

| Match Management



Octagon

Kati Karottki

Lindsay Salt

Don Rouse

**Mauricio
Fischmann**

Eduardo Baraldi

Tara Jackson

Gabriela Feijo

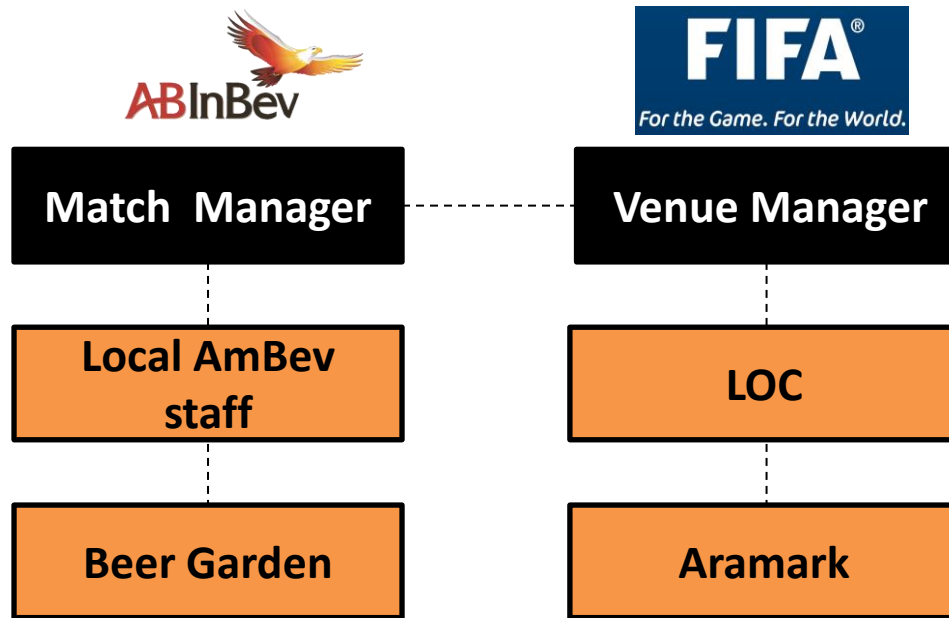
Victor Szepilovski

Roles

- ❖ Primary liaison for FIFA
- ❖ Aramark venue manager liaison
- ❖ LOC Liaison
- ❖ Local AmBev Staff Management
- ❖ RPMC Hospitality support

Responsibilities

- ❖ Budweiser Beer Garden Logistics
- ❖ Aramark concessions operations
- ❖ Budweiser Man of the Match program
- ❖ Field boards/signage quality control
- ❖ GHQ/AmBev ticket distribution



On – Site Communications

- ❖ Main communications on-site for each venue will happen between AB InBev Match Manager and the FIFA Venue Manager
- ❖ Primary link for any and all problems

Venue Manager Schedule

June									
THU 12	FRI 13	SAT 14	SUN 15	MON 16	TUE 17	WED 18	THU 19	SAT 20	SAT 21
5:00 PM - SAO	1:00 PM - NAT 4:00 PM - SSA 6:00 PM - CGB	1:00 PM - CNF 4:00 PM - FOR 6:00 PM - MAO 10:00 PM - REC	1:00 PM - BSB 4:00 PM - POA 7:00 PM - GIG	1:00 PM - SSA 4:00 PM - CWB 7:00 PM - NAT	1:00 PM - CNF 4:00 PM - FOR 6:00 PM - CGB	1:00 PM - POA 4:00 PM - GIG 6:00 PM - MAO	1:00 PM - BSB 4:00 PM - SAO 7:00 PM - NAT	1:00 PM - REC 4:00 PM - SSA 7:00 PM - CWB	1:00 PM - CNF 4:00 PM - FOR 6:00 PM - CGB
Joe Gabriel Kati Mauricio Eduardo Tara Gabi Victor	Don Eduardo Lindsay	Victor Gabi Mauricio Tara Don	Lindsay Eduardo Kati Joe Gabriel	Mauricio Tara Don	Victor Joe Eduardo Gabi	Tara Joe Gabriel Kati Mauricio Don	Lindsay Gabriel Gabi Victor Eduardo	Mauricio Don Kati	Eduardo Victor Tara

