

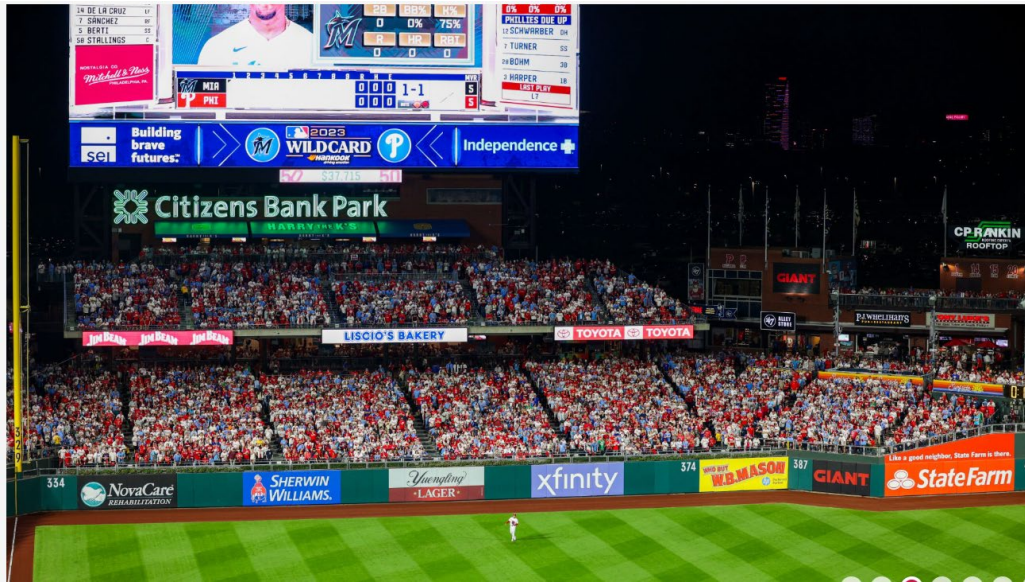




2023 POSTSEASON IN REVIEW

During the 2023 postseason:

- Advertisers received more than **\$48 million** in brand value
- **Eight (8)** home sellouts
 - Over **380,000** total tickets sold
- Local television increased **3.5** ratings points for the 2023 postseason versus 2022 through World Series
 - **17.6%** increase over 2022
- Gained **174,576** followers on @Phillies social media platforms during the 5-week period



LEFTFIELD PORCH FACADE SIGN

During the 2023 season, Jim Beam received branding on the Left Field Porch Façade sign beginning on May 19th, 2023 and spanning throughout the entire postseason.

The Left Field Porch Façade sign provided excellent branding placement for in-park and TV exposure locally and nationally through visiting team broadcasts and highlight shows.



JIM BEAM HIGHBALL BAR

Located on Ashburn Alley, The Jim Beam Highball Bar is a prime location for fans looking to grab a custom cocktail.

2023 Nielsen Metrics	
Exposures	276
Duration	8 minutes 30 seconds
100% QI Media Value	\$246,987
QI Media Value	\$42,340

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JIM BEAM POINTS OF SALE

Jim Beam received branding and specialty cocktails at two additional concourse locations at Citizens Bank Park, with one location on the main concourse between the 3rd Base and Left Field gate, and the second on the 300 level.

In addition, Beam Suntory brands are offered in custom cocktails in the Hall of Fame Club, Pass & Stow, and Diamond Club, with bottles available for purchase in the Suite level.



CBP TV

During the 2023 season, Jim Beam received branding in high traffic, premier locations within the ballpark through CBP TV signage. Ads were displayed in an L-Bar for :30 increments.

There are 366 IPTVs that are currently positioned in the following locations:

- Pass & Stow
- Corporate suites
- Hall of Fame Club suites
- Main concourse
 - On walls, bridges and beams
- Bulls BBQ
- Ashburn Alley
- Diamond Club interior
- Hall of Fame Club
- Home Plate Lobby
- Terrace/Pavilion Level
- Elevator Lobbies





BULL'S BBQ



SUITE LEVEL TASTINGS

During the 2023 season, Jim Beam had five RTD samplings in the suite level lobby, with the opportunity to provide product and swag to incoming fans.

