

| Budweiser Man of the Match



Program Overview



Overview:

Since 2002, Budweiser has had sole and exclusive right to designate a selected player from each match as the **“Budweiser Man of the Match.”**

Winners of the award are selected by the popular vote of fans viewing the match on television or in the stadium.

After every match, the Budweiser Man of the Match receives a trophy from a pre-selected Budweiser Ambassador

Key Elements:

- Trophy
- Consumer Trophy Ambassadors
- Photo Backdrop
- Man of the Match Voting
 - FIFA.com, FIFA mobile app, Twitter cards



Voting

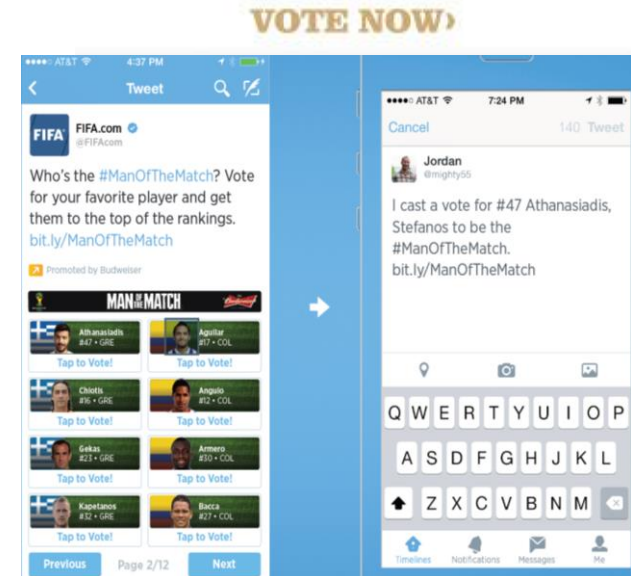


FIFA.COM

- ❖ Consumers will be able to vote for the Budweiser Man of the Match following halftime of each match
- ❖ Budweiser banner ads promoting voting will be located throughout the FIFA.com web page.

Twitter Cards

- ❖ Voting through Twitter will provide another platform for consumers to engage
- ❖ First time ever voting platform for any event/program with Twitter
- ❖ Each match, FIFA will distribute Twitter Cards of the players for fans to vote
- ❖ Voting will be conducted within the Twitter platform and Budweiser will retweet each of FIFA's tweets



Handover Procedure



Pre-Match

- **Most of the time, the Trophy Ambassadors will be integrated into hospitality program**
- **Match Managers to review Trophy handover logistics with FIFA Venue Manager day prior to match and determine meeting location**
- **Setup Man of the Match back drop**

At-Match

- **Match Manager greets Trophy Ambassador in at their seats/hospitality area before 25th minute**
- **Trophy Ambassador watches match until 80th minute**

Press Conference

- **Match Manager grabs Trophy Ambassador at their seats at 80th minute**
- **Match Manager and Trophy Ambassador greet FIFA Venue Manager at meeting location at the 85th minute**
 - Credential not distributed to Trophy Ambassadors until this time
 - Any outward signs of intoxication, and the Trophy Ambassador will be denied credential and will not present the trophy
- **Once given credential, Trophy Ambassador:**
 - Escorted to Press Room at final whistle by Match Manager & FIFA Venue Manager
 - Presents Budweiser Man of the Match Trophy off stage in front of Budweiser backdrop
- **Photo opportunity**
- **Trophy Ambassador escorted out of Press Room to transportation area by Match Manager following presentation**

Schedule: All 64 matches have been allocated

During Group Stage

- ❖ AmBev
- ❖ Budweiser Global
- ❖ Budweiser Canada
- ❖ Budweiser China
- ❖ Corona Global
- ❖ Bud Argentina / Quilmes
- ❖ Budweiser Guatemala

Knock - Out Rounds

- ❖ If Brazil is playing, AmBev has the handover
- ❖ If Brazil is not playing, Budweiser Global has the handover