ROUTE MATCH

Venue Manager Schedule

JULY									
SUN 22	MON 23	TUE 24	WED 25	THU 26	FRI 27	SAT 28	SUN 29	MON 30	TUE 1
1:00 PM - GIG 3:00 PM - POA 7:00 PM - MAO	1:00 PM - CWB 1:00 PM - SAO 5:00 PM - REC 5:00 PM - BSB	1:00 PM - CNF 1:00 PM - NAT 5:00 PM - CGB 5:00 PM - FOR	1:00 PM - POA 1:00 PM - SSA 4:00 PM - MAO 5:00 PM - GIG	1:00 PM - REC 1:00 PM - BSB 5:00 PM - SAO 5:00 PM - CWB	REST DAY	1:00 PM - CNF 5:00 PM - GIG	1:00 PM - FOR 5:00 PM - REC	1:00 PM - BSB 5:00 PM - POA	1:00 PM - SAO 5:00 PM - SSA
Gabriel	Tara	Lindsay	Mauricio	Don		Joe Gabriel Eduardo Lindsay	Gabriel Don Victor	Gabriel	Gabriel Mauricio Victor
Kati	Kati Gabriel	Gabi	Lindsay Gabi	Eduardo				Lindsay Mauricio	
Joe Lindsay	Don	Eduardo	Tara	Gabriel Victor		Kati Mauricio Gabi	Eduardo		Don Eduardo Gabi
	Mauricio Gabi	Don	Joe Gabriel	Mauricio					

ROUTE MATCH

Venue Manager Schedule



JULY											
WED 2	THU 3	FRI 4	SAT 5	SUN 6	MON 7	TUE 8	WED 9	THU 10	FRI 11	SAT 12	SUN 13
REST DAY	REST DAY	1:00 PM - GIG 5:00 PM - FOR	1:00 PM - BSB 5:00 PM - SSA	REST DAY	REST DAY	5:00 PM - CNF	5:00 PM - SAO	REST DAY	REST DAY	5:00 PM - BSB	5:00 PM - GIG
		Kati Don Eduardo Victor	Mauricio Gabi			Joe Gabriel Lindsay Eduardo Mauricio	Joe Gabriel Don Eduardo Mauricio Gabi Victor			Gabi Victor	Joe Gabriel Kati Lindsay Don Mauricio Eduardo Gabi Victor
		Gabriel Lindsay Mauricio	Gabriel Eduardo								

ROUTE MATCH

Match Manager Responsibilities



All Match Managers will be responsible for bringing all necessary materials to their assigned matches and conducting a post-match wrap-up.

Pre-Match Pack List

- ❖ FIFA Accreditation
- ❖ Communication Tools (Phones, radios)
- ❖ iPad w/ updated Road Book
- ❖ Camera (Digital and Flip Video)
- ❖ Extra Match Tickets

Post-Match Wrap-Up

- ❖ Conduct brief interview with Man of the Match Trophy Ambassador post trophy presentation
- ❖ Beer Garden is properly shut-down (where applicable)
- ❖ Send Match Report specifics to Octagon Reporting email address

Match Manager Responsibilities



In – Stadium Match Rounds

Ensure Budweiser and Brahma products are being represented at the highest levels with world class customer service

Target Locations:

- ❖ In-Stadium Branding
- ❖ Concessions Area (*including interior Beer Gardens if applicable*)
- ❖ Hospitality Suites

Key Elements:

- ❖ Concessions Servers
 - ❖ Proficient in performing their duties (i.e. not spilling beer, fast service, etc)
 - ❖ Effective Brand Ambassadors

Concessions Lines

- ❖ Are there long and overwhelming lines?
- ❖ *What can be done to remedy the situation?*
 - ❖ Line structure
 - ❖ Cash vs. credit
 - ❖ Under-staffed?

Speak with Concessions Managers about:

- ❖ Staffing
- ❖ Product supply
- ❖ Consumer complaints
- ❖ General problems
- ❖ Serving intoxicated fans

Stadium and Concessions Branding

- ❖ Coverage in all assigned areas
- ❖ Damaged or Missing?

Hospitality Suites

- ❖ Hostesses
- ❖ Branding
- ❖ Product placement and supply
- ❖ Hospitality Manager – any issues/problems?

