

Lenny



OFFICIAL WINE OF MLB

As the Official Wine of MLB, Woodbridge will continue to have access to league, team, and event marks to use nationally and locally

OFFICIAL DESIGNATIONS

Official Wine of Major League Baseball
Official Partner of Major League Baseball
Proud Partner of Major League Baseball

MLB LOGOS AND MARKS



Silhouetted
Batter



Jewel Event
Marks



League and Event
Marks

TEAM MARKS



IMPORTANT NOTE: Use Of Collective Team Marks Creative must include all marks.

INDIVIDUAL TEAM MARKS

Woodbridge has partnerships with 6 teams, limited to their DMA's, managed by field marketing

*Work with field marketing contact to use individual team IP



APPROVALS

All uses of MLB designations or marks need to be sent through the Trademarx portal for formal approval

*Work with field or trade marketing contact to route approvals to MLB

SPECIAL EVENT MARKS

Woodbridge DOES NOT have access to marks for special events, such as Field of Dreams, London Series, Jackie Robinson Day, Roberto Clemente Day, Hispanic Heritage Month, or other special events (Other than Jewel Events) throughout the season

EMPOWERING & INSPIRING FANS ALL SEASON LONG

WITH 360 PROGRAMMING THAT ENABLES BASEBALL FANS TO **PLAY IT THEIR WAY** WITH CUSTOM EXPERIENCES, RECIPES AND MERCHANDISE ALL SEASON LONG!

TRADE/RETAIL

WEAR IT YOUR WAY – AND WIN!

Two Tentpole programs to win custom merch and grand prize trips to the All-Star Game and to World Series!



FIELD/REGIONAL

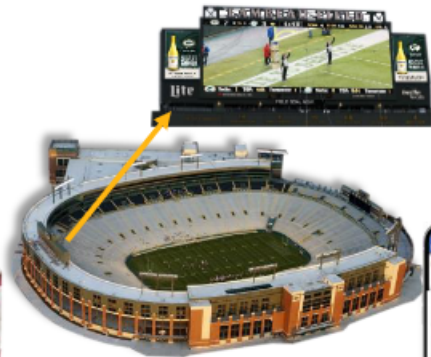
YOUR TEAM, YOUR WAY

Empowering fans to Play It Their Way with custom merch and exclusive experiences.



Throw the 1st Pitch!

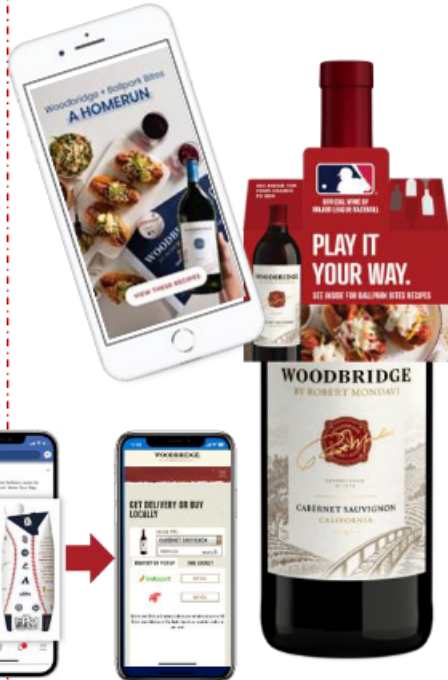
Experience the Green Monster like a VIP!



NATIONAL ACCOUNTS

BALLPARK MENU REMIX

Bringing concessions home with customized ballpark recipes and chances to win tickets & merch!



MEDIA

HEAVY HITTING TV & DIGITAL

Covering all bases with dedicated Play It Your Way content series on MLB digital channels and reminders to Wine Your Way with Woodbridge on Linear & Digital TV all season long!



ON-PREMISE

GEARING UP TO DRIVE TRIAL

Custom Play It Your Way toolkit to drive BTG placements & cocktail features across channels!



FY 23 TEAM PARTNERSHIPS & LOCAL ACTIVATION

With local team partnerships and access to league marks, there are ample opportunities to activate locally.

TEAM PARTNERSHIPS



- Woodbridge sponsors 6 local teams - New York Yankees, Boston Red Sox, Cincinnati Reds, Houston Astros, LA Dodgers, Minnesota Twins - and has access to their IP and assets in the team's DMA.
- Work with your region's Field Marketing Director to leverage team marks and assets in these markets.

OTHER LEAGUE ASSETS

- In addition to using league and event marks in creative, Woodbridge has access to league specific prizing/ gifting:
 - MLB Shop Gift Card
 - MLB.tv Subscription
 - Co-branded merch

Activation Opportunity	Team Sponsorship	No Team Sponsorship
Team logos in creative	X	
MLB and event logos in creative	X	X
Local sweepstakes utilizing team-specific prizing (merch, tickets)	X	
Local sweepstakes utilizing MLB prizing (MLB Shop gift card, MLB.tv subscription)	X	X
Onsite branding/activation	X	
Tickets and hospitality for purchase	X	X
Opportunities to work with talent	X	X
Create a local incentive	X	X
On/Off premise activation	X	X

KIM CRAWFORD BETTERMENT COCKTAILS

3 in 5 on-premise visitors have made at least one health or wellness decision regarding drink choices in the past year.

Develop low calorie / low alcohol cocktails with Kim Crawford Illuminate Sauvignon Blanc and Prosecco. These drinks can be highlighted during the month of June, with an emphasis on Summer Solstice.



- In Suite bottle promotions with specialty items.
- “Grab a Glass, you’ll GLOVE it”
- Promotions for high attendance games



WOODBIDGE

DBRI

WELCOME YOU BUY A
WELCOME YOU BUY A

BELLINGER
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