

OVERVIEW

- Attached are executional ideas for Levy properties.
- Also included is a list of partnerships and sponsorships that Proximo brands are affiliated with.
 - These partnerships and sponsorships are available for cross promotion where applicable. We would appreciate the opportunity to build out Levy specific programs with these partners.

SIP 'N FRESH

Program Goal:

- Offer guests seasonal flavors in an easy drinking format that look beautiful with easy execution.

Program Concept:

- This platform is a line of seasonal “sippers” (slightly smaller sized cocktails) using fresh local ingredients and featuring Cuervo Tradicional, Cuervo Especial or 1800 Tequila. The sipper size cocktail allows the guest to order more than one cocktail during their visit creating trial.
- This platform can lean into the freshest ingredients each property has on hand or available to them.
- Proximo will provide a recipe book of fresh ingredient cocktails that properties can select from based on what they have in house.
- Pair sippers with seasonal flavors highlighting fresh ingredients.
- This program includes an educational component for winning properties to visit the Jose Cuervo
- Applicable in suites or concourse

Activation Tools:

- Recipe book, Menu Insert, Training Materials, Tasting Notes, Pairing Guide, Drink imagery, Educational incentive opportunities (where legal)

 PROXIMO



INFUSION PLATFORM

Program Goal:

- Offer guests seasonal flavors in a familiar format that look beautiful with easy execution.

Consumer Insight:

- Consumers love the elevated flavors infusions can impart.
- The guest will appreciate the time and care that goes into creating the unique and beautiful infusion without a long wait for their cocktail.
- Tequila is one of the most consumed beverages year around, make it fun and interesting for your guests!

Program Concept:

- Select three infusions flavors (proximo can provide recipe book of infusion possibilities) that utilize fresh, local and seasonal ingredients. Proximo to provide recipes for a variety of infusion options
- Agave is infused and pre-batched in small portions
- While the images shown here are elevated, these could be optimized for Levy
- Use clear jars for infusions and display them so that guests can see the freshness being infused into their cocktails.
- This program includes an educational component for winning properties to visit the Jose Cuervo distillery
- Applicable in suites or concourse

Activation Tools:

PROXIMO

- Infusion vessels, Menu Insert, Training Materials, Tasting Notes, Pairing Guide, Drink imagery, Educational incentive opportunities (where legal)



Seasonal Infusion

- 2 oz. Jose Cuervo Tradicional
- .5 oz. Infused Agave
- 1 oz. Fresh Lime juice

In a mixing glass add Silver Tequila, your favorite infused agave and fresh lime juice. Cover with ice and shake. Strain in a coupe glass and garnish with a lime peel.

SPEED OF SERVICE

Program Goal:

- Offer guests drinks with speed by pre-batching in larger formats such as margarita machines/dispensers and pitchers (where legal).

Consumer Insight:

- Consumers want a great drink, but they also don't want to step away from their entertainment for long.
- Let Proximo help with drink machines/dispensers/pitchers that can speed up the creation of your guests' favorite cocktails.

Program Concept:

- Select the best method for getting drinks to guests. Proximo can help collaborate and source the appropriate machines/serving vessels, flavors, etc.
- This program includes an educational component for winning properties to visit the Jose Cuervo distillery
- Applicable in suites or concourse

Activation Tools:

- Margarita machines/or pitchers (where legal), Menus, Training Materials, Tasting Notes, Drink imagery, Educational incentive opportunities (where legal)



Frozen Coconut Margarita



BAR DESIGN

LEAN INTO THEMATIC BAR OPPORTUNITIES TO OPTIMIZE THE GUEST EXPERIENCE.