FIFA Photography Shot List



All Stadiums

Field Boards

- ❖ During Match play
- ❖ Action shot in the foreground
- ❖ All AB brands: Budweiser, Brahma, Beck's, Siberian Crown, Quilmes, BUD, Cass

Jumbo Screen

- ❖ Budweiser Man of the Match voting ad at half-time
- ❖ MotM winner post-match

MotM Handover

- ❖ Consumer with player
- ❖ Player with trophy during press conference

Beer Gardens

- ❖ Fans enjoying the experience
- ❖ Workers serving products
- ❖ Special edition cups
- ❖ Bud Girls interacting with fans
- ❖ Bud Girls in front of Budweiser backdrops

Concessions

- ❖ Workers serving beer in special edition cups
- ❖ Fans buying beer
- ❖ Fans walking away with multiple cups
- ❖ Consumers waiting on line
- ❖ Branded fridges and thermal boxes
- ❖ Concession board branding

Budweiser Mobile Units

- ❖ Mobile selling units
- ❖ Workers interacting with fans
- ❖ Product being served
- ❖ Fans walking away with beer
- ❖ Special edition cups

Budweiser Hawkers

- ❖ Walking the stadium
- ❖ Selling beer to consumers in their seats
- ❖ Equipment

Budweiser Fans

- ❖ Fans in their seats drinking beer
- ❖ Celebrating with friends
- ❖ Enjoying the match with a beer
- ❖ Special edition cups

Perimeter Boards

- ❖ Opportunity for AB InBev to showcase their global and local brands on the biggest stage in sports
- ❖ Allotted 8 minutes of running time per match
- ❖ Budweiser to be the prominent brand
- ❖ Local brands may activate when their local country is playing
 - ❖ Argentina: Quilmes
 - ❖ Brazil: Brahma
 - ❖ Belgium: Jupiler
 - ❖ Germany: Hassleroder
 - ❖ Italy: Beck's
 - ❖ Netherlands: Jupiler
 - ❖ Russia: Siberian Crown & Bud
 - ❖ China: Harbin (3 games)
 - ❖ Korea: Cass (3 games)



Bud Country vs Bud Country	100% Budweiser
Bud Country vs Local Country	50% Budweiser / 50% Local Brand
Local Country vs Local Country	50% for each local brand

Budweiser Perimeter Boards



Local Brand Perimeter Boards



Perimeter Boards – Allocations



Group A

June 12: Brazil vs. Croatia, at Sao Paulo	50% Brahma, 50% Budweiser
June 13: Mexico vs. Cameroon, at Natal	100% Budweiser
June 17: Brazil vs. Mexico, at Fortaleza	50% Brahma, 50% Budweiser
June 18: Cameroon vs. Croatia, at Manus	100% Budweiser
June 23: Cameroon vs. Brazil, at Brasilia	50% Brahma, 50% Budweiser
June 23: Croatia vs. Mexico, at Recife	100% Budweiser

Group B

June 13: Spain vs. Netherlands, at Salvador	50% Jupiler, 50% Budweiser
June 13: Chile vs. Australia, at Cuiaba	100% Budweiser
June 18: Spain vs. Chile, at Rio de Janeiro	100% Budweiser
June 18: Australia vs. Netherlands, at Porto Alegre	50% Jupiler, 50% Budweiser
June 23: Australia vs. Spain, at Curitiba	100% Budweiser
June 23: Netherlands vs. Chile, at Sao Paulo	50% Jupiler, 50% Budweiser

Group C

June 14: Colombia vs. Greece, at Belo Horizonte	100% Budweiser
June 14: Ivory Coast vs. Japan, at Recife	50% Harbin, 50% Budweiser
June 19: Colombia vs. Ivory Coast, at Brasilia	100% Budweiser
June 19: Japan vs. Greece, at Natal	100% Budweiser
June 24: Japan vs. Colombia, at Cuiaba	100% Budweiser
June 24: Greece vs. Ivory Coast, at Fortaleza	100% Budweiser

Perimeter Boards – Allocations



Group D

June 14: Uruguay vs. Costa Rica, at Fortaleza	100% Budweiser
June 14: England vs. Italy, at Manaus	50% Beck's, 50% Budweiser
June 19: Uruguay vs. England, at Sao Paulo	100% Budweiser
June 20: Italy vs. Costa Rica, at Recife	50% Beck's, 50% Budweiser
June 24: Italy vs. Uruguay, at Natal	50% Beck's, 50% Budweiser
June 24: Costa Rica vs. England, at Belo Horizonte	100% Budweiser