Match Managers



Budweiser Man of the Match Trophy Ambassador Allocation Matrix



#	Date	Teams	Location	MotM	Match Manager
1	12-Jun	Brazil v. Croatia	Sao Paulo	AMBEV	Mauricio Fischmann
2		Mexico v. Cameroon	Natal	Corona Global	Don Rouse
3	13-Jun	Spain v. Netherlands	Salvador	Budweiser China	Eduardo Baraldi
4		Chile v. Australia	Cuiaba	AMBEV	Lindsay Salt
5		Colombia v. Greece	Belo Horizonte	AMBEV	Victor Szeplivski
6	14-Jun	Ivory Coast v. Japan	Recife	Kirin Japan	Don Rouse
7		Uruguay v. Costa Rica	Fortaleza	AMBEV	Gabriela Feijo
8		England v. Italy	Manaus	AMBEV	Tara Jackson
9		Switzerland v. Ecuador	Brasilia	AMBEV	Lindsay Salt
10	15-Jun	France v. Honduras	Porto Alegre	AMBEV	Kati Karotki
11		Argentina v. Bosnia-Herzegovina	Rio de Janeiro	Budweiser Global	Gabriel Lima
12		Iran v. Nigeria	Curitiba	AMBEV	Tara Jackson
13	16-Jun	Germany v. Portugal	Salvador	AMBEV	Mauricio Fischmann
14		Ghana v. USA	Natal	AMBEV	Don Rouse
15		Belgium v. Algeria	Belo Horizonte	AMBEV	Victor Szeplivski
16	17-Jun	Russia v. Korea	Cuiaba	AMBEV	Lindsay Salt
17		Brazil v. Mexico	Fortaleza	AMBEV	Gabriela Feijo
18		Cameroon v. Croatia	Manaus	AMBEV	Don Rouse
19	18-Jun	Spain v. Chile	Rio de Janeiro	Budweiser Global	Mauricio Fischmann
20		Australia v. Netherlands	Porto Alegre	Budweiser Peru	Tara Jackson
21		Colombia v. Ivory Coast	Brasilia	AMBEV	Lindsay Salt
22	19-Jun	Japan v. Greece	Natal	AMBEV	Eduardo Baraldi
23		Uruguay v. England	Sao Paulo	Budweiser Canada	Gabriela Feijo
24		Italy v. Costa Rica	Recife	AMBEV	Mauricio Fischmann
25	20-Jun	Switzerland v. France	Salvador	AMBEV	Don Rouse
26		Honduras v. Ecuador	Curitiba	Budweiser Ecuador	Kati Karotki
27		Argentina v. Iran	Belo Horizonte	AMBEV	Eduardo Baraldi
28	21-Jun	Nigeria v. Bosnia-Herzegovina	Cuiaba	AMBEV	Tara Jackson
29		Germany v. Ghana	Fortaleza	AMBEV	Victor Szeplivski
30		USA v. Portugal	Manaus	AMBEV	Lindsay Salt
31	22-Jun	Belgium v. Russia	Rio de Janeiro	AMBEV	Gabriel Lima
32		Korea Republic v. Algeria	Porto Alegre	AMBEV	Kati Karotki

#	Date	Teams	Location	MotM	Match Manager
33		Cameroon v. Brazil	Brasilia	AMBEV	Victor Szeplivski
34		Croatia v. Mexico	Recife	Corona Global	Don Rouse
35	23-Jun	Australia v. Spain	Curitiba	AMBEV	Tara Jackson
36		Netherlands v. Chile	Sao Paulo	Budweiser Global	Kati Karotki
37		Japan v. Colombia	Cuiaba	AMBEV	Eduardo Baraldi
38	24-Jun	Greece v. Ivory Coast	Fortaleza	AMBEV	Don Rouse
39		Italy v. Uruguay	Natal	AMBEV	Gabriela Feijo
40		Costa Rica v. England	Belo Horizonte	Budweiser Global	Lindsay Salt
41		Honduras v. Switzerland	Manaus	AMBEV	Tara Jackson
42	25-Jun	Ecuador v. France	Rio de Janeiro	Budweiser Global	Gabriel Lima
43		Nigeria v. Argentina	Porto Alegre	Bud Argentina	Mauricio Fischmann
44		Bosnia-Herzegovina v. Iran	Salvador	AMBEV	Lindsay Salt
45		USA v. Germany	Recife	Bud Argentina	Don Rouse
46	26-Jun	Portugal v. Ghana	Brasilia	AMBEV	Eduardo Baraldi
47		Korea Republic v. Belgium	Sao Paulo	AMBEV	Gabriel Lima
48		Algeria v. Russia	Curitiba	AMBEV	Mauricio Fischmann
49	28-Jun	1A v. 2B	Belo Horizonte	AMBEV	Eduardo Baraldi
50		1C v. 2D	Rio de Janeiro	Budweiser Global	Gabriela Feijo
51		1B v. 2A	Fortaleza	AMBEV	Victor Szeplivski
52	29-Jun	1D v. 2C	Recife	AMBEV	Eduardo Baraldi
53		1E v. 2F	Brasilia	Budweiser Global	Gabriel Lima
54	30-Jun	1G v. 2H	Porto Alegre	AMBEV	Lindsay Salt
55		1F v. 2E	Sao Paulo	Budweiser Guatemala	Victor Szeplivski
56		1H v. 2G	Salvador	Budweiser Guatemala	Don Rouse
57	4-Jul	W49 v. W50	Fortaleza	AMBEV	Lindsay Salt
58		W53 v. W54	Rio de Janeiro	Budweiser Global	Don Rouse
59		W51 v. W52	Salvador	AMBEV	Eduardo Baraldi
60	5-Jul	W55 v. W56	Brasilia	Budweiser China	Gabriela Feijo
61	8-Jul	W57 v. W58	Belo Horizonte	Budweiser Global/AMBEV	Lindsay Salt
62	9-Jul	W59 v. W60	Sao Paulo	Budweiser Global/AMBEV	Victor Szeplivski
63	12-Jul	L61 v. L62	Brasilia	Budweiser Global/AMBEV	Gabriela Feijo
64	13-Jul	W61 v. W62	Rio de Janeiro	Budweiser Global/AMBEV	Don Rouse