- May 19th
- August 11th
- August 26th
- September 13th
- September 22nd



YOGA DAY

Jim Beam received signage recognition on the field and in all promotional information (TV drop ins, emails, digital posts, etc.) leading up to the Yoga Event. 2 drop ins were aired on radio and TV between July 24th and August 1st.

Following Yoga on the Field on August 1st, Jim Beam provided drinks and entertainment at Pass & Stow.

The event was sold out with 200 Phillies Fans and included a photo booth, buffet, raffle items, drink sampling and more.





POSTGAME CONCERT SERIES

During the 2023 season, the Phillies hosted two (2) postgame concert series

- DJ Diesel
- AJR

As the presenting partner of the Phillies Postgame Summer Concert Series at Citizens Bank Park, Jim Beam received the following assets:

- One (1) twenty (20) person suite for two concerts and One (1) 40-person suite for one concert
- Branding on enormous banners hung outside the gates at Citizens Bank Park
- Mentions in all TV, radio, and social media promotion of the concert series
- Mentions in sports complex marquee concert promotion
- Co-branded Phillies field access wristbands
- One (1) VIP experience for forty (40) that included a meet and greet with the artist(s), a behind the scenes tour of Citizens Bank Park, and a reserved area on the field during the concert
- Activation sampling hosted pregame at Pass & Show



PHILLIES HOLIDAY TREE LIGHTING

During the 2023 Phillies Holiday Tree Lighting, Jim Beam was on-site with a live ice sculpture, giving away samples of Jim Beam, hot chocolate and swag to fans.



PHILLIES ALUMNI GOLF OUTING

During the 2023 Phillies Alumni Golf Outing, Jim Beam was on-site giving away samples of their RTD canned beverages for golfers along the course.



AFRICAN AMERICAN HERITAGE CELEBRATION

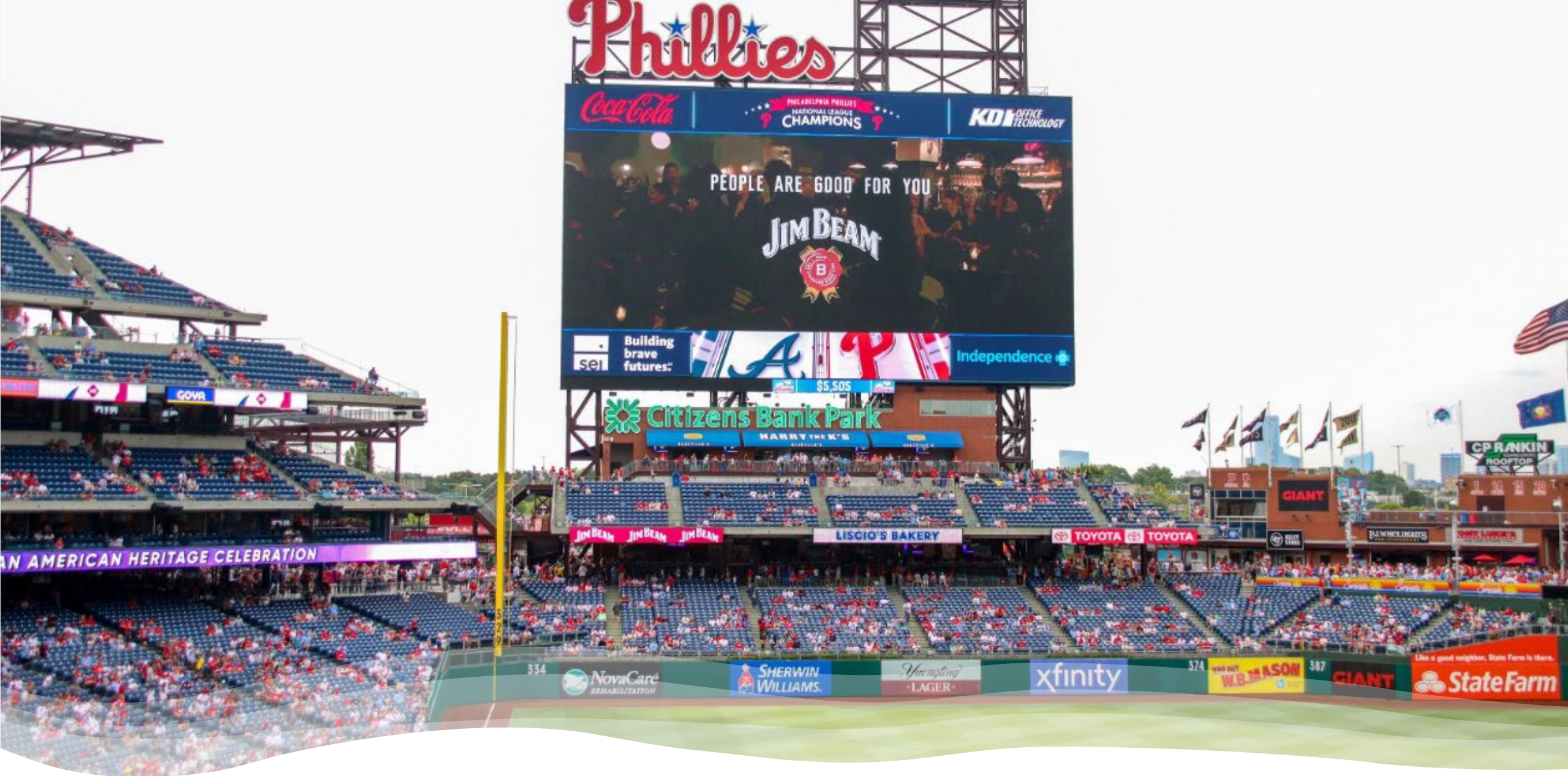
On June 20th, in conjunction with our African American Heritage Celebration Night, Jim Beam hosted a Happy Hour at the High and Inside Pub.

