



JIM BEAM HIGHBALL BAR

The Jim Beam Highball Bar is located in Ashburn Alley. The Phillies and Jim Beam celebrated on April 13th with a relaunch opening.



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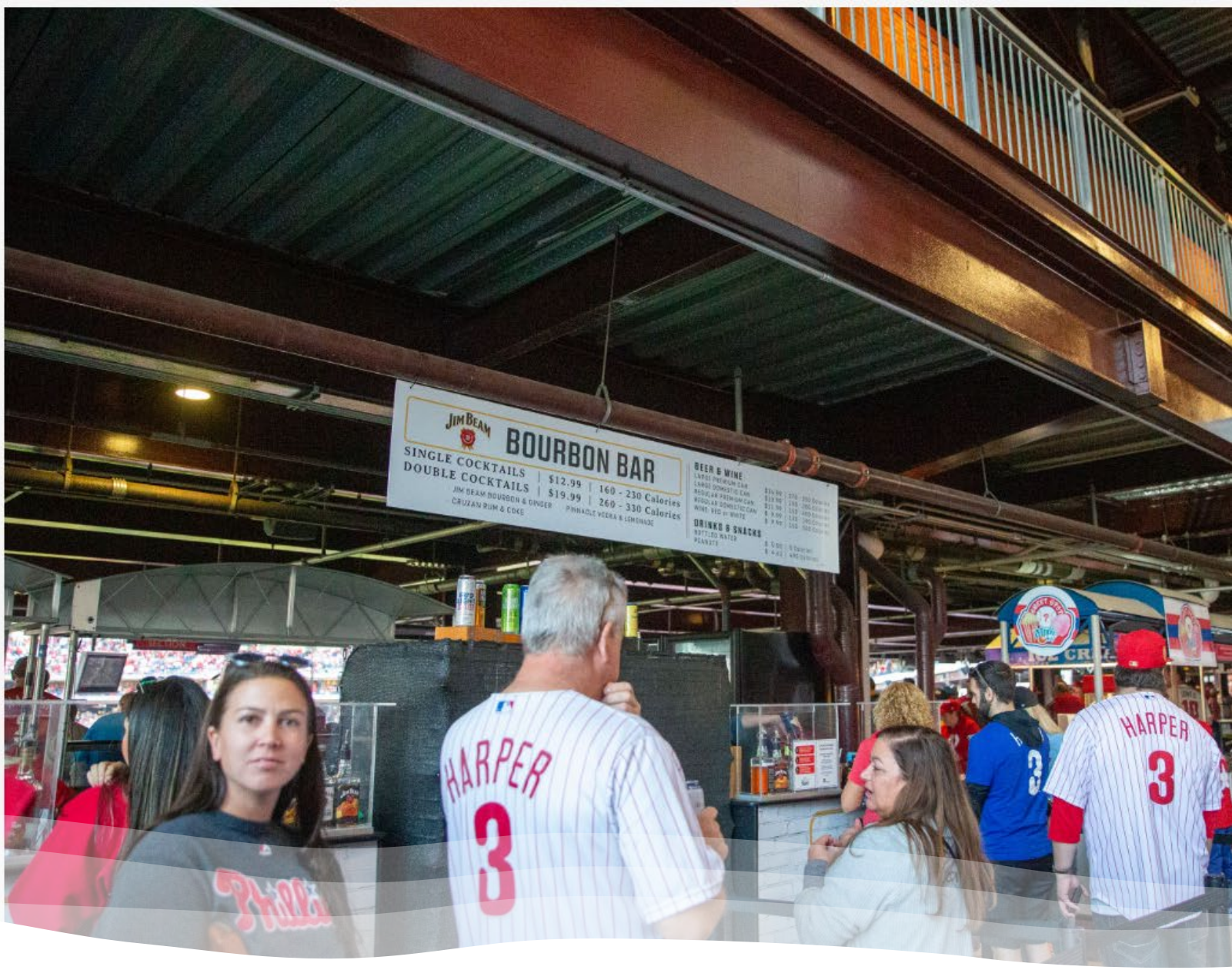
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JIM BEAM POINTS OF SALE

Jim Beam receives 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.



IPTV

During the 2022 season, Jim Beam received branding in high traffic and premier locations within the ballpark through IPTV signage. Ads were displayed in an L-Bar for :30 increments. Jim Beam received a minimum of XX impressions per game.

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



SUITE LEVEL TASTINGS

During the 2022 season, Jim Beam had three RTD samplings in the suite level lobby, with the opportunity to provide product and swag to incoming fans.

- May 20th
- May 30th
- July 1st
- July 22nd
- August 27th



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. 11 drop ins were aired on radio and TV between July 15th and August 11th.

Following Yoga on the Field on August 16th, Jim Beam provided drinks and entertainment at Pass & Stow.

The event was attended by 165 Phillies Fans and included a photo booth, buffet, raffle items, drink sampling and more.



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POSTGAME CONCERT SERIES

During the 2022 season, the Phillies hosted three (3) postgame concert series

- The Avett Brothers
- Jake Owen
- I Love the 90's

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





PHILLIES HOLIDAY TREE LIGHTING

During the 2022 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 2022 Phillies Alumni Golf Outing, Jim Beam was on-site giving away samples of their RTD canned beverages for golfers along the course.