*AMBEV will have rights to all Brazil matches. Budweiser Global will have rights to all non-Brazil matches

Hospitality Program Handovers



Most of the handovers will be part of the hospitality program. Please contact the hospitality host via radio to coordinate a meet up with the handover ambassador. The host listed is also the language translator.

#	Date	Matchup	City	Match Manager	Hospitality Host	Phone Number
2	June 13	Mexico v. Cameroon	Natal	Don Rouse	TBC	TBC
3	June 13	Spain v. Netherlands	Salvador	Eduardo Baraldi	Nina	+55 21 99586-8865
6	June 14	Ivory Coast v. Japan	Recife	Don Rouse	Alessandra	+55 21 98273-4007
11	June 15	Argentina v. Bosnia-Herzegovina	Rio de Janeiro	Gabriel Lima	Juliano	+55 21 98684-3372
19	June 18	Spain v. Chile	Rio de Janeiro	Mauricio Fischmann	Juliano	+55 21 98684-3372
20	June 18	Australia v. Netherlands	Porto Alegre	Tara Jackson	Mylene	+55 21 98285-9315
23	June 19	Uruguay v. England	Sao Paulo	Gabriela Feijo	Amanda	+55 21 98164-8024
26	June 20	Honduras v. Ecuador	Curitiba	Kati Karottki	TBC	TBC
34	June 23	Croatia v. Mexico	Recife	Don Rouse	TBC	TBC
36	June 23	Netherlands v. Chile	Sao Paulo	Kati Karottki	Amanda	+55 21 98164-8024
40	June 24	Costa Rica v. England	Belo Horizonte	Lindsay Salt	TBC	TBC
42	June 25	Ecuador v. France	Rio de Janeiro	Gabriel Lima	Amanda	+55 21 98164-8024

Hospitality Program Handovers



#	Date	Matchup	City	Match Manager	Hospitality Host	Phone Number
43	June 25	Nigeria v. Argentina	Porto Alegre	Mauricio Fischmann	Marina	+55 21 99935 9460
45	June 26	USA v. Germany	Recife	Don Rouse	Laura	+55 21 99799-2972
50	June 28	1C v. 2D	Rio de Janeiro	Gabriela Feijo	Silvia	+55 21 995263003
53	June 30	1E v. 2F	Brasilia	Gabriel Lima	TBC	TBC
55	July 1	1F v. 2E	Sao Paulo	Victor Szepilovski	Juliano	+55 21 98684-3372
56	July 1	1H v. 2G	Salvador	Don Rouse	Rachel	+55 21 99991-6232
58	July 4	W53 v. W54	Rio de Janeiro	Don Rouse	Juliano	+55 21 98684-3372
60	July 5	W55 v. W56	Brasilia	Gabriela Feijo	Venuza	+55 21 99617-9595
61	July 8	W57 v. W58	Belo Horizonte	Lindsay Salt	TBC	TBC
62	July 9	W59 v. W60	Sao Paulo	Victor Szepilovski	TBC	TBC
63	July 12	L61 v. L62	Brasilia	Gabriela Feijo	TBC	TBC
64	July 13	W61 v. W62	Rio de Janeiro	Don Rouse	TBC	TBC

AMBEV has several handover slots throughout the tournament and their handover ambassadors will **NOT** be part of the hospitality program. The handover process will be altered to accommodate their program.

