



★ ★ PROUDLY BREWED ONLY IN CHICAGO ★ ★

# FIND A GOLDEN BOOT, GET ON THE PITCH



◀ GOLDEN BOOT

## WIN A CHICAGO FIRE FC VIP MATCHDAY EXPERIENCE

PROGRAM OBJECTIVE	Generate volume growth and build brand awareness for Hazy Pitch by securing case displays and signage at retailers.
PARTICIPATING STATES	IL - Chicagoland "Cluster" Distributors (CBS, T&C, Burke, Kozol, Hayes Alsip, Mullarky, Kloss, Chas, Euclid)
ACCOUNT FOCUS	Off-Premise
DATES	APRIL 1ST - MAY 31



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#### HOW TO SUCCESSFULLY ACTIVATE THE PROGRAM:

- Step 1)  
CARRY HAZY PITCH 4-PACKS
- Step 2)  
DISPLAY POINT-OF-SALE MATERIALS.
- Step 3)  
ENCOURAGE CUSTOMERS TO ENTER TO WIN

#### POS AVAILABLE:



13"x13" Case Card



11"x17" Poster



Schedule Poster

#### PRIZE PACKAGES INCLUDES:

- PREMATCH FOOD AND BEERS AT THE REVOLUTION TAPROOM
- TRANSPORTATION TO SOLDIER FIELD
- EXCLUSIVE FIELD-LEVEL EXPERIENCES
- PREMIUM SEATS WITH THE REVOLUTION TEAM
- SWAG AND MORE