The Secret Life of an American Teenager star Daren Kagasoff.

Hennessy Cognacs sponsored The Art of Blending in 2011. "Hennessy sponsored a multi-city tour featuring various artists including Q-Tip, Marsha Ambrosius, Curren\$, Chaka Khan, Bobby Brown, The Roots, Eve, Mary J. Blige and Erykah Badu. Filmmaker Thibaut De Longeville compiled 30 minutes of the performances to make the documentary "The Art of Blending."<sup>104</sup>

In 2011 Hennessy Cognacs sponsored the Black Scale Event. "The event was a nice, hip and young collection of music, drinks and networking."<sup>105</sup> It also included a music video release.

Hennessy Cognacs sponsored Entrepreneur's Eve in 2012. They Sponsored the VIP lounge. "Brought together some of the city's top entrepreneurial to toast to the end of a wonderful year and the welcoming of 2013."<sup>106</sup>

Hennessy Cognacs sponsored the 2013 Nas pre- Grammy exclusive dinner for Nas's friends and other celebrities.

In 2012 Hennessy Cognacs sponsored the Tuan Hung music event.

Hennessy Cognacs sponsored the 70th Doolittle Tokyo Raiders Reunion in 2012. "Put on by the Air Force Museum the reunion will include autograph sessions, a memorial service at the museum, as well as a public lunches and a banquet. All five of the living Doolittle Tokyo Raiders plan to be on-hand for the reunion events. Also, Chinese survivors or members of their families who helped save the Raiders will be special guests to meet the Raiders. In addition, surviving sailors and officers of the USS Hornet, the aircraft carrier that transported them to their take off point, plan to attend."<sup>107</sup>

Nas, musical act.

LUV, the movie: 2013 movie premiere.

## **CORDIALS/ LIQUEURS**

### **BAILEYS IRISH CREAM LIQUEURS**

In 2013, Baileys Irish Cream began a multiyear sponsorship until 2017 of the Women's Prize for Fiction, which is now known as the Baileys Women's Prize for Fiction. Baileys Irish Cream sponsored and provided drinks at the Women's Prize for Fiction award ceremony on June 5<sup>th</sup>. The Women's Prize for Fiction was formerly known as the Orange Prize, after the Orange technology brand which sponsored this award since its 1996 launch.

## **KAHLUA LIQUEURS**

Kahlua Liqueurs was the Official Sponsor of the Boston International Film Festival which took place April 12, 2013 to April 21, 2013 in Boston, MA.

Kahlua Liqueurs sponsored the Fabsugar Los Angeles Fashion Week Guide, a 2012 Los Angeles Fashion Week "hot spot" map for Popsugar.com.

Kahlua Liqueurs was a sponsor and alcoholic beverage provider for the 2013 POPSUGAR Meet and Greet with David Peck, a prominent fashion designer, at TOOTSIES boutique in Houston, TX.

POPSUGAR showcase featuring Ellie Goulding - Sponsor of POPSUGAR studio livestream showcase of singer/songwriter Ellie Goulding on POPSUGAR website and You Stream.

Kahlua Liqueurs sponsored the Holiday Campaign for \$100,000 for One Warm Coat, a program with nonprofit One Warm Coat to raise money to provide coats to those in need using mobile bar codes on point-of-sale materials in locations where Kahlua is sold. In addition, for every "Like" the campaign received on Facebook, Kahlua donated an additional \$1.00, which totaled over \$50,000 in direct donations.

Kahlua Liqueurs sponsors Thrillist and DailyCandy dining directory, an online dining directory compiled by publishers Thrillist and DailyCandy, mainly focused on brunch venues geared toward men and women across the United States.

Kahlua Liqueurs was a sponsor of Delicioso Brunch Club, an online resource and application to share décor tips, recipes and cocktail suggestions, as well as a sweepstakes for a trip for four to San Diego, CA for the ultimate "Delicioso Brunch" with Chef Marcela Valladolid and a four-day trip to Veracruz, Mexico.

## **FLAVORED ALCOHOLIC BEVERAGES**

### **1800 MARGARITAS COCKTAILS**

No Sponsorships

### **BACARDI MALT BEVERAGES**

Bacardi USA was the presenting sponsor of Coral Gables Restaurant Week in Coral Gables, FL. Bacardi Mojito was named the official cocktail of the week. The event actually lasted from June 10-30, 2013. There were over 30 restaurants that participated and offered among other specials, pre-fixed lunch and dinner specials.

### **BARTENDERS COCKTAILS**

No Sponsorships

### **BARTLES AND JAYMES WINE COOLERS AND MALT BEVERAGES**

No Sponsorships

### **BOONES FARM COCKTAILS**

No Sponsorships

### **CAPTAIN MORGAN'S COCKTAILS AND MALT BEVERAGES**

No Sponsorships

### **FOUR LOKO**

No Sponsorships

### **JACK DANIEL'S COCKTAILS**

In 2013, Jack Daniel's Cocktails sponsored Taste of Fort Collins – 2013. "A community celebration with family-friendly activities that are perfect for Northern Coloradoans' active lifestyle. TFC continues to benefit Special Olympics Larimer County and Kiwanis Club International. This three-day festival offers attendees food from local and national restaurants, entertainment from regionally and internationally acclaimed musicians, and an eclectic display of fine artisans work as well as the region's best crafters."<sup>108</sup>

### **JOSE CUERVO MARGARITAS**

No Sponsorships

### **KAHLUA COCKTAILS**

## No Sponsorships

### **MALIBU COCKTAILS**

In August of 2011, Malibu signed a “four month deal to sponsor the global celebrity entertainment channel E! Nights to promote its new range of serve suggestions, cocktail pouches and pre-mixed cans.”<sup>109</sup>

### **MIKE’S HARD LEMONADE**

Mike’s Hard Lemonade was Presenting Sponsor of the FM 94/9 WINTER SNOW SHOW weekend getaway at Big Bear Mountain Resort in Big Bear Lake, CA featuring rock band Latex Grenade and special guests. Sponsored package includes bus transportation to the ski slopes, two days of snowboarding lift tickets, two nights of lodging, concert entry, t-shirt, and swag bag including complimentary drink tickets.

Mike’s Hard Lemonade was the Official Drink Sponsor of the 94/9 WINTER SNOW SHOW Pre-Party event held at Typhoon Saloon in San Diego, CA, featuring chances to win passes to the WINTER SNOW SHOW weekend getaway event in Big Bear Lake, CA.

Mike’s Hard Lemonade was the exclusive adult beverage provider and Official Sponsor of LivingSocial’s all inclusive Adventures 21+ Memorial Day Weekend Summer Camp in New York; Labor Day Weekend Summer Camps in Washington, D.C., and New York; and one-day Summer Camp Adventures in Seattle, Los Angeles and Chicago.

Mike’s Hard Lemonade was a Major Sponsor of Polar Pout Plunge 10. Mike’s Hard Lemonade agreed to sponsor the cost of all printed materials, signage and advertising banners for this fundraiser for the Walker Area Community Center (WACC) in Walker, MN.

In 2013, Mike’s Hard Lemonade was an official sponsor of the Wavefront Music Festival, a three-day electronic dance music festival at Montrose Beach in Chicago, IL.

Mike’s Hard Lemonade was a sponsor and alcoholic beverage provider for SPIN Magazine’s NYC Music Marathon kick-off party. SPIN Magazine’s kick-off party took place during the CMJ Music Marathon, a citywide festival featuring hundreds of bands in New York City, NY.

Mike’s Hard Lemonade sponsored SPIN Magazine’s The Raveonettes Party in Seattle. In addition to sponsor they were also the alcoholic beverage supplier of welcome party for Danish musical duo The Raveonettes in Seattle, WA.

Mike's Hard Lemonade was sponsor and drink supplier of SPIN Magazine's Year in Music Party at the Music Box Theater in Los Angeles, CA, featuring performances by the bands Wavves and Warpaint.

Mike's Hard Lemonade was a sponsor and drink supplier of SPIN's NYC Year in Music Party. SPIN Magazine's celebration of the Year in Music at Don Hill's nightclub in New York City, NY, featured Artist of the Year Florence + the Machine and an opening set from indie rock band Surfer Blood.

Mike's Hard Lemonade was a sponsor and drink supplier of SPIN Magazine & Ray-Ban's exclusive Rare Finds Party in New York City, NY during the CMJ Music Marathon, featuring performances by the bands Local Natives and Titus Andronicus, and a DJ set from Geologist.

Mike's Hard Lemonade was a Drink Supplier for SPIN Magazine's Bumbershoot Kick-Off Party at The Crocodile in Seattle, WA, featuring a special guest DJ set by Sune of the Raveonettes.

Mike's Hard Lemonade is a sponsor of online sponsorship programs, Play HARDER, through Pear.com, including \$1,000 in Funds + \$5 Amazon Gift Card, and the Play HARDER Sponsorship for \$1,000 towards custom t-shirts for sports teams, leagues, or events across the United States.

In 2013 Mike's Hard Lemonade was a Sole Sponsor of the 5K Foam Fest, a national tour of 5K races to support Shared Hope International, a non-profit agency working against human trafficking. Races take place in 24 cities, with each adding its own local charitable connections, as well.

Mike's Hard Lemonade sponsored Mike's "A Good Day to Die Hard" Sweepstakes, a national sweepstakes to win tickets to an A Good Day to Die Hard movie screening, and additional smaller prizes for secondary contest winners.

Mike's Hard Lemonade is a sponsor of the A.V. Club's New Cult Canon 2012 Holiday season traveling film series, consisting of film screenings in 12 cities with special guests. Ticket includes access to movie and choice of two Mike's Hard Lemonade beverages.

Inspired by the loss of an employee to breast cancer, Mike's Hard Lemonade has sponsored events for the Breast Cancer Research Foundation to give \$500,000 to breast cancer research from 2009-2010.

Mike's Hard Lemonade is a sponsor of the cocktail lounge, and alcohol provider for the Breast Cancer Research Foundation's annual Hot Pink Party fundraiser at the Waldorf-Astoria in New York City, NY.

Mike's Hard Lemonade is the official sponsor of #32 racecar in the NASCAR Camping World Truck Series, driven by Steve Arpin.

In 2010 Mike's Hard Lemonade was a sponsor and alcohol provider for the Filter Magazine 2010 Culture Collide Festival Kick-Off Party for music, art and film in Echo Park in Los Angeles, CA.

Mike's Hard Lemonade was an alcohol Sponsor for Filter Magazine's 8th Annual Coachella Kick-Off Party, to kick-off the Coachella Music Festival in Indio, CA.

Mike's Hard Lemonade sponsored the Tall Ships Tacoma Festival, a free international sailing event and festival, part of the American Sail Training Association's Tall Ships CHALLENGE. Event includes tours, sailing adventures, and three themed on-land villages with food, entertainment, beer gardens, and activities in Tacoma, WA.

Mike's Hard Lemonade is a sponsor of the Mike's Hard Lemonade Powerboat Racing Team for Extreme Powerboat Racing. They are the official sponsor of the #14 powerboat, piloted by Shane Miller, for Extreme Powerboat Racing.

Mike's Hard Lemonade was a Title Sponsor of the Mike's Hard Lemonade / Minnesota Timberwolves Travel with the Timberwolves Sweepstakes. The main prize includes two tickets to an NBA game, two seats on the team's private plane, and one hotel room in San Antonio, TX for the Minnesota Timberwolves vs. San Antonio Spurs basketball game.

Mike's Hard Lemonade is an official sponsor of The Big E, also known as The Eastern States Exposition, the annual state fair inclusive of all six New England states: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont held in Springfield, MA.

Mike's Hard Lemonade was a sponsor and "Fun Beverage" supplier of the Montana Raceway Park 2012 season in Kalispell, MT.

Mike's Hard Lemonade sponsored the 2011 Hudson River Park River Rocks Concert Series in New York, NY.

In 2013, Mike's Hard Lemonade was a gold Sponsor of the 20th Anniversary Winstock Country Music Festival, an outdoor music and camping festival in Winsted, MN.

Mike's Hard Lemonade was an official Sponsor of the Common Ground Music Festival in downtown Lansing, MI.

Mike's Hard Lemonade was a Safeway Sponsorship Partner of the annual Safeway Waterfront Blues Festival, held at the Tom McCall Waterfront Park in Portland, OR.

#### **SEAGRAM'S FLAVORED MALT BEVERAGES**

Seagram's Flavored Malt Beverages sponsored Seagram's Escapes Girls' Night In House Party, a series of 1500 private events across the United States, all held on April 27, 2013.

Seagram's Flavored Malt Beverages sponsored the Seagram's Smooth Summer House Party, a series of 1000 private events across The United States, all held on April 30, 2012.

Seagram's Flavored Malt Beverages sponsored the Seagram's Escapes Genuine Buddy Scooter Sweepstakes, providing the scooter for a national giveaway from Genuine Scooter Company.