- In-venue distribution and cocktail features
- EXAMPLE: UFC Themed Bars & Outdoor Experiential
- Integrate Jose Cuervo marketing at concessions via thematic agave barware, and commemorative agave cups

CONCESSIONAIRE



OUTSIDE ARENA EXPERIENCE



OUTSIDE ARENA EXPERIENCE



PARTNERSHIPS/ VALUE ADD ASSETS



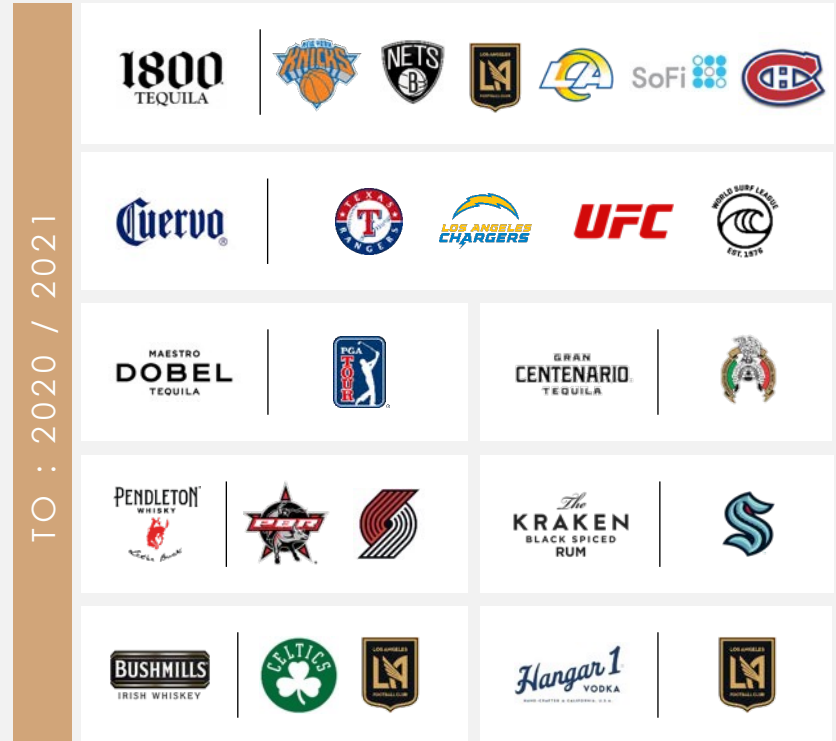
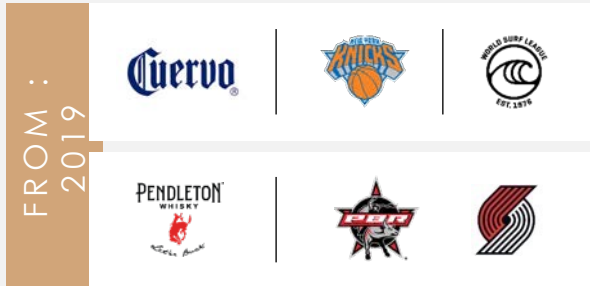
THE OFFICIAL TEQUILA OF THE PGA TOUR

Maestro Dobel is playing the long game and taking the PGA for a loop as The Official Tequila of the PGA Tour. These two businesses are supported by generations of expertise, with a dedication towards continuous improvement in their respective disciplines.

In a multi-year sponsorship, Dobel is excited to join one of the longest-standing and most established tours in professional golf. By becoming the Official Tequila of this legendary Tour, Dobel has committed to a long-term national investment as it continues to evolve and elevate the tequila drinking experience.



2022 SPORTS SPONSORSHIPS














- ✓ Proximo has increased its investment in professional sports from a regional player to a national powerhouse
- ✓ The investment makes sense – millions and millions of people walk through the doors of their favorite teams' arenas and tune-in to broadcasts every year
- ✓ At 6.72% CAGR, Sports sponsorship Market size is expected to reach \$89.60 Bn by 2027

2022 SPORTS SPONSORSHIPS

Proximo has step-changed its investment in Sports Marketing by strategically delivering key properties against core brand priorities and geographies



