

Budweiser Beer Gardens



Beer Garden Important Information



Management:

- ❖ All 12 Budweiser Beer Gardens are managed by Octagon Local Producers
- There two different companies responsible for set up and tear down
 - Entre produções: Fortaleza, São Paulo, Salvador, Recife, Natal and Curitiba
 - Visione cenografia: Belo, Cuiaba, Brasília, Manaus, Rio and Porto Alegre
- The relationship is managed and overseen by Octagon

Match Broadcasts:

- Matches will be shown at Budweiser Beer Gardens to encourage fans to stay and enjoy the atmosphere
- ❖ Large screens will also feature Budweiser branded content
 - TV movies
 - Documentaries like Heroes and Fox Sports

Voucher System

- Activating at all stadiums (excluding Salvador)
- Goal is to decrease the amount of time consumers wait online for to purchase beer
- ❖ 6-10 cashiers per voucher purchase station
- ❖ The voucher is non-refundable and expires after Kick Off
- Valid only for the match at purchased at



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VIP Access



Second Floor Access

- Capacity: 100 people
 - ❖ Belo Horizonte
 - Rio de Janeiro
 - ❖ Sao Paulo
 - Brasilia
 - ❖ Fortaleza

- ❖ Capacity: 60 people
 - Cuiaba
 - Curitiba
 - ❖ Fortaleza
 - Manaus
 - ❖ Natal
 - Porto Alegre
 - Recife
- Space to be utilized by VIP guests at all matches and is closed to regular consumers
- Free beers will be served as an additional hospitality area
- Dedicated security personnel will be hired in order to control the capacity and weight limitations of the structure



Beer Garden Schedule



| Time | Activity | Special Considerations |
|--------------|--------------------------|---|
| KO - 4 Hours | Bud Girls arrive on site | Receive uniform, training & Budweiser app integration from Octagon local producer |
| KO - 3 Hours | Beer Gardens open | Opening and final matches may open earlier |
| KO - 20 Min | Music to be shut off | |
| ко | Beer Gardens Close | SAO, CBA & MAN CDA open til Halftime with no music activation |



Bud Girls



Onsite

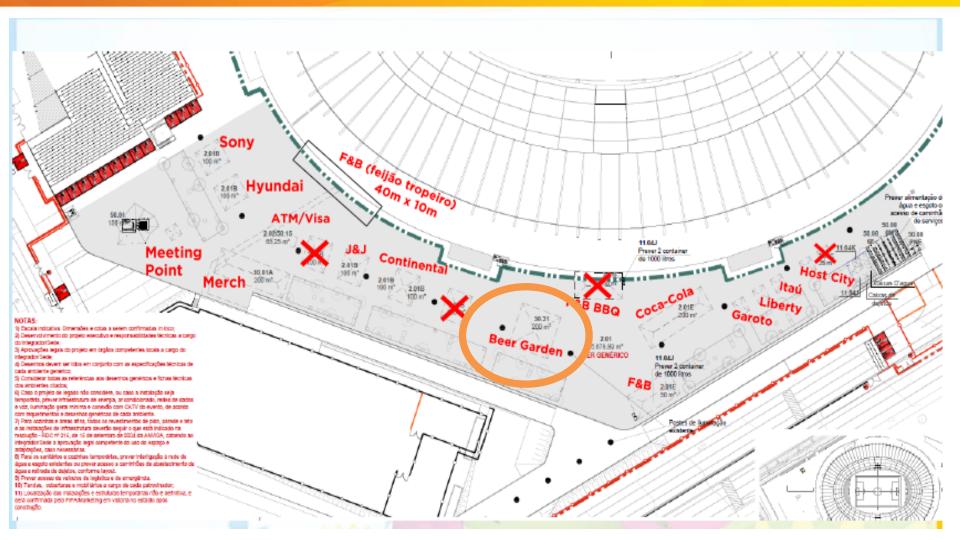
- ❖ 10 Bud Girls
 - ❖ SAO
 - RIO
 - FTL
 - ❖ BRS
- ❖ 8 Bud Girls
 - ❖ POA
 - ❖ REC
- ❖ 6 Bud Girls
 - ❖ NAT
 - ❖ SAL
 - CUR
 - ❖ MAN
 - ❖ CBA