#### **SMIRNOFF MALT BEVERAGES**

In 2012, Smirnoff sponsored the Smirnoff Fridgetender Summer Rewind House Party, a series of 1,000 private events around the U.S., providing Smirnoff Malt Mixed Drinks for summer parties over one weekend from August 31 to September 2.

#### **SMIRNOFF RAW TEA MALT BEVERAGES**

No Sponsorships

#### **TWISTED TEA HARD ICED TEAS**

Since 2011, Twisted Tea Hard Iced Teas has sponsored the Denver Brew Fest. This event benefits the Swallow Hill Music Association.

Since 2012, Twisted Tea Hard Iced Teas has sponsored Big Engine. Big Engine is a rock band that plays at bike rallies and NASCAR events. Big Engine promotes Twisted Tea Hard Iced Teas at their shows.

In 2010, Twisted Tea Hard Iced Teas sponsored Sunday Funday, hosted by DJ Kate. Twisted Tea Hard Iced Teas provided a photo shoot.

Since 2009, Twisted Tea Hard Iced Teas has sponsored Barnett Harley-Davidson Motorcycles. As part of this sponsorship, Twisted Tea Hard Iced Teas sponsor the Annual Sturgis Rally with the Twisted Tea Editor's Choice Bike Show; national motorcycle publication editors pick their favorite bikes to be featured in different magazines.

In 2013, Twisted Tea Hard Iced Teas sponsored the Twisted Tea Twist Up Your Shed Sweepstakes. All entry participants received a free Twisted Tea T-shirt, and one entrant won the prize of a shed makeover.

In 2013, Twisted Tea Hard Iced Teas sponsored the Twisted Tea Survive the Summer Sweepstakes. Participants, over 21, entered to win the grand prize of a tractor crossover.

Since 2012, Twisted Tea Hard Iced Teas has been a sponsor of the Wichita Wingnuts, a baseball team. Detail of this sponsorship include Twisted Tea field passes, which with purchase includes 10 tickets on the field, 1 field pass t-shirt, a tour of the locker room, Sam Adams Twisted Tea, swing at the Wingnuts batting cages, and high top tables and chairs.

Since 2012, Twisted Tea Hard Iced Teas has been a corporate sponsor of the Lake Superior Dragon Boat Festival.

Since 2013, Twisted Tea Hard Iced Teas has been a presenting sponsor of Brasfield and Gorie Light Stage. This event raises money for the American Red Cross.

Since 2011, Twisted Tea Hard Iced Teas has been a presenting sponsor of The Super Chevy Show.

From 2010 till 2011, Twisted Tea Hard Iced Teas sponsored Twisted Tea Tuesday Tweet-Up. This bi-weekly event, in which Twisted Tea would host a tweet-up, occurred throughout the summer at Landsdowne Pub.

Since 2010, Twisted Tea Hard Iced Teas has been a presenting sponsor of the Lake Champlain LCI Evinrude Bass Open.

In 2011, Twisted Tea Hard Iced Teas sponsored Bentley's Beach Party: providing \$2.50 Twisted Tea Draft.

Since 2011, Twisted Tea Hard Iced Teas has sponsored the Annual Snowball Derby. Twisted Tea Hard Iced Teas provides drinks for drivers participating in the qualifying draw for Flake Derby.

In 2013, Twisted Tea Hard Iced Teas sponsored the First Annual Daytona Bike Week Twisted Tea Editor's Choice Bike Show. Twisted Tea sponsored the bike show.

In 2013, Twisted Tea Hard Iced Teas sponsored the Twisted Tea Hot Thunder Contest. For this contest, beautiful girls pose on bikes during Biketoberfest. The grand prize is \$1,200 and the chance to be featured on the cover of Thunder Roads Magazine.

In 2011, Twisted Tea Hard Iced Teas sponsored the one-time only Twisted Tea and Boston Bear Company “Twist-Up Your Tailgate” sweepstakes.

Since 2010, Twisted Tea Hard Iced Teas has sponsored the Local Smoke BBQ. Twisted Tea Hard Iced Teas is a team sponsor for the three time New Jersey State Barbeque Champions.

Since 2009, Twisted Tea Hard Iced Teas has been an official sponsor of Taste of Cincinnati.

In 2011, Twisted Tea Hard Iced Teas sponsored the Amoskeag Beverage Twisted Tea Night. At Twisted Tea Night at Riverside Speedway, the Twisted Tea Dwarf Car Division ran triple 25-lap races.

Since 2012, Twisted Tea Hard Iced Teas has been an event sponsor of Spring Swing. All proceeds of this golf tournament go to the Quincy Valley Medical Center Foundation.

In 2011, Twisted Tea Hard Iced Teas sponsored Terlingua International Chili Championship with the Chili Appreciation.

Since 2011, Twisted Tea Hard Iced Teas has sponsored Indiana Bike Week. Twisted Tea Hard Iced Teas sponsors Hoosier Daddy Watering Hole Pub.

In 2012, Twisted Tea Hard Iced Teas sponsored the Twisted Tea Chili Cook-Off.

In 2013, Twisted Tea Hard Iced Teas sponsored Twilight at the Zoo. Twisted Tea Hard Iced Teas provided complimentary drinks at this fundraising event that also celebrated the zoo’s 20<sup>th</sup> anniversary.

In 2012, Twisted Tea Hard Iced Teas was the fun beverage sponsor of the Montana Raceway Park High Bake Super Oval.

In 2012, Twisted Tea Hard Iced Teas sponsored the Interclub Bluefish Tournament.

Since 2009, Twisted Tea Hard Iced Teas has sponsored Twisted Taco Truck Throwdown. This event determines the best taco truck in the San Antonio area. Tacos are \$1 and Twisted Tea Specials are \$2.

Since 2011, Twisted Tea Hard Iced Teas has been the official sponsor of Party in the Park.

Since 2012, Twisted Tea Hard Iced Teas has been a major sponsor of the Broad Country Fair.

Since 2011, Twisted Tea Hard Iced Teas has been an official sponsor of Oktoberfest Zinzinatti.

Since 2011, Twisted Tea Hard Iced Teas has sponsored Team Ta-Ta's. Team Ta-Ta's is a team that is competing in Race for the Cure, Bunco for Boobies.

Since 2012, Twisted Tea Hard Iced Teas has sponsored Laconia Motorcycle Week.

In 2013, Twisted Tea Hard Iced Teas sponsored Thunder on the Mountain Country Music Festival.

Since 2011, Twisted Tea Hard Iced Teas has sponsored LUEWWD IX: Nailin' It, or the League of Upper Extremity Wrestling Women of Durham. This is a female arm-wrestling fundraiser for Habitat for Humanity.

Since 2010, Twisted Tea Hard Iced Teas has sponsored the Napa 100 Late Model Race, sponsoring the Twisted Tea Dwarf Cars and driver, Tim Anderson.

Since 2009, Twisted Tea Hard Iced Teas has sponsored the Syracuse Redneck Games. As a sponsor, Twisted Tea Hard Iced Teas provides Twisted Tea specials.

Since 2007, Twisted Tea Hard Iced Teas has sponsored Kansas City Power and Light District.: an entertainment and epicenter with over 50 restaurants, bars, shops, and AMC Movie Theaters.

Since 2012, Twisted Tea Hard Iced Teas has sponsored ULTRA PrideFest VIP White Party. Details of this sponsorship include Twisted Tea Hard Iced Teas providing 2 complimentary Twisted Tea Cocktails with purchase of a VIP ticket or 1 Twisted Tea special with purchase of a general admissions ticket.

Since 2006, Twisted Tea Hard Iced Teas has sponsored the Pacific Media Expo Party, specifically sponsoring Twisted Tea Party for Extreme Fashion.

Since 2011, Twisted Tea Hard Iced Teas has been a gold sponsor of the White Marlin Open.

Since 2010, Twisted Tea Hard Iced Teas has been a sponsor of Truck Night at Yankee Lake.

Since 2012, Twisted Tea Hard Iced Teas has been a sponsor of Winni Derby. Winni Derby works to preserve the salmon fishery on the Big Lake.

In 2013, Twisted Tea Hard Iced Teas sponsored the White Eagle Lounge. Details include sponsoring Twisted Tea's Hot Thunder Bikini Contest for the Bike Week line up.

Since 2013, Twisted Tea Hard Iced Teas has been a sponsor of Irie Radio WOXM Ocean 98.

Since 2011, Twisted Tea Hard Iced Teas has been a sponsor and affiliate of Tuner Evolution.

In 2013, Twisted Tea Hard Iced Teas was a festival sponsor of Towson Town Spring Festival.

In 2013, Twisted Tea Hard Iced Teas was a blue ribbon sponsor of Backcountry Hunters and Anglers. As a blue ribbon sponsor, Twisted Tea Hard Iced Teas obtained "company name listed on the BHA website with brand's link and 1/10 page advertisement in 4 issues of *Backcountry Journal* and 25% discount on booth at Annual BJA Rendezvous and BHA ball cap and t-shirt."<sup>110</sup>

From 2012 till 2013, Twisted Tea Hard Iced Teas sponsored Rochester Events Network. Rochester Events Network helps companies and brands affiliate themselves with events to target specific markets in the Rochester community.

In 2013, Twisted Tea Hard Iced Teas sponsored the Arctic Man Classic, one of the most difficult downhill ski and snowmobile races.

Since 2012, Twisted Tea Hard Iced Teas has been a sponsor of Detroit Bike Week, where people can drink Twisted Tea Hard Iced Teas at the Detroit Bike Week Saloon.

In 2013, Twisted Tea Hard Iced Teas sponsored 1077 GNA Today's Country 'Country Fest'.

In 2012, Twisted Tea Hard Iced Teas sponsored the Annual Ultimate Summertime Party that was hosted by the National Multiple Sclerosis Society. Attendees could bowl, mini golf, and play foosball.

From 2010 until 2011, Twisted Tea Hard Iced Teas sponsored River Rocks NYC.

In 2012, Twisted Tea Hard Iced Teas sponsored Justin Henderson. As a team sponsor, Twisted Tea Hard Iced Teas got its brand logo on the car drove by Justin Henderson.

Since 2010, Twisted Tea Hard Iced Teas has been the main sponsor of Static. At venues that Static plays at, banners are hung that say "Official Band of Twisted

Tea.” In addition, the band receives Twisted Tea merchandise that is handed out to fans as well as restaurants and bars that provide Twisted Tea drinks.

### **UV COCKTAILS**

No Sponsorships

## **GIN**

### **SEAGRAM’S GINS**

No Sponsorships

## **GRAIN ALCOHOL**

### **EVERCLEAR 190**

No Sponsorships

## **RUM**

### **BACARDI RUMS**

In April of 2010, Bacardi signed a 3-year sponsorship deal with The National Basketball Association (NBA) in support of Bacardi Gold. The deal included a series of joint marketing activities. It also included ads with responsible-drinking messages. In conjunction with the sponsorship, Bacardi also held sweepstakes offering trips to the 2011 NBA All-Star Game.

On September 29, 2010, the NBA announced that it would be working with Bacardi to start a scholarship program to provide over \$350,000 to students from Hispanic and African-American communities. The scholarships were awarded through the Thurgood Marshall College Fund and the Hispanic Scholarship Fund.<sup>111</sup>

April 7, 2011 Major League Baseball’s Chicago White Sox opened Bacardi at the Park, a new bar and restaurant within their US Cellular Field stadium. Bacardi is the title sponsor and has branding in the interior and exterior of the facility. The sponsorship also includes “hospitality, branding to promote Bacardi at the Park on a field-level sign and in-park advertising, White Sox-placed media advertising to promote Bacardi at the Park, pre- and post-game remotes inside the bar throughout the season, behind-the-scenes game-day experiences for BACARDI and White Sox logo rights.”<sup>112</sup> Bacardi at the Park is operated by the Gibsons Restaurant Group.

In 2012, Bacardi was one of the sponsors of the World Soccer Masters, an exhibition match that took place on June 23 in Miami, FL. The match was televised on the Fox soccer channel nationwide.

Bacardi was a sponsor of the Peas' "The E.N.D. World Tour," which kicked off in Atlanta Feb 4, 2010. There were 32 North American stops on the international tour. BACARDI created an official cocktail for the tour called the "BACARDI V.I.Pea." BACARDI rum's participation in the tour involved consumer engagements, community outreach, promotions and digital activations. In all city stops of the tour an exclusive after party was hosted by some of the members of The Black Eyed Peas where the official BACARDI tour cocktail was featured.<sup>113</sup>

In 2010, Bacardi became the launch sponsor for Thrillist local-lifestyle application for Apple's iPhone. The iPhone application narrows down each user's city with Thrillist's handpicked eating, drinking and shopping recommendations. "Users can search, sort and share articles from Thrillist's database of local content, all organized by the nearest, newest and most popular places."<sup>114</sup> While the page is loading, an advertisement for Bacardi's Torched Cherry flavored rum shows up.

Bacardi was the sponsor for the 2013 Do at the Zoo. The event took place on May 10, 2013 from 7 pm – 11 pm at the Palm Beach Zoo in West Palm Beach, Florida. The event had a Mexican theme and included food, drink, a Mariachi band, and D.J.