Group E

June 15: Switzerland vs. Ecuador, at Brasilia	100% Budweiser
June 15: France vs. Honduras, at Porto Alegre	100% Budweiser
June 20: Switzerland vs. France, at Salvador	100% Budweiser
June 20: Honduras vs. Ecuador, at Curitiba	100% Budweiser
June 25: Honduras vs. Switzerland, at Manaus	50% Harbin, 50% Budweiser
June 25: Ecuador vs. France, at Rio de Janeiro	100% Budweiser

Group F

June 15: Argentina vs. Bosnia-Herz, at Rio de Janeiro	100% Quilmes
June 16: Iran vs. Nigeria, at Curitiba	100% Budweiser
June 21: Argentina vs. Iran, at Belo Horizonte	100% Quilmes
June 21: Nigeria vs. Bosnia-Herzegovina, at Cuiaba	50% Harbin, 50% Budweiser
June 25: Nigeria vs. Argentina, at Porto Alegre	100% Quilmes
June 25: Bosnia-Herzegovina vs. Iran, at Salvador	100% Budweiser

Perimeter Boards – Allocations



Group G

June 16: Germany vs. Portugal, at Salvador

50% Hasseröder, 50% Budweiser

June 16: Ghana vs. United States, at Natal

100% Budweiser

June 21: Germany vs. Ghana, at Fortaleza

50% Hasseröder, 50% Budweiser

June 22: United States vs. Portugal, at Manaus

100% Budweiser

June 26: United States vs. Germany, at Recife

50% Hasseröder, 50% Budweiser

June 26: Portugal vs. Ghana, at Brasilia

100% Budweiser

Group H

June 17: Belgium vs. Algeria, at Belo Horizonte

50% Jupiler, 50% Budweiser

June 17: Russia vs. South Korea, at Cuiaba

50% Bud, 50% Cass

June 22: Belgium vs. Russia, at Rio de Janeiro

50% Jupiler, 50% Siberian Crown

June 22: South Korea vs. Algeria, at Porto Alegre

50% Cass, 50% Budweiser

June 26: South Korea vs. Belgium, at Sao Paulo

50% Jupiler, 50% Cass

June 26: Algeria vs. Russia, at Curitiba

100% Bud

- ❖ Round of 16 and quarter finals subject to match schedule and following the guidelines
- ❖ Reserve right for Budweiser to supersede LB
- ❖ Semis and Final in principle Budweiser

Stadium Rights Overview

Perimeter Boards

- ❖ Regulation Time – 8 minutes (20seconds/appearance)
- ❖ Regulation Time – Shared 50/50 with Castrol
- ❖ Pre-Match/Half-Time/Post-Match – at FIFA's discretion

Program AD

- ❖ One Full-Page Color Ad

Big Screen AD

- ❖ Three brand equity spots per Match:
 - ❖ 30sec pre-match (MotM Voting), 15sec half-time (MotM Voting), 30sec post-match (Swap TVC)
- ❖ One Budweiser Man of the Match spot
 - ❖ 30 second pre-match (MotM Voting)

General Sponsor Recognition (LOGO)

- ❖ Sponsor Recognition Boards (Totems)
- ❖ Tickets
- ❖ Program

AB InBev – Daily Report



The Octagon Match Management Team will coordinate a daily report throughout the entire FIFA World Cup to keep key members at AB InBev / AmBev and senior management up to date.

Each member of the Octagon team has access in their Outlook to the FWCReports@Octagon.com email address. Reports will be sent by team members from that address.

Today's Matches

Budweiser Hotel Programming

Where's the Route?

Man of the Match Winners

- Concessions Sales figures and more detailed onsite updates will be distributed to the core operations team on a regular basis
- Occasional Global Newsletters will be provided by Eelco

- ❖ Octagon Match Managers must email the FWCReports@Octagon.com inbox at the conclusion of each match
- ❖ Information gathered here will be imperative for Daily Reports as well as the final event recap
- ❖ Can be short and concise unless there is a need for the team to be aware of certain situations
- ❖ Should include the following:
 - Man of the Match winner from that day
 - Any anecdotal consumer story from the MotM ambassador
 - Any problems/issues faced on-site
 - Overview of concessions (line length, equipment, etc.)
 - Beer Garden overview
- ❖ Please title the email with the match number and date
Example: Match 64, July 13