



**2022 Roots Picnic  
The Mann Center  
Philadelphia, PA**



*Beam* SUNTORY



2022 Roots Picnic @ The Mann Center  
Philadelphia, PA  
June 4<sup>th</sup> – June 5<sup>th</sup>

| BSI EVENT RECAP         |  |
|-------------------------|--|
| Brand Name(s):          | Jim Beam Family  |
| The Objective:          | Our objective was partnering with one of Philly’s most anticipated, large-scale concert events, attracting the multicultural community through music and relevant experiences. Showcasing Jim Beam, we implemented a JB footprint that consumers could enter, taste our branded featured cocktails while enjoying a relaxed and engaging experience.   |
| The Summary Of Program: | The event included months of planning and collaboration to bring to life a JIM BEAM BACKYARD experience to the Roots Picnic. Key partners included the Mann Center (event host), Legends Catering, Live Nation and Havas agency. Havas set up the Backyard Jams footprint at the venues most prime location. We worked diligently in product selection and menu placement. Jim Beam themed cocktails along with JRTD’s were offered throughout the concert venue. Although Jim Beam was the highlighted brand, we also piggy-backed a Hornitos featured Margarita. |
| The Results:            | <ul style="list-style-type: none"><li>• 150 cases sold on an initial order that included JB family, RTD’s and Hornitos</li><li>• 60K+ guests in attendance during this two-day concert (30K+ per day)</li><li>• JB featured menus and branding throughout the venue and concert stage</li><li>• Continued growing partnership with the Mann Center</li><li>• Brand exposure and liquid to lips opportunity to new consumers</li></ul>  |



KEY LEARNINGS & FUTURE CONSIDERATIONS

Working with creative marketing campaigns like the JB Backyard Jams helped facilitate a large-scale activation while making an impact with brand awareness and fun experiences  
Building long-term partners with events like this continue growth our brand awareness and continued growth of sales