Bacardi was a lead sponsor for the 2013 Bacardi Miami Sailing Week, which took place from March 3 to March 9 in Biscayne Bay in Miami. The international teams competed for the Bacardi Cup and the BMSW regatta trophy.

Bacardi was a Gold Sponsor of the DC Jazz Festival that took place June 5-16, 2013. The Jazz festival is the largest music festival in Washington, DC with approximately 125 performances across the city.

Bacardi was a sponsor of Once in a Blue Moon, a Memorial Day weekend fundraising event for the Sacramento Gay & Lesbian Center. The first annual event May 24- 26 included a Jr. Ball on Friday night, Blue Ball on Saturday, and Black and Blue festival on Sunday night.

Bacardi was a 2013 sponsor of Lollapalooza, a three-day music festival in Chicago IL that took place Aug 2-4. Ticket prices were anywhere from \$75-\$235.

Bacardi was a host sponsor of the 30th Billfish Tournament August 12-16, 2013 in Pirate Cove, NC. The fishing tournament is a fundraising event where the money raised goes to all local charities.

Bacardi was a sponsor of the RD&E experience 2012, a conference in Las Vegas, NV devoted to Non-gaming revenue such as spas located at casinos. The

conference took place on May 30-31, 2012.

Bacardi has been a sponsor of the Kentucky Derby's Bacardi Infield Club since 2010. Tickets go from \$75 to \$555 for a VIP packages. The Bacardi Infield Club includes a bar, food, and TVs to watch the horse races. Buyers also receive grandstand tickets. In 2013, the Kentucky Derby and Kentucky Oaks took place May 3-4.

Bacardi was a Gold level sponsor for Meeting Forward Southeast Educational Conference, August 8-10, 2012 in Kissimmee, FL. The conference is a place where professionals who plan meetings and events can come together for professional development, to learn about new technologies and tools, listen to speakers, and network. The conference brings in 450 to 650 people and is put on by Meeting Professionals International, a "professional membership organization for corporate, association, and independent meeting planners."<sup>115</sup>

Bacardi was one of the sponsors for Summer Crawl DC 2012, a bar crawl which took place on September 22. The event is an end of the summer event in the District of Columbia. Registration includes free cover, drinks, and food specials at participating bars. The event was organized by Project DC, an area event planning company.

Bacardi was a Platinum sponsor of the Scottsdale Culinary Festival, which took place April 13-18, 2010 in Scottsdale, AZ. The festival is a fundraiser for Scottsdale League for the Arts, which supports area art and art education programming.

Bacardi became a main corporate sponsor of Coral Gables, FL 2012 4<sup>th</sup> of July Fireworks after city funding to hold the event was cut. Bacardi provided \$50,000 towards event funding. In addition to fireworks, there was also a concert. Food and drinks, including cocktails, were available at concession stands.

Bacardi was a sponsor of all the VIP sponsored bars for the 2013 Iron Fork in Miami, FL on August 1, 2013. The Miami New Times and the Greater Miami Convention & Visitors Bureau coordinated the event, which includes food sampling and a chef cooking competition. Alcohol is also for sale at the event. The event is 21 plus.

Bacardi was a sponsor for the 2012 and 2013 Bacardi Columbus Day Regatta, a sailing race held in Miami, FL. In 2013 the race will be held on October 12 and 13.

Bacardi was a contributing sponsor for the 22<sup>nd</sup> Annual H.O.T. Challenge, providing the open bar for all other event sponsors. The Annual H.O.T. Challenge is a golf tournament, H.O.T standing for Hospitality Open Golf Tournament, which took place on May 3, 2013. All money raised at the event goes to the Black Hospitality Initiative African-American Scholarship Fund.

Bacardi was a sponsor for the PED Crawl 2012, a bar crawl that took place in Iowa City, IA on April 21, 2012. The crawl schedule involved eight different bars in the area and about 650 people signed up for the event. The sponsorship included free Bacardi drinks, games, and Bacardi giveaways.

Bacardi was a sponsor of the Key West Film Festival, which took place on November 13-17, 2013 in Key West Florida. Key West Film Festival received exposure both at the event itself and on the event website.

Bacardi was a 2013 sponsor of L.A. Pride a celebration that took place June 7-9 in Los Angeles, CA. This event included live entertainment, concession vendors, exhibitors, a run, and a parade.

Bacardi was a main sponsor for the 5th Annual Halloween Howler, a bar crawl held in Charlotte, NC on October 29th, 2010. Costumes were required for the event. The night of the bar crawl, a party bus left from the University of North Carolina to bring people to the four bars involved in the event.

Bacardi is a Copper and Inkind Sponsor of Veritage Miami, a Wine & Food Festival that took place April 17-20 in Miami, FL. The four-day event includes beer tasting, wine tasting, interactive dinner, and an auction. There were about 3,000 people who attended the festival. Proceeds go to the United Way of Miami-Dade.

Bacardi is a platinum sponsor of the Club Skirts Dinah Shore Weekend, which will take place in Palm Springs, CA April 2-6 2014. The Dinah Shore Weekend is "considered the largest lesbian event in the world."<sup>116</sup> The event includes parties, comedy, a film festival, dodge ball, poker, and well-known entertainers performing.

Bacardi was a sponsor for Carnivale A night in Rio which took place on February 2, 2013 in Denver, CO. The event was Brazilian themed and included music, entertainers, an open bar, and food for sale at concession stands.

Bacardi was a sponsor of the 12th Annual Charlotte Bartender's Ball that took place on February 17th, 2013 in Charlotte, NC. The ball is a semi-formal fundraiser event. All funds raised go toward the Cystic Fibrosis Foundation.

## **CAPTAIN MORGAN RUMS**

During the summer of 2010, Captain Morgan sponsored the first pitch at major league games around the country. The company has someone dressed up as a captain throw out the first pitch for 13 games during that summer.

Captain Morgan sponsored the creation of Sundance Channel's 30-minute

documentary “The Unsinkable Henry Morgan.” The film is about Captain Henry Morgan, the Rum’s namesake, and his conquests in Panama. It follows experts who inquire about Morgan’s legacy in Panama. The premiere of the documentary was on January 20, 2013.<sup>117</sup>

Captain Morgan Black spiced rum sponsored a 10-city tour by The Walkmen, an alternative rock band. The private concerts showcase their upcoming album, Heaven, and kicked off in New York, NY on April 11, 2012.

Captain Morgan was an official sponsor of the SunFest, a music and arts festival in West Palm Beach. The festival took place on May 1-5, 2013. In past years Captain Morgan has hosted a floating barge and Captain Morgan pirate ship available for touring and taking pictures.

Captain Morgan was a corporate sponsor for the Rock Fest in Cadott, WI on July 18-21, 2013. Performers included Three Days Grace, Korn, KISS, and Motley Crew. The show was for all ages and the festival also allowed camping on the grounds.

Captain Morgan is a sponsor of the Country Fest in Cadott, WI that will take place on June 26-29, 2014. Tickets range from \$87.50 for a one-day pass to \$450 for a 4-day VIP pass. Artists include Miranda Lambert, Montgomery Gentry, Toby Keith, and Jason Aldean. The show was for all ages and the festival also allowed camping on the grounds. Captain Morgan has also sponsored this event in past years.

Verizon Center in Washington D.C., a facility that hosts sporting and entertainment events, has the Captain Morgan Party Pavilion, an area that can be rented for private events for groups of 34 to 99. The area is “available for single event rental for most games, as well as selected shows and events.”<sup>118</sup>

Captain Morgan was a sponsor for the MusicFestNW on September 3-8, 2013 in Portland OR. The annual event usually brings in over 34,000 people. The festival is primarily indoors but has also opened up an outdoor area for some of the shows.

Captain Morgan was a platinum sponsor of the Fantasy Fest, a Halloween themed festival, in Key West, FL October 18-27, 2013. The sponsorship included Captain Morgan sponsoring the shuttle for the Fantasy Fest parade. The shuttle dropped people off throughout the area in Marathon and Key West. It ran from 5 p.m. to 2 a.m.

Captain Morgan was the title sponsor of the Captain Morgan Ironman in St. Croix, US Virgin Islands. The event took place on May 5, 2013. This middle-distance triathlon totaled 70.3 miles and included a 1.2-mile swim, a 56-mile bike ride, and 13.1-mile run.

Captain Morgan was a Platinum Sponsor of the Stonewall Columbus Pride

Festival on June 21-22, 2013 in Columbus, OH. Events for the celebration included dance parties, a film screening and discussion, networking, an art show, a motorcycle run, a theater night, 5K race, and a fashion show.

Captain Morgan was the official presenting sponsor of the Nightmare on the Harbor 2 in Charlestown, NC on October 31, 2011. Featured artists for the show were The Mad Violinist and The Symphony Crack Orchestra. Proceeds from the event went to Tanzania Education Foundation.

Captain Morgan is a sponsor of the Camelback Mountain Ski Resort in Tannersville, PA.

Captain Morgan was a product sponsor for the New Orleans Fashion Week September 28-October 5, 2013 in New Orleans, LA. The event is set up to “provide Southern born or based designers a platform to gain exposure, increase sales and professional contacts.”<sup>119</sup>

Captain Morgan was a sponsor for the 2012 LBA Fishing Challenge that took place in Doral, Fl. August 1-4. The event included a cocktail welcome, adult and children tournaments, and evening social events.

Captain Morgan was a sponsor of the Des Moines Renaissance Faire August 31-September 15, 2013 in Clear Lake, Iowa. The fair includes food, shopping, and entertainment all placed in the Middle Ages.

## **MALIBU RUMS**

On June 4, 2011, Malibu Rum sponsored a Malibu Rum Beach Party with Octane, a band which tours in the Indiana area. The Malibu Rum Beach Party took place at Main Street Pub in Robinson, Indiana. DJ Wylde, a well-known area DJ, opened up the show.

Malibu Rum was the official spirits sponsor of the Association of Volleyball Professionals' Crocs Tour for the 2009 and 2010 seasons. There are over 150 top male and female pro beach volleyball competitors in the series and includes 16 events. The sponsorship included extensive on-site signage, a Malibu 'Get Your Island On' cabana in the sponsor village where there were games, contests, special promotions, sample Malibu cocktails, a hospitality suite and player 'meet and greets'.<sup>120</sup>

In 2012 Malibu announced a partnership with the R&B recording artist NE-YO. NE-YO will work with Malibu to promote their Malibu Red through “exclusive music, performances, video and digital conversations.”<sup>121</sup>

Malibu is a sponsor of Palmetto Breeze Charleston Charter Boats, the largest fleet of Fishing, Sailing and Power yacht charters embarking from Charleston

Harbor, Isle of Palms and Kiawah at Bohicket and all over the Lowcountry. Water activities include sunset & dinner cruises to sailing & fishing trips. Palmetto Breeze Charleston Charter Boats also offer team building activities for corporate groups as well as treasure/scavenger hunts for adults and children. Included in the sponsorship, the boats' sails have the Malibu logo on them.

In 2013, Malibu Rum sponsored the Dirty Water Summer Tour. Annually Dirty Water TV travels to New England's hottest summer destinations and interviews owners and locals.

Malibu Rum sponsors the Malibu Rooftop Deck in Yankee Stadium. The deck is located next to Section 310 on the Terrace/Grandstand Level. The deck has a full bar and grilled food. It is open from when the gates open until the seventh inning. It is available for group rentals before a game.

Malibu Rum sponsored the Malibu Rum Beach Soiree at Harrahs Casino in Atlantic City, NJ on August 1, 2013. The event included celebrity chefs, dancing, food, and drinks.

#### **SAILOR JERRY SPICED NAVY RUMS**

Annually, Sailor Jerry Rum sponsors an event giving away free tattoos on the anniversary of the death the Rum's namesake, tattoo artist Norman "Sailor Jerry" Collins. On June 12, 2012 Sailor Jerry Rum sponsored 102, first come first serve, free tattoos at Downtown Tattoos in New Orleans, LA. Participants must hit a dartboard to decide which Sailor Jerry design they will get tattooed. Sailor Jerry spiced rum will also be serving 102 cocktails and those getting tattoos receive a token for a free drink at a local bar.

Sailor Jerry Spiced Rum sponsored a burlesque show at Corruption in New York, NY on May 29, 2012. There were Sailor Jerry drink specials and free shots during the night.

Sailor Jerry is the official sponsor of the OC Roller Girls after parties. The roller derby league is based in Orange County, CA.

Sailor Jerry's Rum sponsored Street Chopper magazine and Editorial Director Jeff Holt and Chris from LA Speed Shop in the building of a motorcycle to be raced at the Bonneville Salt Flats race track in Utah. The bike was built from scratch in the summer of 2012. They raced two classes, a 1650cc Fuel Pushrod class in both Modified and Partial Streamliner.

