



Corona[®]



Corona

BRAND FAMILY
2022 \$ SALES

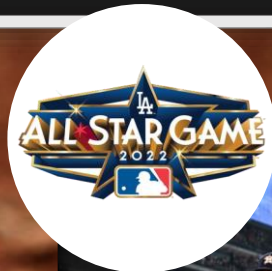
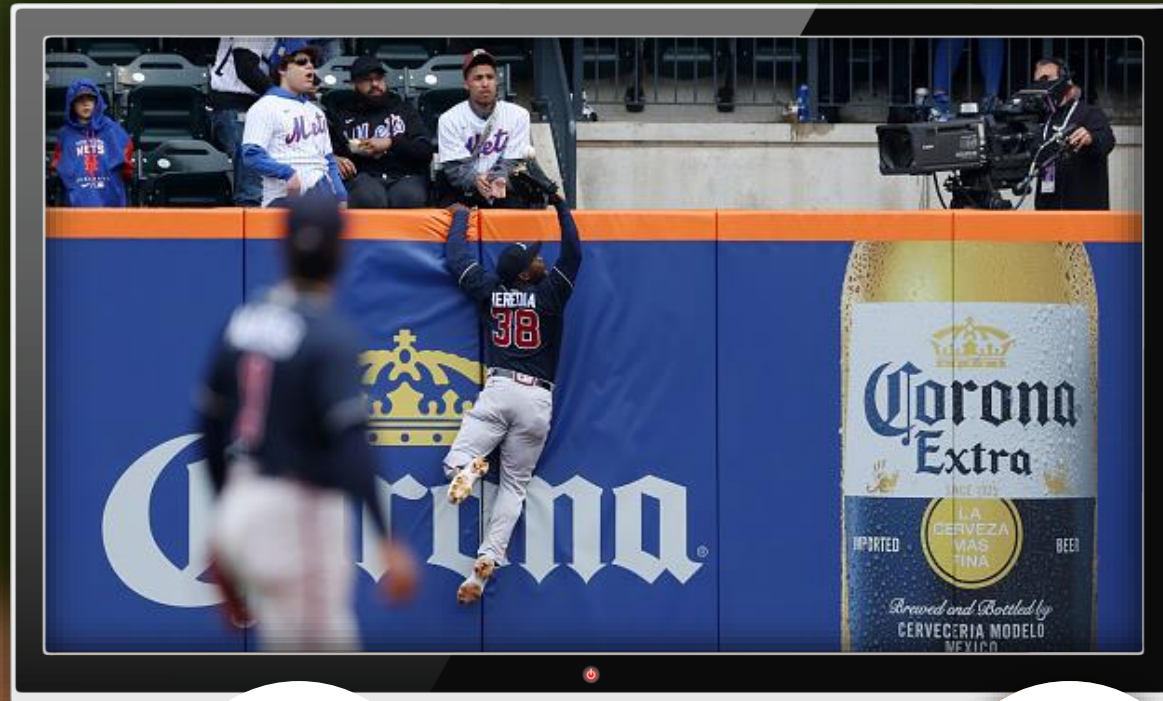
#4

MOVED UP 2 SPOTS
IN 2 YEARS!