# ROOTS PICNIC

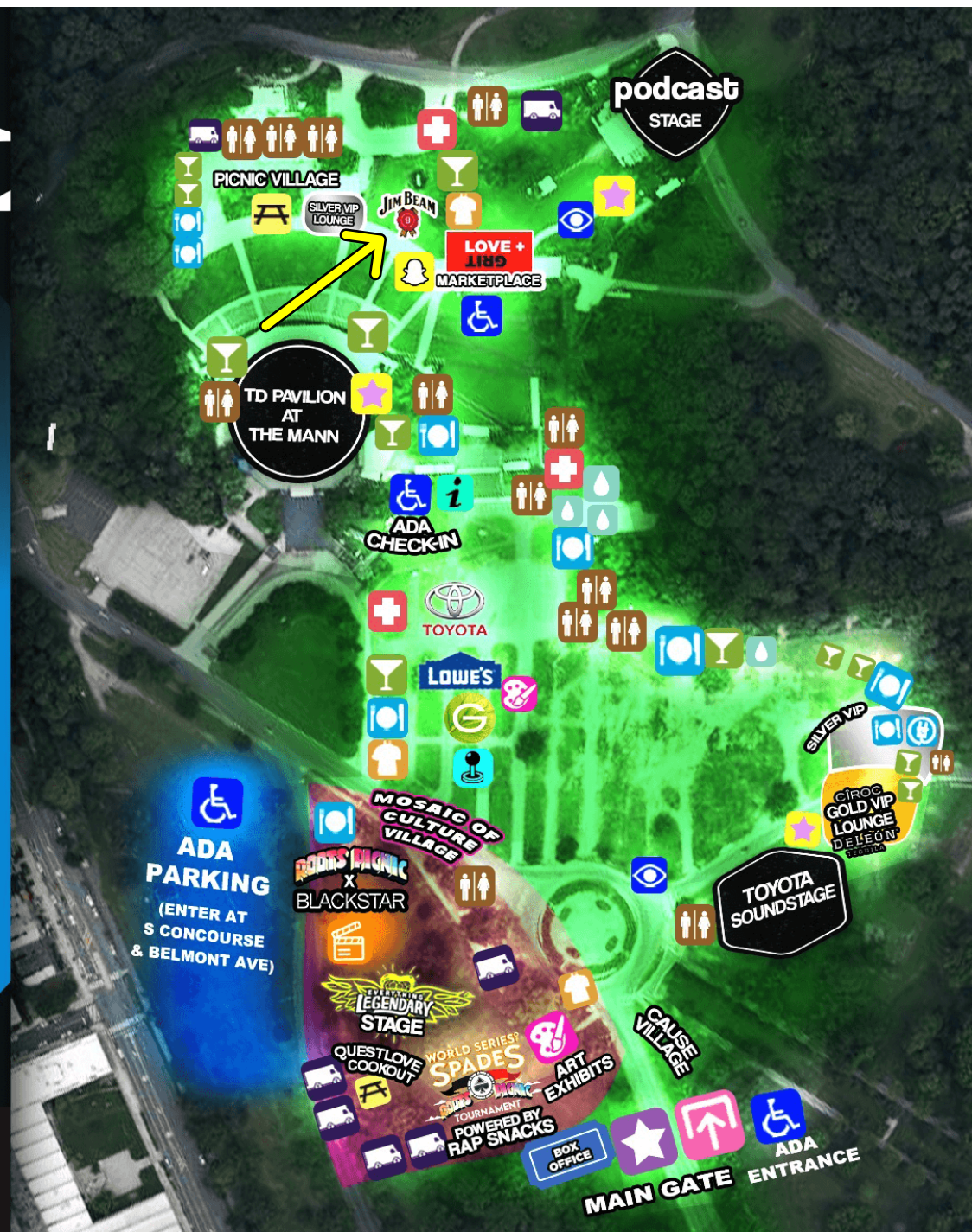
PHILADELPHIA  
THE MANN AT FAIRMOUNT PARK  
2022  
FESTIVAL MAP

|  |                         |  |                      |
|--|-------------------------|--|----------------------|
|  | ENTRANCE                |  | BATHROOMS            |
|  | VIP CHECK-IN & ENTRANCE |  | INFO BOOTH           |
|  | ADA ENTRANCE/PATH       |  | PICNIC AREA          |
|  | VIP VIEWING AREA        |  | ADA VIEWING AREA     |
|  | FOOD TRUCKS             |  | MEDICAL              |
|  | BEVERAGES               |  | GUEST SERVICES       |
|  | CONCESSIONS             |  | ARCADE               |
|  | MERCH                   |  | LOWES                |
|  | WATER STATIONS          |  | TOYOTA               |
|  | GARNIER                 |  | CLUB LEGENDARY       |
|  | JIM BEAM                |  | CÎROC DELEÓN TEQUILA |

\*LOCATIONS ARE APPROXIMATE & SUBJECT TO CHANGE  
ROOTSPICNIC.COM

LIVE NATION  
URBAN

theMann.





# Jim Beam Backyard Roots Picnic Partnership

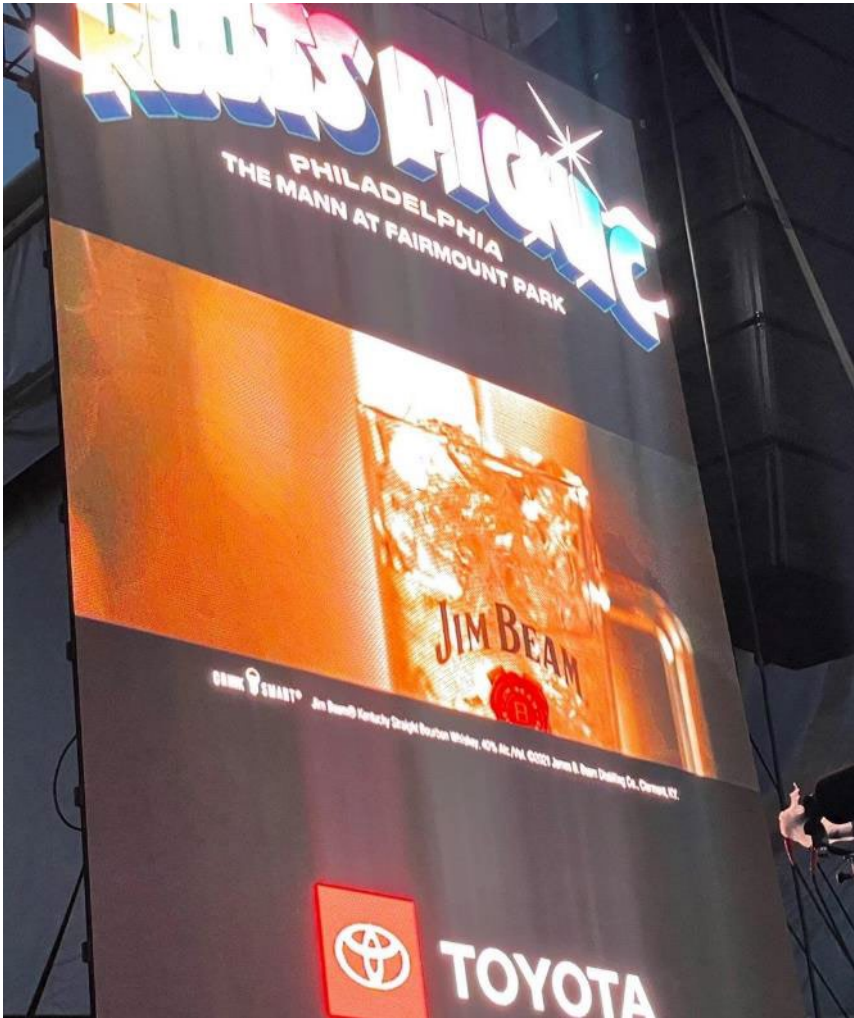
Jim Beam was advertised on the official Roots Picnic IG page and the Jim Beam ad ran on the main stage screen



Liked by kackid and 108 others

rootspicnic Everyone who shows up to the Jim Beam Backyard Jams will definitely come as friends and leave as FAMILY! Be sure to visit them near the podcast stage today and tomorrow at #RootsPicnic and share your favorite photo using #BeamBackyard for a shoutout!

View all 46 comments





# Jim Beam Backyard Roots Picnic Partnership

Event images





# Jim Beam Backyard Roots Picnic Partnership

Event images





# Jim Beam Backyard Roots Picnic Partnership

Event images





# Jim Beam Backyard Roots Picnic Partnership

Event images





# Jim Beam Backyard Roots Picnic Partnership

Event images