All fans were encouraged to join Jim Beam at the High and Inside Pub for complimentary cocktails and swag courtesy of Jim Beam from gates until first pitch. Phillies legend Milt Thompson was on-site to take pictures and mingle with fans.

Monique Ozanne, Director of Diversity and Inclusion for Beam Suntory, North America, threw out the first pitch on behalf of Jim Beam that night.

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Phillies

Coca-Cola

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CHAMPIONS

KODAK OFFICE
TECHNOLOGY

PEOPLE ARE GOOD FOR YOU

JIM BEAM

Building
brave
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A P

Independence

Citizens Bank Park

HARDY THE K'S

\$5.50S

AN AMERICAN HERITAGE CELEBRATION

JIM BEAM JIM BEAM JIM BEAM

LISCIO'S BAKERY

TOYOTA TOYOTA

GIANT

PAWELIAGIS

CP RANKIN
ROOFTOP

334

NovaCare
REHABILITATION

SHERWIN
WILLIAMS

Viceroy
LAGER

xfinity

374

W.B. MASON

387

GIANT

Like a good neighbor, State Farm is there.
State Farm



PIZZA
MANCO & MANCO

Campo's

JIM BEAM
HIGHBALL BAR

CHICKIE'S & CHICKIE'S

Budweiser #HITTHEBUDS Budweiser

ibx.com Independence

52	OUTS	KC	SEA	50	OUTS
1		DET	NYN	17	
		BAL	OAK	17	OUTS
		TB	CLE	84	
68	OUTS				
45					
64	OUTS				
43					

PLAY FOR HER

On July 15th, The Phillies Ballgirls and Ballgirl alumni teamed up with females in the tri-state area for the first annual Play for Her Tournament benefitting the Phillies Urban Youth Academy softball programs.

Jim Beam donated product the after-party event that was held in our tent party-area at Citizens Bank Park and was on-site giving away swag and prizes.

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BATTING CAGE EVENT

On September 7th, The Phillies hosted 30 Jim Beam guests for a unique batting cage event.

The event included the following:

- Opportunity to hit in the Phillies batting cage
- Tour of Citizens Bank Park
- Food and beverage in the Phillies Executive Dining Room



VET TIX HOSPITALITY EVENT

On August 23rd, Jim Beam in conjunction with Vet Tix hosted 20 veterans and a guest at Citizens Bank Park for a game. The veterans were invited to a pregame happy hour at Pass and Stow where they were given Jim Beam swag and a gift card to use on food/beverage or merchandise during the game.

The veterans were recognized during the game on the broadcast by Tom McCarthy (see below).

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