OFFICIAL CERVEZA OF MAJOR LEAGUE BASEBALL





CORONA FY24 RETAIL CALENDAR

MARCH HOOPS
MAR – APR



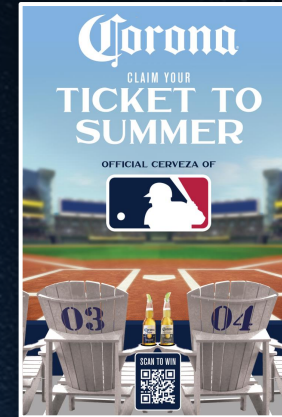
GOLF
MAR – APR



CINCO
APR – MAY



MLB / SUMMER
MAY – AUG



FOOTBALL
AUG – OCT



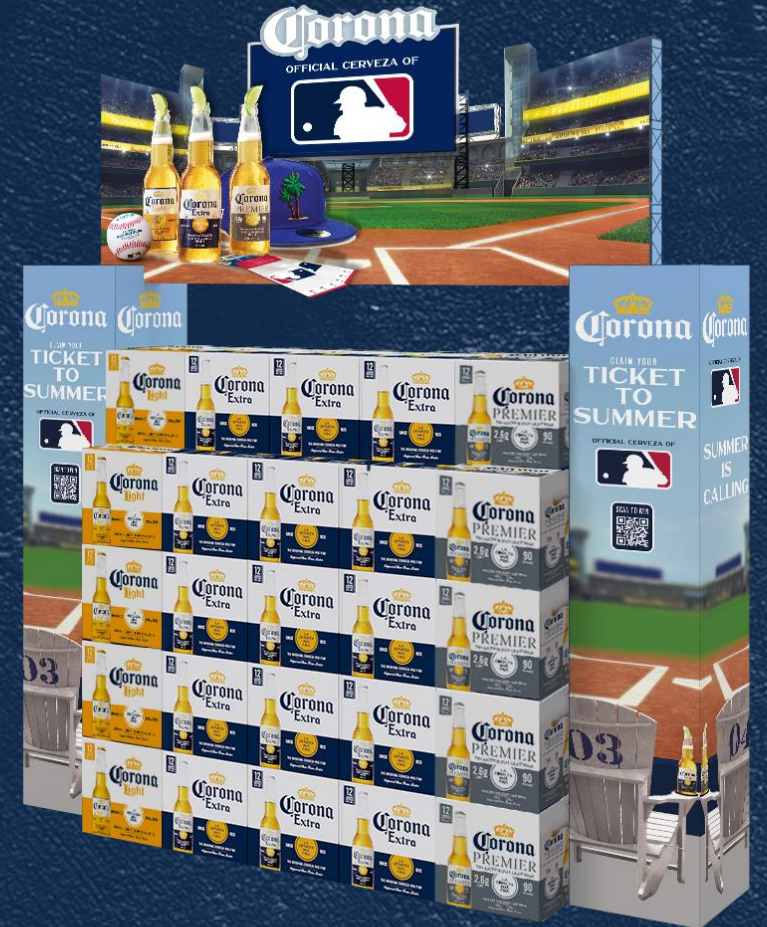
DDL M
OCT – NOV



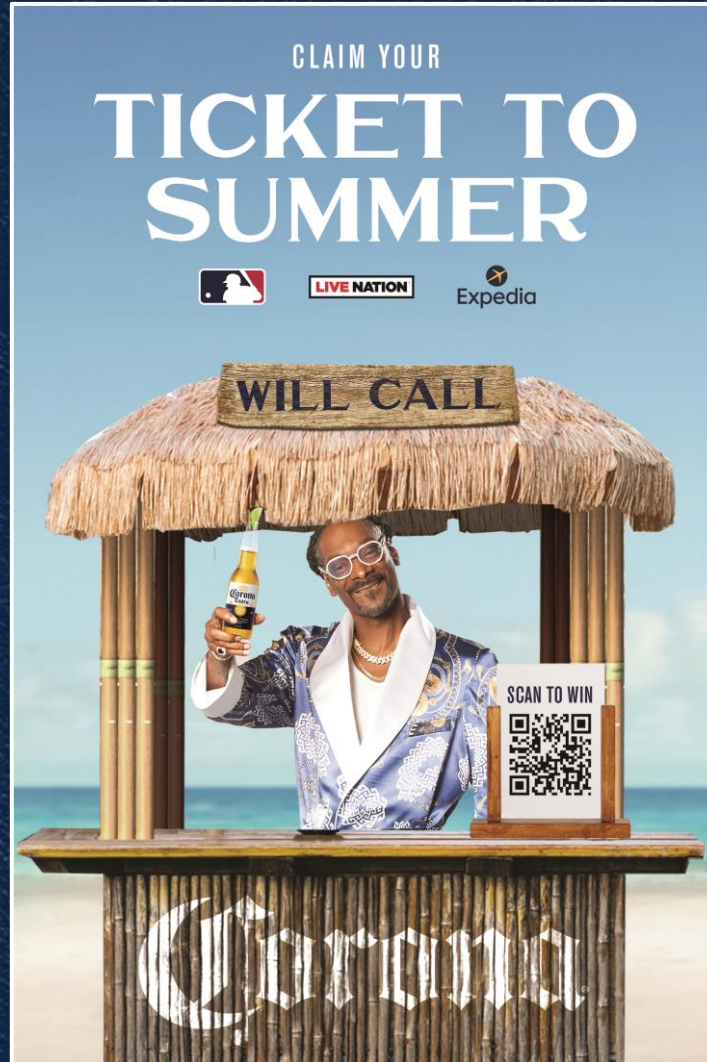
HOLIDAY
NOV – DEC



CORONA SUMMER



CORONA SUMMER



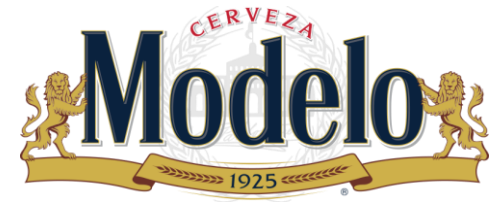
FY23 SPONSORSHIP LIST



BU	PROPERTY	GENRE	BRAND
National	EDC Las Vegas	Music	CX
National	MLB	MLB	CX
EBU	Brooklyn Nets/Barclays Center	NBA/Venue	CX/ME
SBU	Paycom Center (OKC Thunder)	Venue	CX
SBU	Toyota Center (Houston Rockets)	Venue	CX
SBU	University of Arizona	NCAA	CX
SBU	University of Texas	NCAA	CX
CBU	Chicago Bulls	NBA	CX
CBU	Indiana Pacers	NBA	CX
CBU	Ohio State	NCAA	CX

BU	PROPERTY	GENRE	BRAND
SEBU	Miami Heat	NBA	CX/CL
WBU	BNP Paribas	Tennis	CP
WBU	SF Giants	MLB	CX
WBU	Portland Trailblazers	NBA	CX

FY23 SPONSORSHIP LIST



BU	PROPERTY	GENRE	BRAND	BU	PROPERTY	GENRE	BRAND
National	UFC	Sports	ME	WBU	Portland Timbers	MLS	ME
National	CONCACAF	Sports	ME	WBU	LA Galaxy	MLS	ME
EBU	Brooklyn Nets/Barclays Center	NBA/Venue	CX/ME	WBU	Dignity Health Sports Park	Venue	ME
SBU	Dallas Mavs/Stars/AA Center	Venue/NHL/NBA	ME	WBU	Golden State Warriors	NBA	ME
CBU	Chicago Blackhawks	NHL	ME	WBU	Las Vegas Raiders	NFL	ME
SEBU	Atlanta Hawks	NBA	ME				