Pre-Match

- **Match Managers to review Trophy handover logistics with FIFA Venue Manager day prior to match and determine meeting location**
- **Setup Man of the Match back drop**
- **Locate handover ambassador seats**

At-Match

- **Match Manager greets Trophy Ambassador at their seats before 25th minute**
- **Trophy Ambassador watches match until 80th minute**

Press Conference

- **Match Manager grabs Trophy Ambassador at their seats at 80th minute**
- **Match Manager and Trophy Ambassador greet FIFA Venue Manager at meeting location at the 85th minute**
 - Credential not distributed to Trophy Ambassadors until this time
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- **Once given credential, Trophy Ambassador:**
 - Escorted to Press Room at final whistle by Match Manager & FIFA Venue Manager
 - Presents Budweiser Man of the Match Trophy off stage in front of Budweiser backdrop
- **Photo opportunity**
- **Trophy Ambassador escorted out of Press Room to Beer Garden by Match Manager following presentation**

AMBEV Handovers - Communication



Majority of AMBEV handover ambassadors will not speak English and there are 14 occurrences where we do not have a Portuguese speaker onsite. For those occurrences, please connect with the Johnson & Johnson team to assist with the initial handover communication.

#	Date	Matchup	City	Match Manager	J&J Representative
4	13-June	Chile v. Australia	Cuiaba	Lindsay Salt	Feliphe Santoro
10	15-June	France v. Honduras	Porto Alegre	Kati Karottki	Otavio Pereira
12	16-June	Iran v. Nigeria	Curitiba	Tara Jackson	Otavio Pereira
14	16-June	Ghana v. USA	Natal	Don Rouse	Diogo Kotscho
16	17-June	Russia v. Korea	Cuiaba	Lindsay Salt	Feliphe Santoro
18	18-June	Cameroon v. Croatia	Manaus	Don Rouse	Otavio Pereira
21	19-June	Colombia v. Ivory Coast	Brasilia	Lindsay Salt	Daniel Texeira
25	20-June	Switzerland v. France	Salvador	Don Rouse	Otavio Pereira
28	21-June	Nigeria v. Bosnia	Cuiaba	Tara Jackson	Daniel Texeira
30	22-June	USA v. Portugal	Manaus	Lindsay Salt	Arnaldo Garcia
32	22-June	Korea v. Algeria	Porto Alegre	Kati Karottki	Aldo Kafie
35	23-June	Australia v. Spain	Curitiba	Tara Jackson	Otavio Pereira
38	24-June	Greece v. Ivory Coast	Fortaleza	Don Rouse	Pedro Araujo
41	25-June	Honduras v. Switzerland	Manaus	Tara Jackson	Arnaldo Garcia

AMBEV Handovers - Communication



If Johnson & Johnson is unable to assist, the below communication sheet will aid in communicating with the AMBEV handover ambassador.

English

Hi, I am the person responsible for the Budweiser Man of the Match Handover. Do you speak English?

- ☐ Yes (Sim) ☐ No (Não)

IF NO

Are you today's Man of the Match handover ambassador?

- ☐ Yes (Sim) ☐ No (Não)

IF YES

I will come back to your seat at the 80th minute to take you to the press conference room. You are the only person allowed to go down for the handover. We will watch the reminder of the match in the press conference room. At the end of the press conference, I will bring you back to the Budweiser Beer Garden. Please have your friend or family meet you there. The press conference will last about one hour.

FIFA will not allow you in the area if you are intoxicated.

At 80th Minute

The press conference is a really important area. Please turn off your cellphone while in the room, avoid loud talking and do not ask for any autographs.

When it is time for the handover, you will go stand with the trophy in front of the back drop and the player will come out. You will hand the trophy to the player and pose for three photos and then come sit back by down. I will take you to the Budweiser Beer Garden once we finish the press conference.

Portuguese

Oi, eu sou a pessoa responsável pela Budweiser Man of the Match Handover. Você fala Inglês?

- ☐ Sim (Yes) ☐ Não (No)

IF Não

Se você é homem de hoje do embaixador entrega campo?

- ☐ Sim (Yes) ☐ Não (No)

IF SIM

Eu vou voltar para o seu lugar no minuto 80 para levá-lo para a sala de conferências de imprensa. Você é a única pessoa autorizada a descer para a entrega. Iremos assistir a lembrança do jogo na sala de conferências de imprensa. No final da conferência de imprensa, vou trazê-lo de volta para o jardim da cerveja Budweiser. Por favor, tenham o seu amigo ou familiar encontrá-lo lá. A conferência de imprensa vai durar cerca de uma hora.

FIFA não permitirá que você na área, se você está intoxicado.

no minuto 80

A conferência de imprensa é uma área muito importante. Por favor, desligue seu celular, enquanto no quarto, evite falar alto e não pedem qualquer autógrafos.

Quando é hora para a entrega, você vai ficar com o troféu na frente do pano de fundo e que o jogador vai sair. Você vai entregar o troféu para o jogador e posar para três fotos e, em seguida, vêm sentar-se por baixo. Vou levá-lo para o Jardim da Cerveja Budweiser, uma vez que terminar a conferência de imprensa.

Branded Elements



Man of the Match
Trophy

Man of the Match Conference Backdrop

