



# BUD LIGHT UFC (ULTIMATE FIGHTING CHAMPIONSHIPS) UFC PAY PER VIEW EVENT OFFER.



## Offer Description

**Promo Valid:** January 1 - April 30, 2010

**Display Target:** Lobby, High Traffic & Secondary Beer Locations

**Save Up To \$20.00 via Mail-in Rebate  
on a UFC Pay Per View Event!**

**Beer Purchase Required:** Save **\$20.00 via MIR** on the purchase of a UFC Pay Per View Event, with the purchase of two (2) Bud Family 12-pack or larger.

**Valid in:** AK, AZ, CA, CO, DC, DE, FL, GA, IA, ID, IL, KS, MD, MI, MS, MT, ND, NE, NH, NM, NV, OH, OK, PA, SC, TN, VT, WA, WI, WY

**No Beer Purchase Required:** Save **\$6.00 via MIR** on the purchase of a UFC Pay Per View Event.

**Valid in:** AL, AR, CT, HI, IN, KY, MA, ME, MN, MO, NC, NJ, NY, RI, SD, UT, VA, WV

Consumer offer not available in the states of LA, OR & TX.

**Rebate Execution via online submission will allow message to drive consumers to [UFC.COM](http://UFC.COM) and [WEC.TV](http://WEC.TV) to purchase UFC Apparel, etc.**

**Mail-in Rebate Offer Valid Start Date: January 1, 2010**

## Point of Sale



## Display / Considerations

### Cross Merch Display Items:

- Bud Light 12-Packs or Larger
- Active Lifestyle Themed Display Areas



**Key to Success: Build Bud Light displays promoting UFC in high-traffic locations**



# BUD LIGHT UFC (ULTIMATE FIGHTING CHAMPIONSHIPS) UFC PAY PER VIEW EVENT P.O.S.



## Point of Sale / Creative

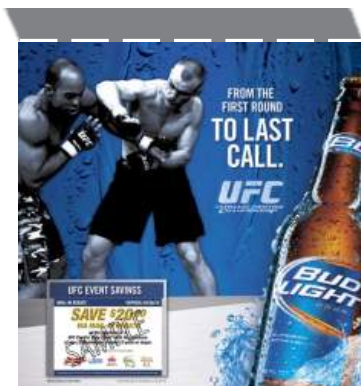


### CAPS 2-Sided Frame Insert Set with Perforated Turn back

Packed in 10 Sets per carton: Sets include two (2) 18"x18" Inserts, one (1) 18"x9", one (1) 9"x18" and one (1) Tear Pad



- Beer Purchase Insert Sets - Item # 1055917BP (creative shown)
- No Beer Purchase Insert Sets - Item # 1055917
- 27"x18" Frame Stand (stand adjusts from 61.5" to 88" H) - Item # 1039384
- 27"x18" Small Frame - Item # 1039380



**Note: Perforated turn back allows CAPS Insert to function as a stand-alone Case Card without Frames if necessary**



### Beer Purchase Tear Pad

Shown: Additional Beer Tear Pad, Item # 1055918BP



### No Beer Purchase Tear Pad

Shown: Additional No Beer Tear Pad, Item # 1055918

Coupons or rebates will only be valid in the market during the dates listed. Please do not place any coupons or rebates in the market prior to the valid date. Coupons or rebates should only be placed in channel(s) noted. **Final offer & creative design subject to change.**

Channels: All Channels

Note: For presentation/sell-in purposes, graphics and offers may change. These promotions, or portions thereof, may not be available in all states due to legal restrictions. This program may be available in other accounts. The alcohol beverage laws of the individual states vary with regards to merchandising and promotion of our beers.