Sailor Jerry Rum was a general sponsor of the Tales of the Cocktail, a cocktail festival that took place on July 17th-21st 2013. The festival is held annually in New Orleans, and is targeted toward international professionals and enthusiasts by including a schedule of seminars, dinners, competitions and tasting rooms where

brands showcase their latest products.

Sailor Jerry's Rum sponsored the 2011 Rooftop Films Summer Series, which takes place in New York, NY. Rooftop Films is a nonprofit "whose mission is to engage diverse communities by showing independent movies in outdoor locations, producing new films, coordinating youth media education, and renting equipment at low cost to artists."<sup>122</sup> In 2011 there were 47 events with over 200 films over the course of the summer.

Sailor Jerry's Rum sponsored Ink 'n Iron, a tattoo convention in Long Beach, CA that took place June 7-9, 2013. At the event there were 280 tattoo artists. There was also a car show, live music, a burlesque show, and art shows.

Sailor Jerry's Rum sponsored Musink, a tattoo convention and music festival that took place March 8-10 2013 in Irvine, CA. The event was open to all ages and is an annual music and tattooing event.

Sailor Jerry Rum sponsored a day at the South by Southwest Music Festival (SXSW) on March 19, 2010 in Austin, TX .The free music show was held at the Longbranch Inn. The festival showcases music and film.

Sailor Jerry Rum sponsored a free 21 plus tour of the bands Wooden Ships and Night Beats. The event took place in San Francisco, Los Angeles, San Diego, Portland, and Seattle in August 2013.

## **TEQUILA**

### **1800 TEQUILAS**

In 2011, 1800 Tequila sponsored the Naughty and Nice Holiday party. 1800 Tequila provided complimentary drinks for one hour between 10:00 pm and 11:00 pm.

Since 2010, 1800 Tequila has sponsored the New York Knicks. As a sponsor, its logo is logo displayed on signs at courtside and on the scoreboard throughout games, and it sponsors promotional activities during the basketball season.

In 2009, 1800 Tequila began to sponsor the Los Angeles Lakers in a multi-million dollar deal. As a sponsor, 1800 Tequila is entitled to ad placement at the Staples Center, different promotions, 1800 Tequila advertised banner at the Staples Center, space on the arena's LED display, and 1800 Tequila banners on the Lakers Website. 1800 Tequila is the Lakers' first exclusive tequila sponsorship deal.

In 2012, 1800 Tequila sponsored a Mary J. Blige after party. 1800 Tequila provided complimentary tequilas for the event.

Since 2008, 1800 Tequila has been the presenting sponsor of Essential Artists. As a presenting sponsor, 1800 Tequila provides free drinks and booze.

In 2010, 1800 Tequila sponsored Friday Night Celebration. The Mayweather's Drop Shot was created specifically for the event.

### **JOSE CUERVO TEQUILAS**

Jose Cuervo Tequilas has been a Supporting Sponsor for the San Francisco Pride Parade and Festival in San Francisco, CA.

Jose Cuervo Pro is the title sponsor of the Jose Cuervo Pro Beach Volleyball Series, with seven stops across the U.S. in Ft. Lauderdale, FL, Belmar, NJ, Chicago, IL, Hermosa Beach, CA, Milwaukee, WI, Manhattan Beach, CA, and Huntington Beach, CA. All events are free to the public and broadcast on NBC Sports Network.

Jose Cuervo Tequilas sponsors the Tradicional Mural Project initiative to support and celebrate Latino arts and culture across the U.S. by inviting artists to submit original mural paintings inspired by their hopes and dreams for the Latino community and for the Jose Cuervo bottle. Artists compete for a \$15,000 grand prize and an additional \$15,000 for a nonprofit in the winner's community all sponsored by Jose Cuervo.

Jose Cuervo Tequilas has sponsored the Columbus International Film & Video Festival held in downtown Columbus, OH.

Jose Cuervo Tequilas sponsors the Sauber Formula One Racing Team, with racecar driver Sergio Perez.

Jose Cuervo Tequilas was a sponsor of the Drop the Lime & Flosstradamus musical event, presented by party developers Overthrow and Poplife. The club event stars Drop the Lime from Brooklyn and Flosstradamus from Chicago, as well as Miami DJs Damaged Goods and Troy Kurtz, all held at Grand Central nightclub in Miami, FL with Jose Cuervo tequila specials.

Jose Cuervo Tequilas was a contributing sponsor of Team Rio Grande Racing (TRGR) Elite Cycling Team, a Colorado outdoor cycling and racing team.

Jose Cuervo Tequilas sponsored of the Reserve 101 Tequila Tasting, a complimentary tequila tasting event at the restaurant Reserve 101 in Houston, TX.

Jose Cuervo Tequilas sponsored the Omega Psi Phi Fraternity's Cruise with the Ques Weekend including live music and comedy performances on the boat in Detroit, MI.

Jose Cuervo Tequilas sponsored Cuervo Games, a series of free competition events around the U.S. with obstacles including wall climbing, running gauntlet, barrel rolls, and high-wire walks, along with mechanical lime riding, concerts, and complimentary Jose Cuervo. The Cuervo Games Kick-off event was held in Ybor City of Tampa, FL, with subsequent events in 10 cities including Scottsdale, AZ, and Dallas, TX.

Jose Cuervo Tequilas sponsored the Alki Beach Open, a social volleyball tournament on Alki Beach in Hawaii, including tournament shirts, water bottles, a Cuervo Beach Volleyball, free appetizers & drink specials, live music, and freebies for participants.

Jose Cuervo Tequilas is an alcohol sponsor of Amber Lounge, a special event and product launch nightclub space in Austin, TX.

Jose Cuervo Tequilas is a sponsor of the Texas Rangers Cuervo Club, a private club behind home plate at the Texas Rangers ballpark in Arlington, TX. The Cuervo Club was accessible only to club ticket holders on home games.

Jose Cuervo Tequilas was a Corporate Sponsor and event supporter of Lifebeat: Music Fights HIV/AIDS, an organization to address the HIV/AIDS crisis with a unified voice from the music industry.

Jose Cuervo Tequilas was a sponsor of the outdoor All Walks of Life Music Festival in Charlotte, NC.

Jose Cuervo Tequilas is the Official sponsor of professional skateboarder Greg Lutzka for the 2011 skating circuit season.

Jose Cuervo Tequilas is the Official Sponsor of female professional surfer Erica Hosseini.

Jose Cuervo Tequilas sponsored the 2nd Annual Mustache March Cinco De Mayo Pub Tour of Pittsburgh's South Side, including free admission to all 10 participating venues, drinks specials, additional giveaways from sponsors, and entry into the Grand Prize drawing for Beats by Dre headphones.

In 2013, Jose Cuervo Tequilas was a tournament sponsor of the 2013 SASA Toyota Cinco De Mayo Tournament of the San Antonio Soccer Association in San Antonio, TX.

Jose Cuervo Tequilas is an Event and Marketing Sponsor of production company On the Other Side Productions, LLC based in La Jolla, CA and title sponsor of the company's Jose Cuervo World Party.

Jose Cuervo Tequilas was a corporate Sponsor of the Albuquerque International Balloon Fiesta, "the largest hot air balloon event in the world."<sup>123</sup>

Jose Cuervo Tequilas was an official sponsor of the Fiesta 5K Ole in Seattle, WA, featuring the 3rd Annual Taco Truck Challenge in the Jose Cuervo Margarita Garden with live music and DJ, all to benefit The Hope Heart Institute to fight heart disease.

Jose Cuervo Tequilas is an associate sponsor of a weekly acoustic music series, beach cabanas, and sports leagues at Bradford Beach in Milwaukee, WI.

Jose Cuervo Tequilas sponsored the Jose Cuervo Platino Penthouse with Paul Oakenfold at Hotel 944 nightclub at Eden Roc Resort in Miami, FL as part of Super Bowl Week.

Jose Cuervo Tequilas sponsors the David Benzer Torture Cancer Foundation, which makes efforts to create welcoming and supportive environments in cancer clinic waiting rooms for patients receiving treatment.

Jose Cuervo Tequilas sponsored the Spirit of the Lakes Festival at Surfside Park & Beach in Mound, MN, featuring live music, artist festival, business showcase, beer tents, wine and spirit tastings, boat and bus tours, and a fireworks show on Lake Minnetonka.

Jose Cuervo Tequilas was a sponsor of the Cinco De Mayo Block Party at South Lake Union in Seattle, WA, including live performances, DJ sets, food, games, prizes, and Jose Cuervo Margarita Bar drink specials.

Jose Cuervo Tequilas was an event sponsor of the Subterraneo party at iMusic nightclub in Seattle, WA, featuring complimentary Jose Cuervo tequila.

Jose Cuervo Tequilas is the official Sponsor of Irie Radio's Ocean FM 98.1 radio station.

## **PATRON TEQUILAS**

Since 2010, Tequila Patron has been a presenting sponsor of The American Le Mans Series and as the lead sponsor of the Extreme Motorsports P2 class team. In addition, Tequila Patron sponsors the ALMS team, which is owned by Scott Sharp. The American Le Mans Series is a premier sports racing series consisting of a 10-race season and championship.<sup>124</sup> Tequila Patron sponsors ALMS TV such as Race Archive, Full Contact, Post-Race, Pre-Race, Special Presentations, Top 5, and Unscripted. Members of the Tequila Patron sponsored Patrón Extreme Speed

Motorsports ALMS Team includes Ed Brown, Guy Cosmo, Scott Sharp, and Johannes van Overbeek.

Since 2012, Tequila Patron has been the official tequila sponsor of the Golden Foodie Awards. As a sponsor, Tequila Patron provides tequila bars, drinks, and mixologists to create drinks. The Golden Foodie Awards honors the best chefs, restaurants, food and drinks. Voting takes place for 23 different categories during the Golden Dine Out to choose the winners. The Golden Dine Out takes place over the course of four weeks, and gives people the chance to dine and vote for a specific category in Orange County.

Since 2012, Tequila Patron has been a sponsor of the Ferrari 458 Italia GT. As a sponsor, Tequila Patron promotes responsible drinking based commercials. This 30-second commercial, aired during the American Le Mans Series, feature Ed Brown and Scott Sharp driving home the message of conducting responsible alcohol behavior in Ferrari's. Ed Brown is the CEO of Tequila Patron and a racecar driver, and Scott Sharp is the driver and owner of the ESM.

In 2013, Tequila Patron sponsored Maria Menounos' 35<sup>th</sup>, luau-themed birthday party. Tequila Patron passed out and provided drinks and a photo shoot screen that featured Tequila Patron's logo. In addition, the birthday party featured cups, surfboards, cocktail shakes, and a mixology station with Tequila Patron's logo. Guests at Maria Menounos's star studded event included Khloe Kardashian-Odom, Kris Jenner, Julianne Hough, Derek Hough, Perez Hilton, Mel Gibson, Topher Grace, Karina Smirnoff and Fran Drescher.

In 2010, Tequila Patron sponsored and hosted the Patron Summer Tequila Night held at Cha! Cha! Cha! Taqueria in Portland Oregon. The event featured live music, a tequila tasting sponsored by Tequila Patron, and food.<sup>125</sup> Tequila Patron offered their Silver, Reposado, and Anejo tequila's as part of the free tasting.

In the 2011-2012-holiday season, Tequila Patron sponsored a Live Art Creation Show on Market Street for the Artist Guild of San Francisco. Tequila Patron partnered with emerging artists to create a holiday window art in San Francisco. People had the opportunity to bid on the art created. A contest was also held for the artists; the artist who received the highest bid won national exposure in a print advertisement for Patrón. All of the art proceeds went to benefit the Artist Guild of San Francisco.<sup>126</sup>

Since 2012, Tequila Patron has sponsored NHRA Funny Car driver Alexis DeJoria and the Kalitta Motorsports Tequila Patron Toyota Camry Funny Car team. Alexis is the daughter of John Paul DeJoria, who is the co-founder of John Paul Mitchell systems and Tequila Patron. Alexis has held many racing titles such as Tom Female Top Alcohol Funny Car Racer, 2011 NHRA Northwest Nationals TAFC event champion, and holds the world record for fastest and quickest TAFC speeds. Alexis drives a Tequila Patron-sponsored 2013 Toyota Camry.

From 2009 till 2010, Tequila Patron sponsored and hosted the annual Celebration of Life and Hope with the Austin Hatcher Foundation for pediatric cancer. The event raises funds for Hatch's House of Hope facility. Tequila Patron donated a Tequila Patron specially basket, that guests, by chance could compete in a "heads or tails" games to win. Tequila Patron was a premier sponsor of this event.

In 2010, Patron Liqueur XO Café began to sponsor Cops Fighting Cancer, or CFC. Patron Liqueur XO Café sponsors the annual Cops Fighting Cancer Toy Drive and Casino Night, which benefits The Children's Hospital. The event features complimentary food and drinks, live performances, entertainment, prizes, and casino games, which includes poker, black jack, roulette and craps. Nick Carter and Ginger Delgado, who are TV News reporters, guest hosted the most recent and the 8<sup>th</sup> Annual CFC Cancer Toy Drive and Casino Night.