2022 SPORTS SPONSORSHIPS









	PGA Tour is the world's premier membership organization for touring professional golfers, co-sanctioning tournaments. 4-year Sponsorship starting in 2021. IP, & Marks, On-site activation (select events/courses), signage, media, ambassadors, hospitality
	Mexican National Soccer Team is the most relevant Hispanic asset in soccer, it's the most followed, watched and attended Hispanic property in the US. 4-year Sponsorship starting in 2021. IP & Marks, On-site activation, field signage, digital, packaging ops, hospitality, media, PR
	UFC the dominate leader in all professional Mixed Martial Arts, leads all ESPN+ properties in first streams, unique viewers, and live minutes consumed. 3-year Sponsorship starting 2021. IP & Marks, Canvas exposure, signage, digital, media, ambassadors, hospitality
	LAFC is one of the most successful franchises in the MLS. With an outreach in Lifestyle and Culture which fits under 1800's "Best Taste" Umbrella. 4-year Sponsorship starting 2021. IP & Marks, stadium signage, media, OOH, digital, entitlement, ambassadors, on-site activation, hospitality, secondary packaging
	The New York Knicks is one of the most stories franchises in NBA history and Proximo continues its decade long sponsorship 3-year Sponsorship starting 2020. IP & Marks, courtside LED, on-site activation, events, signage, digital, hospitality
	The Los Angeles Rams, former Super Bowl Champs begin play in the new SoFi stadium in 2021. 2-year Sponsorship starting 2020. IP & Marks, in stadium signage, digital, media, secondary packaging
	The Los Angeles Chargers are the only CA team that has reach to the MX border, begins playing at the new SoFi stadium in 2021 2-year Sponsorship starting 2021. IP & Marks, in stadium signage, digital, hospitality, secondary packaging
	The Texas Rangers with storied roots that date back to Mexico began the 2020 season at the new Globe Life Park in Arlington. 3-year Sponsorship starting 2021. IP & Marks, in stadium signage, media, hospitality
	The Seattle Kraken, the NHL's newest and most exciting franchise hits the ice and drops the puck for its inaugural season in 2021 5-year Sponsorship starting 2021. IP & Marks, dasher boards, in arena signage, entitlement, digital, media, secondary packaging, hospitality, on-site activation, event
	The Boston Celtics, an original eight iconic NBA team are regarded as one of the most successful franchises with 17 championships. 3-year Sponsorship starting 2021. IP & Marks, courtside LED, digital, event, sampling, hospitality
	The Portland Trail Blazers hold the NBA record for most consecutive sell-out seasons and are the only NBA team in the Pac Northwest. 3-year Sponsorship starting 2020. IP & Marks, entitlements, in arena signage, hospitality

2022 JOINT PROMOTIONS

	Q2	Q2	Q3	OND
NATIONAL				
				
				
				
				

