

## Season Ticket Sweepstakes

Sweepstakes where consumers will have the opportunity to win the following:

- ★ **Grand Prize**— Win the biggest ticket in town — RED SOX SEASON TICKETS! The winner will receive 4 season tickets located in the grandstand section of Fenway Park for the 2005 season.
- ★ **2nd Prize**— 4 tickets to a home game in the new MONSTER SEATS at Fenway Park.
- ★ **3rd Prize**— 4 tickets in the grandstand section for a Red Sox home game.



## Advertising

B&M will promote the sweepstakes through the following vehicles:

- ★ Boston Red Sox Radio Network (WEEL 850AM)
- ★ Official Red Sox Magazine game program during the 2004 season.

### ★ Point of Sale

Posters & Tearpads with promotion details and entry forms to be used in-store.



## Trade Support

★ FSJ's



Memorial Day (5/23/04)  
& 4th of July (6/27/04)  
3.5 M circulation

### ★ Smartsource ShelfTalk



Cycle 6 (5/17 - 6/13)  
Cycle 7 (6/14 - 7/11)  
Cycle 8 (7/12 - 8/8)  
Cycle 9 (8/9 - 9/5)

## Portland Sea Dogs

B&M is a proud sponsor of the AA Minor League affiliate of the Boston Red Sox, the Portland Sea Dogs, for the 2004 season.

- ★ **Every Tuesday and Thursday Night** at Hadlock Field will be "B&M Baked Bean Night." Any fan bringing 2 labels from any B&M product will receive a **Free General Admission** ticket to the game.
- ★ **B&M Can Race** — On-field, between inning contest where contestants, dressed as B&M cans, race to the finish line to win a B&M prize package.
- ★ B&M will be the presenting sponsor of the **David Ortiz bobblehead doll giveaway night** on May 11th. As sponsor, B&M will receive exposure in all advertising for the giveaway date including radio, pocket schedules, Sea Dogs website, promotional board, and in-house PA announcements.
- ★ B&M will provide **POS posters** for case stack displays and tearpads detailing the ticket offer.