In February of 2013, Patron Liqueur XO Café sponsored and was a partial participant of the Las Vegas Chocolate Festival and Pastry Show at the Venetian Las Vegas and The Palazzo Las Vegas. The world's best chocolatiers, pastry chefs, and confectioners came together and created a chocolate show that was then paired with top wines and spirits. Celebrity chefs included Jean-Marie Aubeine, Stephan Treand and Alicia Boada. Tickets cost \$95.00 per person, which included all chocolate, pastries, wines, champagnes, food, and spirits served. The proceeds of this event went to St. Jude's Children's Research Hospital.

In 2012, Patron Liqueur XO Café sponsored Ghost Hunting with Zak Bagans. Zak Bagans was a wedding DJ and now is a paranormal investigator who hosts *Ghost Adventures* on the Travel Channel. Zak Bagans led contest winners, along with reporters, in the basement of the Hangge-Uppe, a bar with the supposed haunted spirit of a girl who was murdered there. Patron Liqueur XO Café sponsored "Hunt for Haunted America" sweepstakes in order to pick the winning people that went on this ghostly adventure.

## **VODKA**

### **ABSOLUT VODKA**

Absolut Vodka is a sponsor of the New Hampshire Film Festival, an indie film fest that takes places in October in downtown Portsmouth, NH. The four-day festival includes workshops, panel discussions, film screenings, and after-parties. There are more than 9,000 people who attend the event. Events include the Absolut Vodka Party at the Gas Light Third Floor Night Club on Friday.

Absolut Vodka was a sponsor of the Provincetown's 2013 Carnival Week that took place in Provincetown, MA August 17-22. As part of the event, Absolut Vodka had a local artist design and create the "official 2013 Carnival Absolut masterpiece bottle."<sup>127</sup> The bottle was 4 feet tall and was on display the entire week. The winning artist also received \$500 from Absolut Vodka.

Absolut Vodka became the first sponsor of a more than \$4-million dollar restoration plan for the Walk of Fame leading up to its 50th anniversary in 2010. The company received an honorary star near the entrance to the Kodak Theatre in recognition of their contribution.<sup>128</sup>

Absolut vodka returned in 2011 as a presenting sponsor for the third season of “RuPaul’s Drag Race,” the reality competition series on the Logo cable channel owned by Viacom. Logo is a channel aimed at viewers who are gay, lesbian, bisexual and transgender. In 2011, Logo created six commercials for Absolut, featuring contestants from the second season of “RuPaul’s Drag Race” in their full drag regalia. Each drag performer was dressed in tribute to a mixed drink made with Absolut. As part of the sponsorship, there was also product placement during some of the *Drag Race* challenges. In season two, contestants “sat for interviews that required successfully plugging Absolut’s Berri Açai cocktail. For a fourth season mini challenge, the queens created platforms inspired by Absolut-trademarked cocktails and presented them to the company’s PR director, Jeffrey Moran.”<sup>129</sup>

Absolut vodka was an associate sponsor of the 2013 Outdoor Summer Music Concerts held at the Absolut vodka Hoosier Park Racing Casino in Anderson, Indiana. The concerts were held at the Hoosier’s Outdoor Music Center and featured acts such as the Beach Boys.

Absolut Vodka was the sponsor for the All American Bar Crawl in 2013. The All American Bar Crawl is an annual event that takes place in Arlington, VA in June 2013.

Absolut Vodka was a Silver Sponsor of the Nashville Pride Festival. The festival takes place at Riverfront Park in Downtown Nashville in June. The sponsorship included a Nashville Pride Festival VIP area. The Nashville pride Festival VIP area also included a private bar featuring Absolut Vodka and food from the Chef and I catering.

In 2011, Absolut Vodka, along with Hyatt Hotels, were the first sponsors of GayCities’ Answers Q&A feature.<sup>130</sup> The site is a community-driven gay and lesbian city guide and travel site. The new feature sponsored by Absolut Vodka debuted on the site the first week of August 2011. It enables members to share information about where they live and where they have traveled.

Absolut Vodka was a general sponsor of the Tales of the Cocktail, a cocktail festival that took place on July 17th-21st 2013. The festival is held annually in New Orleans, and is targeted toward international professionals and enthusiasts by including a schedule of seminars, dinners, competitions and tasting rooms where brands showcase their latest products. For an hour and a half on Wednesday of the festival Absolut Vodka hosted an Absolute Vodka Tasting Room.

In November of 2011, Absolut Vodka began sponsoring the Thrillist Rewards iPhone app. The app lets users buy deals through their mobile device. The app is free and available in Apple's App Store and Google's Android Market. When consumers are searching on the app for deals they will see a page that reads "Thrillist Rewards Brought To You By Absolut Vodka." "The page features an image of three Absolut Vodka bottles and tells users that they when they share Thrillist Rewards they will earn \$10 for each friend who signs up and buys a reward."<sup>131</sup>

Absolut Vodka was a sponsor for Circle City IN Pride, the largest fundraiser for the nonprofit Indy Pride, Inc. The Circle City IN Pride events took place June 1-8, 2013 in Indianapolis, IN and included such events as a 5k run, community picnic, community skating, concert, film fest, and a pride parade and festival on the last day.

Absolut Vodka was a gold sponsor of the 22nd Annual LGBTI Pride Celebration, which took place on June 2, 2013 in Asbury Park, NJ. The annual event includes a parade, rally and festival and is put together by Jersey Pride, Inc. an all-volunteer community organization.

Absolut Vodka was one of the many sponsors of ESPN magazine's annual Next event February 4th -February 5th, 2011. The event brings together sports figures and celebrities for a red carpet event that includes entertainment by artists like Kid Rock and focuses on future athletes. In 2011 the events took place in Fort Worth Stockyards, Texas. Absolut's sponsorship deal for the event included the Absolut logo being placed in the invitation and in a video loop that played on TVs at the event. Absolut bottles were placed on all of the back bars with other branding in the area of bars and around the event rooms. Branding was also placed around a mechanical bull that guests could sit on and have their photo taken. Guests were given their photo which was also Absolut branded.

Absolut Vodka sponsored the band Swedish House Mafia in their international "One Last Tour." The sponsorship ran from the end of 2012 into March 2013 and included tour stops in South Africa, Australia, Mexico, and five US cities. The U.S. stops took place February 13 - March 24, 2013. The band's "Greyhound," music video was created for Absolut Vodka and Absolut's website gave visitors the ability to make "remixes" of the video. In addition to promotional advertising as part of the sponsorship, Absolut also held pre-parties and after-parties during some stops.<sup>132</sup>

The 2010 Brooklyn Blogfest was sponsored by Absolut. The event takes place every year in Brooklyn, NY and in 2010 was held on June 8. There are about 300 people who attend the event every year. Activities include "guest speakers, a video tribute to photo-bloggers, a dramatic reading from blogs...networking and a festive after-party."<sup>133</sup> In 2010, "Spike Lee and Lemony Snicket were specially invited guests who spoke and performed."<sup>134</sup> Spike Lee had been working with Absolut prior to the event to create a flavored vodka called Absolut Brooklyn. For the event, Absolut Vodka gave free flip cameras (to video the event), a bottle of Absolut, and

lots of free exposure to bloggers who would be attending the Brooklyn Blogfest and were willing take part in advertising Absolut on their blog.

Absolut Vodka has sponsored the Absolut Clubhouse at Fenway Park since 2007. The clubhouse was just recently upgraded in 2012. Dugout Seat Holders' seats are located in the first three rows on the third-base side of the field. The Dugout Seat Holders have access to the Absolut Clubhouse before the game. The clubhouse offers "an upscale bar menu...along with signature cocktails from Absolut."<sup>135</sup>

Threadless, "a creative community that makes, supports, and buys great art"<sup>136</sup> and has hosted multiple design challenges in the past, worked with Absolut Vodka to develop a competition to create a "Chicago-themed design for the Absolut Chicago limited edition vodka bottle."<sup>137</sup> Absolut sponsored the competition which took place February 7 – February 28, 2013. Threadless' warehouse, offices, and retail store are based in Chicago, IL.

Absolut Vodka is a sponsor of the nonprofit Four Pearls, which focuses on day-to-day needs youth and families who are dealing with cancer diagnoses. All activities of the organization are funded through individuals and businesses. Absolut Vodka is featured on the site's home page as a spotlight sponsor as well as on the sponsor page.

Absolut Vodka was a sponsor for the 2012 Memorial Day Weekend events in Provincetown, MA that are hosted by Women and Lesbian Night Life Provincetown. The events include a cocktail reception, a women's boat cruise, a women's pool party, and several other nights of dancing and shows.

I'm Here is a short film created by Spike Jonze and sponsored by Absolut Vodka. The 30-minute movie features a love story between two robots, and can be viewed online. There is a limit of 20,000 "seats" or views per day and a viewer can choose to link into Facebook in order to invite friends to watch the movie with them. Because of the Absolut sponsorship, viewers must verify that they are over 21 by typing in their birthday including a year.

Absolut Vodka is a Rainbow Sponsor, a sponsorship category right below the top Presenting Sponsors category, of Capital Pride in 2013. Capital Pride is non-profit organization "dedicated to serving the needs of the LGBTQIA community and celebrations of diversity."<sup>138</sup> One of the largest events that Capital Pride hosts is an annual Pride Parade and Festival with over 250,000 people in attendance during its two weeks. Sponsorships are not just for one event but are the entire year and Rainbow Sponsorships include exposure all year on the website, through newsletters, through social media, a float and other banners in the Pride parade, a booth and banners at the Pride festival, and promotional opportunities at all of the other events during the year.

Absolut Vodka is one of three Premier Sponsors of Gay Days Anaheim 2013.

Gay Days Anaheim is weekend of events that place the first Saturday in October on Disneyland property including Disneyland parks in Anaheim, CA. Events include “unofficial gay days in the park”<sup>139</sup> parties, group photos, scavenger hunts, and private meals.

Absolut is an official Title Sponsor of the 2013 Acura ClubCorp Champion Classic, a golf championship which takes place September 4 - 8, 2013: “70 teams from country clubs, business clubs, and societies”<sup>140</sup> compete for the championship in Austin, Texas. Country Club Members “play with a respective golf professional. Business Club, Owners Club and Society teams will be paired with a ClubCorp golf professional.”<sup>141</sup>

Fire and Ice was the theme for Q Center’s 5th annual Winter Gala in Portland, OR. In 2013 the event was held on January 26, and Absolut Vodka was one of the sponsors. The event raises money for programs held by Q Center, Portland’s LGBTQ Community Center. In 2013 there were 350 people who attended and the event raised over \$80,000.

Absolute Vodka was the official sponsor of the Big Gay Brunch. Big Gay Brunch is a pool party brunch event in New York, NY that took place on Jun 22, 2013. The event brought together well-known gay and lesbian chefs from NYC. Tickets start at \$90 a person and the funds go to The Trevor Project which is a national organization that provides “crisis intervention and suicide prevention services to the LGBT community.”<sup>142</sup> As part of the sponsorship Absolut had a Bloody Mary bar set up and was serving unlimited Bloody Mary’s and the newly released Absolut Tune.

On December 2, 2012 and June 17, 2013 in New York, NY, Absolut was a Gold Sponsor for the “Trevor Live” event. This annual event is a fundraiser for The Trevor Project which is a national organization that provides “crisis intervention and suicide prevention services to the LGBT community.”<sup>143</sup> The event includes a silent auction, dinner, and entertainment by well-known artists and comedians.

Absolut sponsored a “One year Anniversary” for DJ Saint Chill at Balans Restaurant in Miami, FL on January 28, 2012. The night included a fashion show, complementary cocktails for women, and a VIP menu.

Absolut Art Bureau, which is “responsible for The Absolut Company’s international art initiatives,”<sup>144</sup> was an Associate Partner sponsor for the Art Basel in 2012. Art Basel is an international art show for Modern and contemporary art including “paintings, sculptures, drawings, installations, photographs, films, and editioned works”<sup>145</sup> taking place in Miami, FL. The event is annual and works are shown off in the convention center and around the city including at local beaches. In addition to the artwork there are also performances, presentations, and films held by the show.

Absolut was a main sponsor of the Absolut ARTini Gala in Virginia Beach, VA on May 9, 2013. Ten weeks preceding the main gala, ten restaurants, one per week, showcased their signature “ARTini” in a competition commencing at the main gala. The event is a fundraiser for Moca, a contemporary art museum. The gala included an open bar with ARTinis, food, dancing and performers. Tickets were \$50-\$75.

Absolut was one of Pride St. Louis’ 2013 Rainbow Sponsors, the highest of the event’s sponsor levels. Pride St. Louis is a community-based organization that aims to “foster an understanding and tolerance of the LGBT Community in the general population by raising awareness through educational programs and events ultimately leading up to the annual PrideFest in St. Louis.”<sup>146</sup> Sponsorship is year-long and rainbow sponsorship includes parade floats, festival booths, social media blasts, the sponsor’s logo included on the website sponsor page as well as a banner on all other website pages, a print ad in the Pride Guide, a banner at all Pride St. Louis events, naming rights to some festival elements, and invitations to year round events including VIP passes to Pride Week events.