	Q1	Q2	Q3	OND
REGIONAL				
				
				
NA *				

2022 JOINT PROMOTIONS












	<p>America's favorite light lager. Bud Light is the highest-quality light beer on Earth using the finest ingredients that come from the Earth. Four simple ingredients, 1 crisp taste to count on.</p>	<p>National Accounts</p>
	<p>Born through a rich legacy, Stella Rosa remains at the forefront of innovation. Stella Rosa is not just about producing award-winning semi-sweet, semi-sparkling Italian wines, it's about evolving with the spirit of the times when it comes to wine trends and popular culture. It is also the #1 imported Italian wine brand in the U.S.</p>	<p>National Accounts</p>
	<p>DraftKings is an American daily fantasy sports contest and sports betting provider with over 8MM users. The company allows users to enter daily and weekly fantasy sports-related contests and win money based on individual player and team performances in the five major American sports, Premier League and UEFA Champions League soccer, NASCAR, MMA, and more.</p>	<p>National</p>
	<p>Only the finest ingredients are used to brew Coors Banquet - that's been true since Adolph Coors brewed the first batch in 1873. The beer's water is 100% sourced from the Rockies. Molson Coors Beverage Company, the world's third largest brewing company, reported nearly \$10.6 billion in net sales for 2019.</p>	<p>Pendleton – AK, AZ, CA, CO, CT, DE, FL, GA, IA, ID, KS, MA, MD, MN, MT, ND, NE, NH, NV, OK, OR, RI, SC, SD, TN, VA, WA, WI, WY TINCUP – AK, AZ, CA, CO, CT, DE, FL, GA, IA, ID, KS, MA, MD, MN, MT, ND, NE, NH, NV, OK, OR, RI, SC, SD, TN, VA, WA, WI, WY</p>
	<p>Jarritos is the #1 best-selling Mexican soda in the U.S. Founded in 1950, the all-natural, fruit-flavored sodas are known for their bold flavors and unique combinations. The rise in its popularity has been through the foodie culture and millennials looking for authentic experiences.</p>	<p>National</p>
	<p>World's best carbonated mixers – clean, crisp, truly spectacular beverages crafted to enhance the finest spirits. Bold flavor, with more carbonation. And less sweet, so the subtleties of great spirits shine through. Q Tonic makes your drinks spectacular. Verified non-GMO and certified kosher.</p>	<p>RNDC</p>
	<p>A sparkling mineral water sourced and bottled in Monterrey, Mexico since 1895. Topo Chico is one of the world's largest and best sparkling mineral water brands, with several flavors and package sizes. It's growing in popularity with the healthy water trend. It's also accessible and found everywhere, since Coca-Cola owns the rights to distribute in the U.S.</p>	<p>On-Premise: National Off-Premise: Liquor Channel</p>
	<p>The world's premiere manufacturer of charcoal, gas and electric grills and accessories. Weber has been in the business of making grills people are proud to own since 1952. Products they can trust. It starts and ends with great design. At the core, is quality and attention to detail and an unfaltering commitment to treating customers with respect and care.</p>	<p>National</p>

/ PARTNERSHIPS

	          
JFM	 
AMJ	   
JAS	        
OND	     
On going brand collaborations	    

*All partnerships are subject to change. One partner will be chosen per brand per time period will applicable, pending contracts.

PARTNERSHIPS

	Ikon Pass gives skiers and riders the opportunity to access nearly 50,000 skiable acres of unique terrain across the continent, with pass privileges that range from full unlimited access to a set number of days that vary by destination.
	The brand is committed to bringing traditional cider varieties and lost heirloom varieties back to the U.S. Certain areas of their NY orchard are designated for new cider apple plantings and varietal research, in collaboration with local institutions and growers. Angry Orchard topped the list of U.S. cider brands in 2019, with retail sales amounting to approximately 220.1 million U.S. dollars.
	America's favorite light lager. Bud Light is the highest-quality light beer on Earth using the finest ingredients that come from the Earth. Four simple ingredients, 1 crisp taste to count on.
	Cupcake bottles complex and premium wines. The assorted collection of finely-crafted wines pair perfectly with your assorted collection of moments of joy and delicious food. They are a national leader in the production of Rosé, sparkling & white wines, and are known to be crafted with fine effervescence that tickles the palette and are vibrant with flavors. Launched in 2008, Cupcake Vineyards is the #2 premium \$8+ wine brand in the U.S.
	Squirt Soda was created in Phoenix, AZ and has been refreshing thirsty Americans since 1938, now a brand under Dr Pepper Snapple Group. Squirt is a top selling grapefruit soda and best performing carbonated beverage.
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	S. Pellegrino's effervescence brings out the best in the finest dishes, making it one of the most renowned mineral waters in the world. Their product line contains their traditional sparkling mineral water, flavored mineral water, sparkling real fruit juice beverage, and even their own ginger beer and tonic water mixers for cocktails.
	PERRIER is thirst-quenching on its own, but it's crisp carbonation makes it the perfect partner for cocktails and drink recipes. It is the ideal at-home or on-the-go beverage, making it a refreshing choice for every day. Their product line is available in original, fruit flavored, or mixed with real juice. Perrier was ranked as the fifth leading bottled sparkling water brand with sales of about 287 million U.S. dollars in 2020.
	Tajin is a tasty blend of mild chili peppers, lime and sea salt and enhances the flavor of your fruits and veggies. The seasoning has exploded in popularity since 2012 and is now available in 35 countries. Thrillist reported that sales of Tajin have tripled in North America in recent years.

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