



LEVY MLB ACTIVATION CONCEPTS

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BRING THE WAVE TO THE STADIUM

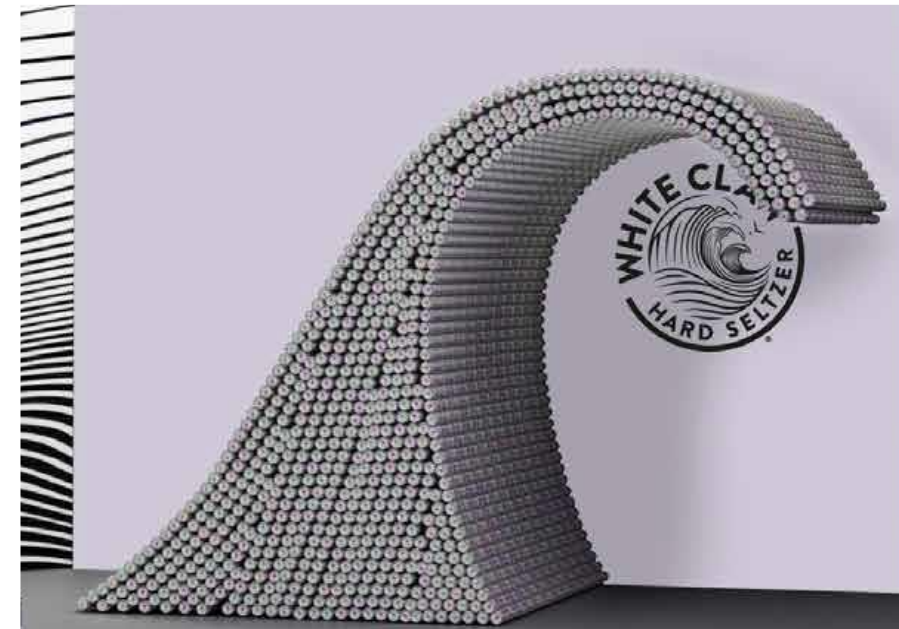
The wave has become an iconic staple of fan participation at sporting arenas across the world.

The White Claw brand was born from the wave and strives to bring people together.

The perfect combination of the two is to bring a life size can wave to an MLB park for a fun and unique photo experience for MLB and White Claw consumers to enjoy together.

ADDITIONAL DETAILS:

- Consumers step into the wave to take a photo to share to their social media handles.
- Can hire brand ambassadors to take photos with consumers' phones or hire a photobooth company to offer filtered photos to be emailed to consumers.
- Can work together to create a co-branded backdrop and/or photo filter with Levy and White Claw logos.





CUSTOMIZABLE BASEBALL CAPS

No baseball attendee is complete without the perfect baseball cap.

Within the White Claw area at an MLB park, White Claw would provide a branded baseball cap for consumers to choose a design to have custom embroidered.

ADDITIONAL DETAILS:

- White Claw will set-up a small footprint with an embroider (i.e. Danica Pantic).
- Consumers will give the embroider their complimentary White Claw baseball hat to have embroidered with pre-determined designs.
- Levy and White Claw to work together to develop the pre-determined designs.





SUITE TAKEOVER

White Claw would like to kick-off the season with an opportunity for Levy consumers to enter for a chance to win a suite at an MLB park.

White Claw will purchase a suite at an MLB park (i.e. Wrigley Field) for a group of winners to bring a guest to enjoy a Cubs game in Chicago this summer (open to any Levy MLB Park).

ADDITIONAL DETAILS:

- White Claw will create signage, which includes a QR code for consumers to scan to enter to win.
- The signage will be put up around Levy concessionaire points of distribution. Option for digital entry as well.
- The winners and their guests will also receive a branded give package inclusive of: YETI colster, apparel, cooler bag, and more.



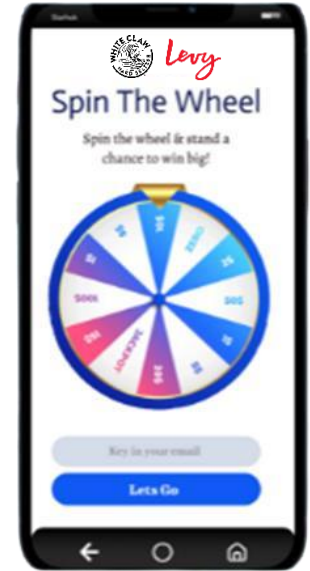
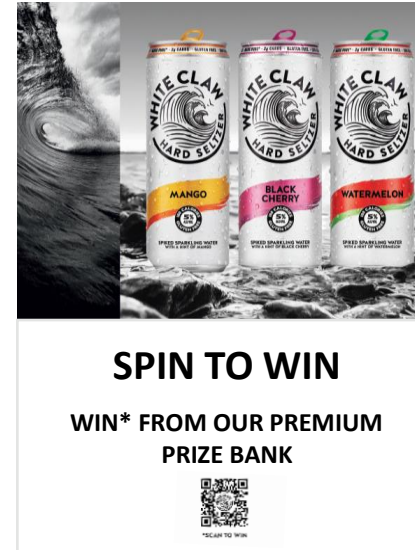


SPIN TO WIN

As consumers wait for their food and drinks at concessionaire locations, they will have the opportunity to play a custom spin to win game for a chance to win prizes.

ADDITIONAL DETAILS:

- White Claw will create signage, which includes a QR code for consumers to scan to enter to play.
- The digital game creative and communication can be customized to match the brand aesthetic/values of both Levy and White Claw .
- Prizes range from low-ticket items like koozies and hats to high-ticket items like Solo stoves and golf bags.





THANK YOU