Absolut was one of the sponsors of BENT, a fundraising event put on by PQ Monthly and the Equity Foundation on October 27, 2012 in Portland, OR. The Equity Foundation “provides college scholarships and granting funds to organizations that work to eradicate prejudice against gender and sexual minorities and people from other diverse communities.”<sup>147</sup> Funds from the BENT event went toward their scholarship program for LGBT youth. BENT featured local performers and included a dance party and a costume competition.

Absolut Vodka was one of the sponsors for the Motor City Throwdown, a flair bartending competition that took place in Livonia, MI on June 18, 2013. Competitors perform and are judged on “flair” including “working flair and exhibition flair skills.”<sup>148</sup> The competition was considered a Level 1. Sponsor’s bottles are used with labels showing. Bartenders are judged on entertainment, difficulty, originality, smoothness, variety, technical execution, showmanship, and sponsor promotion. Cash prizes were awarded.

Absolut Vodka was one of the sponsors of North Pinellas Pride 2011. Events took place October 16-23 in the areas of Safety Harbor, Clearwater, and Dunedin all in North Pinellas County, Florida. The events included a bowling night, pool party, and “Pioneering Pride in the Park.”

Absolut Vodka was a contributing sponsor of L.A. Gay & Lesbian Center 41st Anniversary Gala & Auction on November 10, 2012 in Los Angeles, CA. The event honored Megan Rapinoe from the U.S. Women’s National Team soccer team. The Gala included cocktails, a silent auction, dinner, and a show. All proceeds benefit the Gay and Lesbian Center. The L.A. Gay & Lesbian Center provides services for the LGBT youth and adults including medical care, legal services, scholarships, and transitional living.

Absolute Vodka sponsored the Free Press Summer Festival on June 1 and 2, 2013 in Houston, TX. This festival is an annual music and arts festival, which gives area artists the chance to showcase their art. There are six stages set up during the two days and a multitude of bands that played.

On September 18, 2012 Absolut was one of the sponsors of an event to celebrate the First Anniversary of the Repeal of "Don't Ask, Don't Tell." The event took place in New York, NY, was a tribute to American Service members, and specifically honored Admiral Mike Mullen who played a role in the appeal.

Absolut sponsors the Emerald City Softball Association. The softball league is located in Seattle, Washington and is a member of the North American Gay Amateur Athletic Alliance (NAGAAA). Players are 18 years or older and include those who identify as GLBT as well as non-GLBT members. The league has Divisions A, B, C & D. The four divisions allows for advanced players as well as players new to the game. Sponsor logos are seen on the website home page and sponsorship page.

Absolut was the premier alcohol sponsor of the Pacific Pride Festival which took place July 13, 2013 in Santa Barbara, CA. The event included on stage performances by well-known artists. There was also a week of social events in Santa Barbara leading up the festival. Logos of event sponsors are placed on the website, banners, event t-shirts, and promotional materials.

Absolut was one of the in-kind sponsors for The Odd Ball, a party that took place April 14, 2012. The event was put together by Real Art Ways and was a celebration of the community and its creativity. Most attendees dress in costume for the party which includes a night of dancing, live music, food, and immersive performance.

Absolut Acai was a Platinum sponsor of the Scottsdale Culinary Festival, which took place April 13-18, 2010 in Scottsdale, AZ. The festival is a fundraiser for Scottsdale League for the Arts, which supports area art and art education programing.

Absolut was a sponsor for the third season of "RuPaul's Drag Race," the reality competition series on the Logo cable channel owned by Viacom and geared toward viewers who are gay, lesbian, bisexual and transgender. In 2011, Logo created six commercials for Absolut, featuring contestants from the second season of "RuPaul's Drag Race" in their full drag regalia. Each drag performer was dressed in tribute to a mixed drink made with Absolut. As part of the sponsorship, there was also product placement during some of the *Drag Race* challenges. In season two, contestants "sat for interviews that required successfully plugging Absolut's Berri Açaí cocktail. For a fourth season mini challenge, the queens created platforms inspired by Absolut-trademarked cocktails and presented them to the company's PR director, Jeffrey Moran."<sup>149</sup>

## **BURNETT'S VODKA**

No Sponsorships

## **CIROC VODKA**

In 2011 Ciroc Vodka sponsored a pre-Emmy bash at Club Trousdale. Ciroc Vodka provided drinks for the evening.

In 2011 Ciroc Vodka sponsored Friday Night Groove as the official vodka of New Years Eve. Ciroc Vodka products featured included Ciroc Red Berry, Ciroc Coconut, and Ciroc Peach.

In 2011 Ciroc Vodka was an event sponsor of the 1-year anniversary of 4Season Style Management party. This party honored Olympic Gold Medalist and WNBA star Cappie Pondexter and Lisa Smith Craig, a style expert.

In 2007, P Diddy established a booze 'n' beats partnership with Ciroc Vodka. P Diddy works to promote and redevelop the Ciroc Vodka brand, and in return earns a 50% profit in this joint venture. In addition, P Diddy works to promote responsible drinking behavior.

Since 2011 Ciroc Vodka has sponsored Rick Ross. Rick Ross is a representative and ambassador for the brand. Ross promotes Ciroc Vodka at his live events, is featured in promotional campaigns, and works to push Ciroc Vodka on different social media sources.

Ciroc Vodka sponsored the 40<sup>th</sup> annual daytime Emmy awards in 2013.

Since 2011, Ciroc Vodka has been the official sponsor of House of Hype, an event following the MTV Video Music Awards. Attendees at Esquires Magazines HOT 100 dinner drink Ciroc Vodka and Ciroc Cocktails. In addition, Ciroc Vodka is heavily featured at bars and VIP tables with Ciroc-branded pillows, buckets, and napkins.

In 2012, Ciroc Vodka signed a two-year sponsorship agreement with the Atlanta Hawks and Philips Arena. Specific details of this sponsorship have not yet been disclosed.

Since 2010, Ciroc Vodka has been an event sponsor of Vanilla Sky All White Dessert. Ciroc Vodka sponsors Ciroc VIP Lounge, which is hosted by a celebrity guest, as well as sponsoring an open Ciroc Bar.

## **GREY GOOSE VODKA**

In 2005, Grey Goose Vodka began to sponsor the Breeders' Cup World Championship Races, and is the official spirit and premier sponsor. As the title sponsor, Grey Goose Vodka gives \$2 million to the Grey Goose Breeders' Cup

Juvenile Fillies, and \$2 million to the Grey Goose Breeders' Cup Juvenile. Additionally, Grey Goose commercials air during live coverage from ESPN and ESPN2 telecasts, Grey Goose products are featured at all official Breeders' World Cup Championship events. Grey Goose VODKA is the official sponsor of the Grey Goose VIP Winner's Circle Celebration party and of the Breeders' Cup Post Race reception. Signature drinks of the Breeders' Cup are "Down the Stretch" and the "Winner's Circle."<sup>150</sup>

In 2012, for the seventh consecutive year, Grey Goose Vodka was the official and exclusive spirit sponsor of the Primetime Emmy Awards. Grey Goose Vodka sponsored the Primetime Emmy Awards Governors Ball, as well as multiple events leading up to the Emmy's such as nominee mixers, The Television Academy Hall of Fame, The Television Academy Honors, L.A. Area Emmy Awards, The Creative Arts Ball, and the Performer's Nominee reception. The official drinks of the 64<sup>th</sup> Primetime Emmy Awards were the Grey Goose "Cherry Noir" and "The Emmy."<sup>151</sup>

In June 2013, Grey Goose Vodka will sponsor for the second consecutive year the 2013 Nantucket Film Festival. Grey Goose Vodka is the official and exclusive vodka sponsor. As a producing sponsor of this event, Grey Goose Vodka will showcase their logo, products and distribute Grey Goose cocktails to the attendees.<sup>152</sup> The signature drink featured at the 2012 and 2013 Nantucket Film Festival was the "Cherry Blossom."

In 2012, Grey Goose Vodka began to sponsor the AT&T National Golf Tournament. As part of the sponsorship, Grey Goose Vodka provides specialty drinks. The signature drink featured at the 2012 AT&T National Golf Tournament was the "Par 3 Punch." All proceeds of the tournament benefit the Monterey Peninsula Foundation and Birdies for Charity.

In 2013, for the second consecutive year, Grey Goose Vodka sponsored the second annual Party on the Plaza, a fundraising event for the Burbank Arts for all Foundation. A silent auction is featured at this gala event in order to raise money towards sustaining art as part of Burbank's curriculum. Courtesy cocktails were provided by Grey Goose Vodka.

In 2012, Grey Goose Vodka began to sponsor Matt Kuchar, who is a golf pro, three-time PGA Tour winner, and fourth-highest ranked American golfer. Matt Kuchar is the official spokesperson for the Grey Goose golf program. Kuchar will appear on the premier episode of the new format of "*Grey Goose 19<sup>th</sup> Hole*" with the celebration of the 19<sup>th</sup> Hole's tenth anniversary on the Golf Channel. As part of the sponsorship, Matt Kuchar will represent the brand, support retail point of sale, host meet-and-greets, and help to develop the Grey Goose Collection golf gear.

In January of 2012, *Grey Goose 19<sup>th</sup> Hole* celebrated its tenth anniversary of exclusively being aired on the Golf Channel. Grey Goose Vodka has sponsored this television program since 2002. *Grey Goose 19<sup>th</sup> Hole*, which is hosted by Lara

Baldesarra, features roundtable discussions, analysts and debates surrounding current worldwide golf news. The official drink of *Grey Goose 19<sup>th</sup> Hole* is the “19<sup>th</sup> Hole.”

In 2013, for the second consecutive year, Grey Goose sponsored the Sundance Film Festivals. Grey Goose Vodka hosted exclusive cocktail parties and private dinners at the Grey Goose Blue Door Lounge, which is open for five nights only. As one of the official spirit sponsors, Grey Goose Vodka offers consumers the ultimate experience at the lounge and offsite as well. The official drink of the Sundance Film Festivals is “Le Fizz.”

In 2013, Grey Goose Vodka hosted the Elton John and Grey Goose Academy Awards screening party for the first time. This exclusive view party is to benefit the Elton John AIDS Foundation, which Grey Goose Vodka is a long time sponsor of. Grey Goose Vodka featured the drink “Academy Gimlet” at the viewing party.

Since 2007, Grey Goose Vodka has been the official sponsor and a promotional partner of the U.S Open. As a sponsor, Grey Goose Vodka has the rights to use U.S Open trademarks in advertising, a bar on site at the Billie Jean King National Tennis Center, and signage at the Arthur Ashe Stadium.<sup>153</sup> The official drinks of the U.S Open are the “Honey Deuce” and the “Honey Deuce Pitcher.” Grey Goose Vodka is the events first ever spirits backer.

#### **PINNACLE VODKAS**

Pinnacle Vodka was an “Arctic Blast” sponsor the Ice Festival of Lewiston/Auburn that took place in Maine in February of 2013. This highest level of sponsorship includes either 8 foot Ice Bar with the company logo or a large ice sculpture with the company logo, a presence on the “Supporting Businesses” section of the web page, logo placement in all promotional advertising, and 10 tickets to a VIP Hour on the Saturday of the weekend event. The three-day event includes beverages, three ice bars, over a dozen ice sculptures, live music, and hors d’oeuvres from local restaurants. The first two days are 21 and over and the third day is a family day.

Pinnacle Vodka sponsored a Beats & Rhymes event that took place in Newark, NJ on March 15, 2012. As part of the sponsorship, the bottle was featured on the event flyer. This event was coordinated for artists in the music industry, producers, and other music industry professionals to network. A prize package was also awarded to the 1<sup>st</sup> place performance winner.

Pinnacle Vodka was a 2010 and 2013 sponsor of Gainesville Fashion Week, which takes place in Gainesville, FL at the end of January or beginning of February. “The Gainesville Fashion Week showcases artistic talent and provides an outlet for entertainment and exposure within the community”<sup>154</sup> through events like model photo shoots, fashion shows, and model mixers.

Pinnacle Vodka is an event sponsor for Karma, a private social membership organization with a goal of empowering members to “cultivate valuable relationships that enhance their business and social lives through exclusive experiences, renowned events and efficient technologies.”<sup>155</sup> Karma is based in Beverly Hills, CA.

Open Hearts, Inc. is a nonprofit event planning and arts organization within the Greater Boston area. The organization focuses on working with developing artists and professionals in the community. It also has a major goal of charitable giving. Open Hearts approached Pinnacle Vodka to be their alcohol sponsor and began the partnership in April of 2012.

On December 4, 2010, Pinnacle Vodka sponsored a “Cool Whipped” party in Atlanta, GA along with Whynatte. Eastside Lounge hosted the party along with a “whipped cream to win” hot body Contest. Prizes included a cash prize of \$250. Internet celeb Bailey Knox was also in attendance and DJ’s Patty Cakes and Aaron Lester were playing the music.<sup>156</sup> The event was recorded live and available at PartyAllStar.com.