Belo Horizonte - CDA

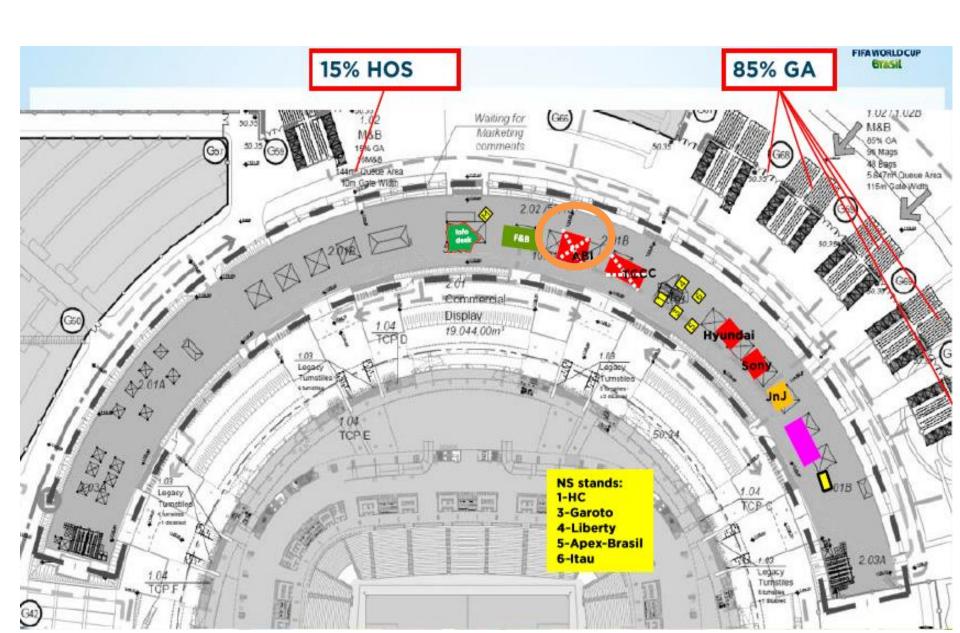






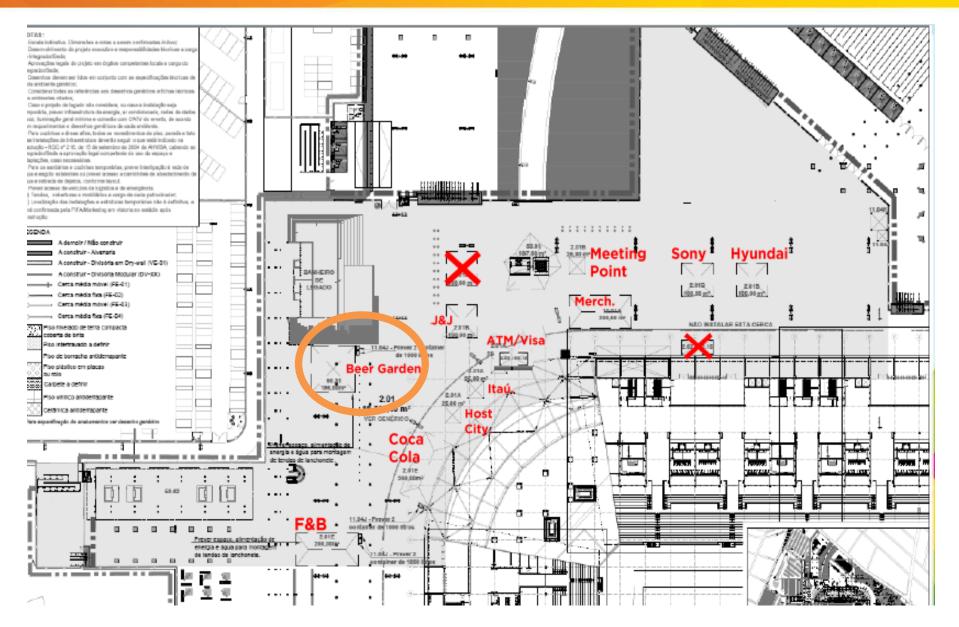
Brasilia - CDA