In 2012 Pinnacle Vodka sponsored Orlando Black Pride, Orlando, FL’s official Black Gay Pride organization. The organization hosts events such as Orlando Black Pride Week which takes place first week in June.

Thursday, April 7, 2011 at Zato Bar & Grill in Bonney Lake, WA Pinnacle sponsored Dueling Bottles flair bartending competition. The competition was a Level 1 event on the 2011 Flair Bartenders Association Pro Tour. There were 15 competitors and each performed one flair round featuring both “working flair and exhibition flair skills.”<sup>157</sup> Competitors had six minutes of show time for their routine. During their routine, each competitor opened a Coors Light, made a Pinnacle Vodka and orange juice, then created a specialty drink of their choice with that had to include both Pinnacle Vodka and Ty-Ku.

In March of 31, 2012 Pinnacle Vodka was a bronze sponsor of the Glass Slipper Ball in Pittsburgh, PA. The event included a reception, strolling supper, and dancing.

Pinnacle Vodka sponsored the Trombone Shorty Foundation’s first annual Shorty Fest concert May 2, 2013. The Shorty Fest was a fundraiser for the foundation and included performances by Trombone Shorty & Orleans Avenue, Dirty Dozen Brass Band, Cha Wa and Hot 8 Brass Band, as well as a performance by students of the Trombone Shorty Academy. Attendees were required to be over 21.

Pinnacle Vodka was a Diamond Sponsor of the Junior League of Portland, Maine’s Annual Fundraising Gala, which took place on May 22, 2013. The Gala, Freeze out hunger, was put together in order to raise money to fight hunger and

food insecurity. The Junior League of Portland is a non-profit organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.<sup>158</sup>

Pinnacle Vodka was a Gold Sponsor of Pittsburgh Pride, a celebration of gay pride. The event includes a Pride March and Pride Fest, which took place on June 16, 2013 in Pittsburgh, PA.

Pinnacle Vodka was a “Supporter” sponsor of the Utah Arts Festival. The festival took place on June 20-23 in Salt Lake City, UT and featured music, dance, film, and animation among the art.

Pinnacle Vodka was a sponsor of the Boothbay Harbor Rendezvous, a sailing race in Boothbay Harbor Bay, ME. The race took place on August 10, 2012. A celebration dinner took place after the race with drinks provided by sponsors Rising Tide Brewery and Pinnacle Vodka.

As of 2013, Pinnacle Vodka is a sponsor of Festa Party, an event planning company based in Chicago. As part of their sponsorship, Pinnacle Vodka provides drinks at some of the Festa Party events.

Pinnacle Vodka sponsored the Blog Café 3.0 networking event that took place in New York City, NY October 5, 2011. The event was free to bloggers and readers.

Pinnacle Vodka was a presenting sponsor for Rock the South in Cullman, Alabama. The two-day event took place on July 21-22, 2013 and features over 15 different country bands.

Pinnacle Vodka was a Premier Level sponsor and Official Adult Beverage of the Blue Marlin Grand Championship of the Gulf. This fishing competition took place July 19-14 in Orange Beach, AL.

Pinnacle Vodka was one of the sponsors for the Boathouse Showdown flair bartending competition that took place September 11, 2012 in Ludlow, KY. The bartending competition was a level 1 event and the top 8 from the qualifying round advanced to the finals. Cash prizes were awarded and competitors were judged on overall entertainment, difficulty, originality, smoothness, variety, and showmanship.

Pinnacle Vodka was a partner sponsor of the Q Philadelphia Fest, a film festival that took place on July 11-22, 2013 in Philadelphia, PA.

Pinnacle Vodka was a sponsor of the 2013 Fashion Flash. This fashion show is a fundraising event for Compass Care, a foundation that helps with treatment transportation for children who have cancer. Illinois State Troopers were featured as the event’s runway models. The event took place on July 27, 2013 in Chicago, IL.

Pinnacle Vodka was the Cocktail Sponsor for the 2012 Christmas Gala held by the Presbyterian Night Shelter of Tarrant County. The event took place November 30, 2012 in Fort Worth, Texas.

Pinnacle Vodka was a presenting sponsor of Phashion Phest 2013. The fashion show took place September 25, 2013 in Philadelphia PA with local retailers showing off their upscale fashions. Tickets were \$25-\$60.

Pinnacle Vodka was a sponsor of the FREE 4 ALL Vol 3 show. The show featuring the hip-hop group Naughty by Nature, took place on January 31, 2013 in Denver, Colorado. The flyer advertised "fee entry, free pizza, and free alcohol."<sup>159</sup>

Pinnacle Vodka was a sponsor of Wigout 2013. Wigout 2013 is a fundraiser for K Space Contemporary, a nonprofit which promotes contemporary art. The event took place on APRIL 13, 2013 in Corpus Christi, TX. Event guests wear wigs, hats or other types of "headgear." The event also included a silent auction, raffle, a photo booth, "living painted sculptures, live art, food, drinks,"<sup>160</sup> and dancing.

The Education Foundation of Collier County in Naples, FL had an open call for nominations for "men of distinction." Ten men were selected for their "extensive philanthropic service for the betterment of the Collier County community."<sup>161</sup> They were honored on February 17, 2010 at an event sponsored by Pinnacle Vodka.

In 2013 Pinnacle Vodka sponsored the Neptune Theatre in Seattle, WA which now hosts live shows and events. Previously Neptune was a one-screen theater.

Pinnacle Vodka was a sponsor of the Hot List Party in St Louis, MO on May 31, 2013. The party included a swimsuit fashion show, cocktails, performances, and samples from local restaurants.

Pinnacle Vodka was a sponsor of the Doebay fest, which took place on August 8-11, 2013 on Orcas Island, WA. The weekend included live music, local cuisine, camping and other outdoor activities.

Pinnacle Vodka was a sponsor for Shoes & Brews, a fundraiser event on August 27, 2011 in Denver CO. The event included complementary alcoholic drinks, tastings from local restaurants, live music, and a shoe contest. Proceeds went to the Love Hope Strength Foundation, a foundation that has been working to expand the pool of bone-marrow donors through recruitment.

Pinnacle Vodka was a sponsor of the Naples Film Fest in Naples, FL on November 3, 2011. Tickets costs were from \$29 for general admission to \$159 for a VIP film ticket and a party ticket. The film screening was for East Fifth Bliss, an independent comedy/drama, and then a party was held afterwards. Pinnacle Vodka drinks were provided for the after party.

## **SKYY VODKAS**

Since 2012, Skyy Vodka has sponsored Emirates Team New Zealand for the 34<sup>th</sup> America's Cup.

Since 2010, Skyy Vodka has sponsored events for OutReach United. OutReach United is an organization "promoting tolerance, understanding, and social awareness."<sup>162</sup>

In 2013, Skyy Vodka was the official sponsor of the Mercedes-Benz Fashion Week Spring 2013 Collection.

In 2010, Skyy Vodka sponsored Euphoric Energy and provided Skyy Vodka.

In 2013, Skyy Vodka was an event sponsor for Pre-Pride and Style Issues Release Party-Asterisk San Francisco Magazine. Skyy Vodka hosted an all you can drink vodka and cocktail bar.

Since 2007, Skyy Vodka has been a sponsor of the CKG Annual Pride Fundraiser, held at Bounce Night Club in Cleveland. Skyy Vodka provides Skyy Vodka swag bags.

From 2011 till 2012, Skyy Vodka was the official sponsor of BiSC (Bloggers in Sin City). Skyy Vodka provided gifts bags with mini bottles of Skyy Vodka. In addition, attendees got a welcome package of Skyy Infusions flavor.

## **SMIRNOFF VODKAS**

Smirnoff Vodkas was a sponsor of the Master of the Mix DJ competition reality television series airing originally on BET and currently on VH1. The winner of the 10-week competition earns the title of "Master of the Mix," \$250,000 from Smirnoff, and a signature Smirnoff bottle created in their honor.<sup>163</sup>

Smirnoff Vodkas was an Official Sponsor of the Columbus International Film & Video Festival held in downtown Columbus, OH.

Smirnoff Vodkas was an official sponsor of Madonna's Background Dancer Contest. The contest consisted of 11 live dance auditions for musical performer Madonna at the Roseland Ballroom in New York City, NY, as part of the Smirnoff Nightlife Exchange Project.

Smirnoff Vodkas sponsored the Smirnoff Stir Up Your Summer private event series for recruited female bloggers, providing three bottles of new Smirnoff Sorbet flavors and party favors. Events include Ladies' Nights, cookouts, and Fourth of July celebrations.

Smirnoff Vodkas is a sponsor of the Masterpiece Kid Capri's Remix, including production of a limited edition remix version of Madonna's MDNA album, including a feature of the track on the Smirnoff website along with contests and giveaways.

Smirnoff Vodkas is a sponsor of the Smirnoff Nightlife Exchange Project, an international project and extension of Smirnoff's "Be There" experiential campaign. The Project is designed to share the dance culture of major cities across the globe, allowing Facebook users to suggest party themes and then selecting 50 of them to be executed in cities around the world, including in the U.S., all at the same time.

Smirnoff Vodkas sponsors Mixcloud Hosted Recording, a live international broadcasting of the U.K. Smirnoff Nightlife Exchange Program event for global listening and sharing.

Smirnoff Vodkas is an Official Sponsor of the Malone Golf Club Ladies League in Malone, NY.

Smirnoff Vodkas was an Official Sponsor of Smirnoff Dance World at Pridefest Denver, the annual LGBT pride parade and festival in Denver, CO.

Smirnoff Vodkas were sponsors and drink provider with LilSoSo Productions of AudioTRIP, a live music and DJ event at Muse Nightclub & Lounge in Washington, D.C.

Smirnoff Vodkas was a Gold Sponsor of the free Pie Party Potluck Live! event for food bloggers and food professionals at the GE Monogram Design Center in New York City. Smirnoff supplied free drinks using two new flavors, Smirnoff Kissed Caramel Vodka and Smirnoff Iced Cake Vodka.

Smirnoff Vodkas sponsored the "Master of the Mix" Viewing Party. This party is an intimate viewing party of an episode of the reality series on 12/17/11 at the Dragon Room in Orlando, FL, complete with live DJ mixing, appearances of show contestants, and complimentary drinks from Smirnoff.

Smirnoff Vodkas was the Official Gold sponsor of the 2013 Stonewall Columbus Pride Parade and Festival in Columbus, OH.

Smirnoff Vodkas was the sponsor and host of Smirnoff's The People's Challenge, a blind taste testing event at Tao Nightclub in Las Vegas, NV, putting Smirnoff head-to-head against other premium vodkas. Over 100 similar, smaller events were also held across the country.

Smirnoff Vodkas co-sponsor of BYT Productions' Summer Camp, a series of events at the Capital Skyline Hotel pool in Washington, D.C., each consisting of

promotional materials, live entertainment, themed games and activities, contests, and adult beverages.

Smirnoff Vodkas co-sponsored of BYT Productions' Local Tourist Series, a collection of events at The Spy Museum and the National Geographic complex in Washington, D.C., geared at bringing locals to art and educational tourist attractions to view them in new ways.

Smirnoff Vodkas was a sponsor of the official Pride Week nightlife events of Capital Pride Week, produced by BYT Productions, including Homo Erectus - The Evolution of Pride at The Washington Hilton in 2010, Somewhere at The Newseum in 2011, WildLife at The Howard Theater in 2012, and Spandex at The Wonder Bread Factory in 2013.

Smirnoff Vodkas was a Grand Sponsor of the San Francisco Pride LGBT pride parade and festival in San Francisco, CA.

Smirnoff Vodkas was a Rainbow Sponsor for the Atlanta Pride LGBT parade and festival in Atlanta, GA.

Smirnoff Vodkas sponsored the 2013 Charities Bash event and costume party in Nashville, TN, with all proceeds going to four local charities: the American Red Cross, T.J. Martell Foundation, Our Kids, and Nashville Food Project.

Smirnoff Vodkas sponsored the Elle Magazine June Issue Party, a celebration party of the current issue, featuring special guest and cover star actress Kerry Washington, on the rooftop of Hotel Chantelle in New York, NY.

Smirnoff Vodkas was an Interactive Sponsor of the Fan Village at Clear Channel's iHeart Radio Music Festival in Las Vegas, NV. Smirnoff will promote its reality show "Master of the Mix" by sponsoring a live performance by the winner, and will have pouring rights in the main venue at the MGM Grand.

Smirnoff Vodkas was a Corporate Sponsor of the 2013 Pride Houston LGBT parade and festival in Houston, TX.

Smirnoff Vodkas was a Premier Sponsor of the 11th Annual Windy City Gay Idols Finals, a contest event with Windy City Media Group to find the best amateur LGBTQ or allied singer in Chicago, IL, held during Chicago Pride Week at the Mayne Stage nightclub.

Smirnoff Vodkas co-sponsored of the Columbus Lesbian & Gay Softball Association (CLGSA) gay and lesbian softball league in Columbus, OH.

Smirnoff Vodkas was a liquor sponsor of the Mondo Bazaar - All Stars Finale Event in Denver, CO, which includes episode viewing of the Project Runway All-stars

Finale episode, a pre-event meet and greet with contestant Mondo Guerra and his special guests, an event swag bag, and premium event seating.

Smirnoff Vodkas was a Spirits Sponsor of the School's Out 2013 fundraising event for Hetrick-Martin Institute Youth Programs to offer empowerment, education, and advocacy for LGBTQ youth ages 12-24 in New York City, NY.

Smirnoff Vodkas sponsored the Master of the Mix Round 2: A Special Edition of Sovereign Saturdays. This DJ spin-off contest event hosted by Brandon and Brian of the Hip-Hop group Jagged Edge, with special guest host Mami Chula, at Metro Fuxon nightclub in Atlanta, GA.

Smirnoff Vodkas was a sponsor and alcoholic beverage provider for the Joining Hearts 26 to Create a Home annual pool party fundraiser at the Piedmont Park Aquatic Center in Atlanta, GA, featuring complimentary food and drinks, DJs, and VIP lounge experience.

Smirnoff Vodkas was a premier sponsor of the 15th annual Film Out San Diego film festival for LGBT-themed films in San Diego, CA.

Smirnoff Vodkas was a beverage sponsor of The Center 1301 Summer Happy Hours from 6-9pm every third Friday from May-September, featuring complimentary beverages and snacks and music from local DJs for the LGBT community of Colorado at The Center in Denver, CO.

Smirnoff Vodkas was a sponsor of the International Horseradish Festival. It was also an exclusive sponsor of the Bloody Mary Contest for the best Bloody Mary recipes at the festival in Collinsville, IL.

Smirnoff Vodkas sponsored the Party for the Cure after party following the Susan G. Komen Race for the Cure at Aquifer nightclub in San Antonio, TX to raise funds for breast cancer awareness.

Smirnoff Vodkas sponsored the Master of the Mix SilentArena. This event was the first in a series of SilentArena events across the U.S. featuring DJ contests at The Social Room in Columbus, OH, where all attendees simultaneously wear headphones in a silent room.

Smirnoff Vodkas was a sponsor of Street Scene Music Festival, an outdoor music festival at Qualcomm Stadium in San Diego, CA through On the Other Side Productions, LLC based in La Jolla, CA.

## **UV VODKAS**

In 2012, UV Vodka sponsored "A Starry New Year's Eve," a New Year's Eve party held at the Hard Rock Hotel Chicago. This party featured live diverse music and entertainment from up-and coming bands and musicians such as Gold Coast All Stars, Lee Dewze, Chris Culos, Sam Hagshenas and De'Mar Hamilton. UV Vodka provided mixed drinks that bartenders passed out at the event.

In 2013, UV Vodka sponsored NEON Night; one-time exclusive parties featuring a glowing dance floor, neon lights, multi-color lasers and a bubble machine. As a sponsor, UV Vodka provided free UV products such as t-shirts, bracelets, and other glow accessories. In addition, UV Vodka sold drinks for \$5.

In 2011, UV Vodka and SPN teamed up to sponsor UV Vodka's 10<sup>th</sup> Anniversary as well as the launch of UV Vodka's newest flavor.

UV Vodka, along with OK! Magazine sponsored the BeUV sweepstakes. People could enter to win a spot at the UV Vodka and OK! Magazine exclusive New York Fashion Week event held on September 5<sup>th</sup>, 2013. One winner and a guest received round trip tickets, hotel amenities and accommodations, professional makeup and hair styling, tickets to OK!'s Fashion Week event, and a walk on the red carpet, and appeared in OK! Magazine's Fall Fashion Week Event. They also received car transportation to and from events.

UV Vodka has sponsored Madison Magazine's Top Shelf Summer Taste since its launch in 2012. Guests have the chance to sample summer's best spirits, cocktails, appetizers and sweets, listen to live music, and enter to win a Weber Grill at NAU-Ti-GAL on Lake Mendota. UV Vodka specifically sponsors the "Summer Taste Glass" and is featured as a Top Shelf Vodka taste brand. Madison Magazine features articles about dining, the arts, shopping, events, business, and the best that Madison, Wisconsin has to offer.

## **WHISKEY**

### **CROWN ROYAL WHISKEY**

Until 2011, Crown Royal sponsored NASCAR and Roush Fenway Racing's No. 17 Sprint Cup Series car. This sponsorship included having the Crown Royal brand logo painted onto car No. 17.

In 2012, Crown Royal was the entitlement sponsor of the NASCAR Sprint Cup Series Race at Indianapolis Motor Speedway. It was officially titled, the Crown Royal "Your Hero's Name Here" 400 at the Brickyard. The race expands on the annual "Your Name Here" program and honors U.S. service men and heroes. A grand prizewinner will receive naming rights to the Crown Royal "Your Hero's Name Here" 400. In addition to the grand prize, "Crown Royal will honor various heroes throughout the Crown Royal 'Your Hero's Name Here' 400 at the Brickyard and integrate special characteristics of the Indianapolis Motor Speedway to enhance the

overall race experience.”<sup>164</sup>

In 2010, Crown Royal XR began sponsoring the #60 Daytona car of Michael Shank Racing in the Rolex Sports Car Series.

Crown Royal was the official sponsor of the Pi Omega Foundation's 60th annual Mardi Gras event in February 2013. Over 1,000 people attended the event that took place in Baltimore, MD. Crown Royal Mardi Gras-themed cocktails were served.

In June of 2013, Crown Royal was a platinum sponsor the 55<sup>th</sup> annual Big Rock Blue Marlin Tournament. This week long fishing tournament is held in Morehead City, NC.

### **JAMESON IRISH WHISKEY**

Jameson Irish Whiskey was a Premier Sponsor and Official Spirit for the 2013 Film Independent Spirit Awards that took place February 23, 2013. The Independent Spirit Awards is dedicated to independent film. As part of the sponsorship, Jameson Irish Whiskey served the signature Jameson & Ginger specialty cocktail. Jameson is also a sponsor of the “FIND Your Audience Filmmaker Grant, which makes it possible for filmmakers to find a broader audience for their work.”<sup>165</sup> Jameson Irish Whiskey also sponsored the Jameson Lounge backstage, and a bottle of Jameson was placed on each table.

Jameson Irish Whiskey is a sponsor of the nonprofit Cops Fighting Cancer, an organization that “provides financial, practical and emotional support to Colorado cancer patients and their families.”<sup>166</sup>

Jameson Irish Whiskey was a major sponsor of the 2013 Fort Lauderdale Irish Festival and Parade held on Saturday, March 9th, 2013. Thousands attend the Parade and Festival. The family event includes a parade, live music, food, entertainment, and a family fun run.

On June 27, 2013, Jameson Irish Whiskey sponsored the Sky High in San Francisco. The FlipSide coordinated event focused on the history of San Francisco. The FlipSide, a part of The San Francisco Museum and Historical Society, “was founded to engage a younger generation of San Francisco history enthusiasts and the ongoing operation of a museum in San Francisco’s Old Mint.”<sup>167</sup> The Sky High in San Francisco featured several presentations including a brief history of the city's cocktail lounges, Skee-ball's beginning, details of illicit explorations of generally off limits urban structures, and detail of infamous crooks. Jameson Irish Whiskey served specialty cocktails. Tours, music, and food were also part of the event.

On July 17th-21st 2013, Jameson Irish Whiskey was a general sponsor of the Tales of the Cocktail, a cocktail festival held annually in New Orleans. This festival is

targeted toward international professionals and enthusiasts by including a schedule of seminars, dinners, competitions and tasting rooms where brands showcase their latest products. Jameson Irish Whiskey sponsored a presentation on Thursday by Jameson distiller Liam Donegan, and Master Cooper Ger Buckley. They explained the effect wood and barrel have on aging a spirit. The presentation included a tasting that focused the different woods and the tastes of the different whiskeys.

Jameson Irish Whiskey was a 2013 Elite Sponsor of the Magnitude15's Rugby Tournament. This tournament is considered the largest gay rugby tournament in the United States. In 2013, it was held in Seattle, WA over Memorial Day weekend.

Jameson Irish Whiskey was one of the sponsors of the Northside Festival June 13-16, 2013 in Brooklyn, NY. The Northside Festival is an annual eight-day summer showcase celebrating emerging music, film, food, ideas and entrepreneurship. The sponsorship included the Jameson Black Barrel Lounge at Villain where some of the festival's events occurred.<sup>168</sup>

Jameson Irish Whiskey sponsored 'Golden Ticket' tastings at the Kansas City Irish festival. Tastings required an additional ticket of \$50 and included Jameson Gold, Powers John Lane, Red Breast 15 year, Middleton Barry Crockett, and Middleton Very Rare. The festival took place August 30- September 1, 2013 in Kansas City, MO and there was a tasting held on Saturday and Sunday of the event.

Jameson Irish Whiskey was a food sponsor for the Kapalua Wine & Food Festival June 7-9, 2013 in Maui County, Hawaii at the Kapalua Resort. The event included a trade show, golf tournament, wine seminars, tastings, cooking demonstrations, a winemaker dinner, wine tour, and a seafood festival.

Jameson Irish Whiskey was the official spirit sponsor of the Capital Hill Block Party which took place on July 26- 28 2013 in Seattle, WA. There were a total of six stages at the event and over 100 bands that played. There were also many booths and festival vendors.

Jameson Irish Whiskey was a sponsor for the Irish Fair of Minnesota, which took place August 9-11, 2013 in Saint Paul, MN. This annual event is free to the public and includes entertainment like music and step dancing. There will also be traditional food, sports and "plenty of pints and Jameson."<sup>169</sup>

Jameson Irish Whiskey is a sponsor of the Colorado Chapter of the Terry Farrell Firefighter Fund. The fund "supports firefighters and their families with educational, medical, and equipment needs" in the Colorado area.<sup>170</sup>

Jameson Irish Whiskey was a sponsor of the Petty Fest in San Francisco, CA on February 27, 2013, a tribute to the music of Tom Petty. The festival is an annual event in New York and Los Angeles. This is the first time it was held in San Francisco. Because the event was sponsored, all of the ticket proceeds were donated

to Sweet Relief Musicians Fund, a fund for musicians who need financial assistance because of an illness or disability.

Jameson Irish Whiskey was a silent auction sponsor for the 6th Annual March of Dimes Wine Dinner that took place on May 18, 2013 in Tulsa, OK. March of Dimes provides research and support to pregnant women who may have trouble bringing a pregnancy to full term.

## **WINE**

### **ANDRE CHAMPAGNES**

No Sponsorships

### **ARBOR MIST WINES**

No Sponsorships

### **BAREFOOT WINES**

In 2013, Barefoot Wine sponsored Surf Rodeo, where attendees could enjoy wine while sitting on the beach.

Since 2012, Barefoot Wine has been a major sponsor of Tisa's Tattoo Fest at Alega Beach in the American Samoa. Barefoot Wine provides a Barefoot Bar and wine, and Tisa's Barefoot Bar.

Since 2006, Barefoot Wine has been a sponsor of Barefoot Wine and Beach Rescue Project. Barefoot Wine and the Surfrider Foundation partnered to clean and keep clean beaches, rivers, and lakes.

Since 2011, Barefoot Wine has been a sponsor of Champion Volleyball. The Barefoot Wine/ CV ProAm series is a tournament to find rising beach volleyball stars. The competition consists of 12 regional competitions with 48 amateur volleyball players. The winning teams compete in the Barefoot Wine/ CV ProAm Cup in Miami.<sup>171</sup>

Since 2009, Barefoot Wine has been a major sponsor and the Exclusive wine of San Francisco Pride in San Francisco CA.

In 2012, Barefoot Wine was an event sponsor of Dance Party with DJ Scrumptious at Loon Mountain ski resort in Lincoln, NH.

Since 2012, Barefoot Wine has been a sponsor of the Junior League of Los Angeles. The Junior League of Los Angeles is an organization of women who promote volunteerism, women's potential, and improving the community.

#### **SUTTER HOME WINES**

Team Jamis Sutter Home Professional Cycling is a men's professional cycling team registered in the USA. Sutter Home has co-sponsored the team since 2005 and includes 14 men.

Sutter Home sponsored the 2012 Hamburger Hop which kicks off Chicago Gourmet 2012. Fifteen competitors participated, including some of Chicago's best chefs. The event took place in September in Chicago, IL's Millennium Park.

Sutter Home was a sponsor for the November 1-4, 2013 Live in the Vineyard. Live in the Vineyard is a musical event that includes food and wine. Tickets to the event could only be won from partners and sponsors. The event took place in Napa Valley, CA.

#### **YELLOW TAIL WINES**

Yellow Tail sponsored a Winter Ski Ticket Sweepstakes in 2012. Participants in the sweepstakes entered to win a trip to a ski slope.

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