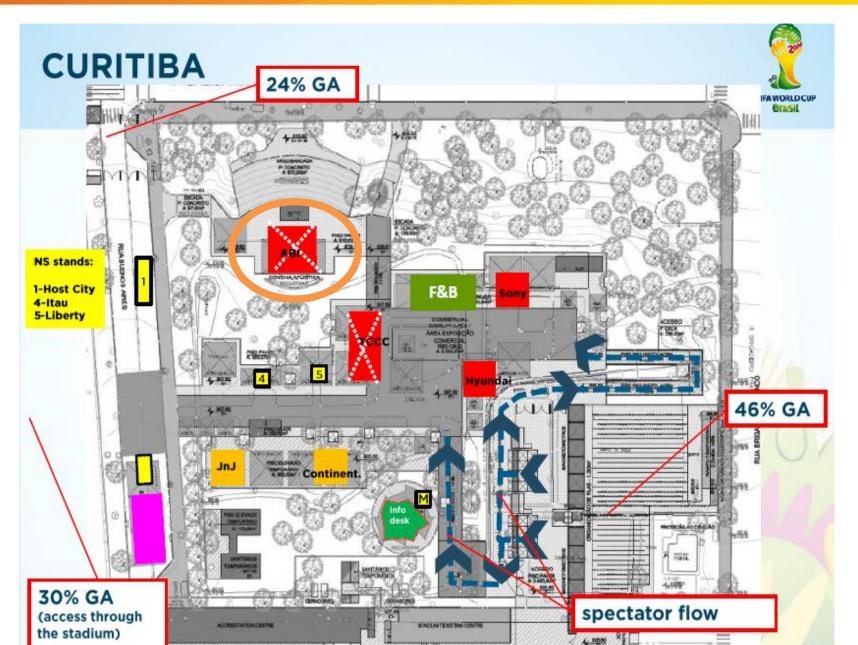
Cuiaba - CDA





Curitiba - CDA

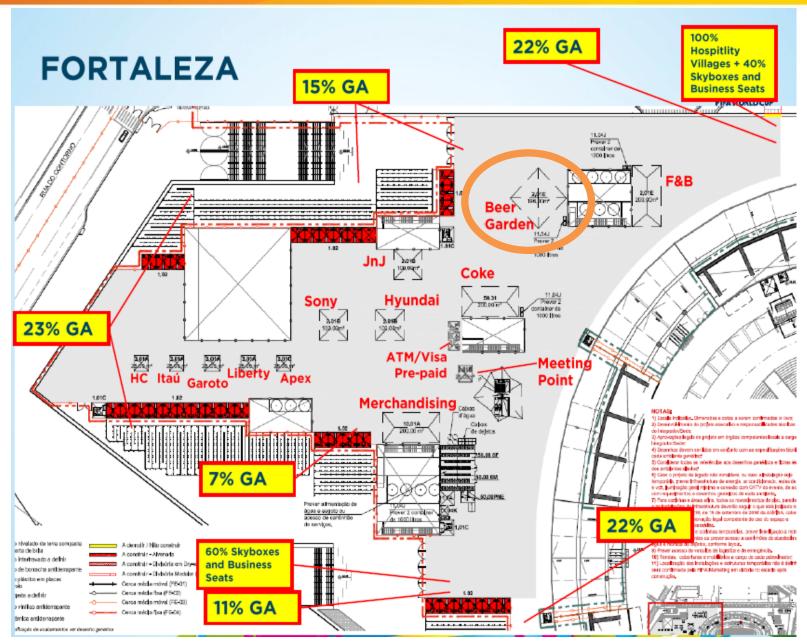






Fortaleza - CDA

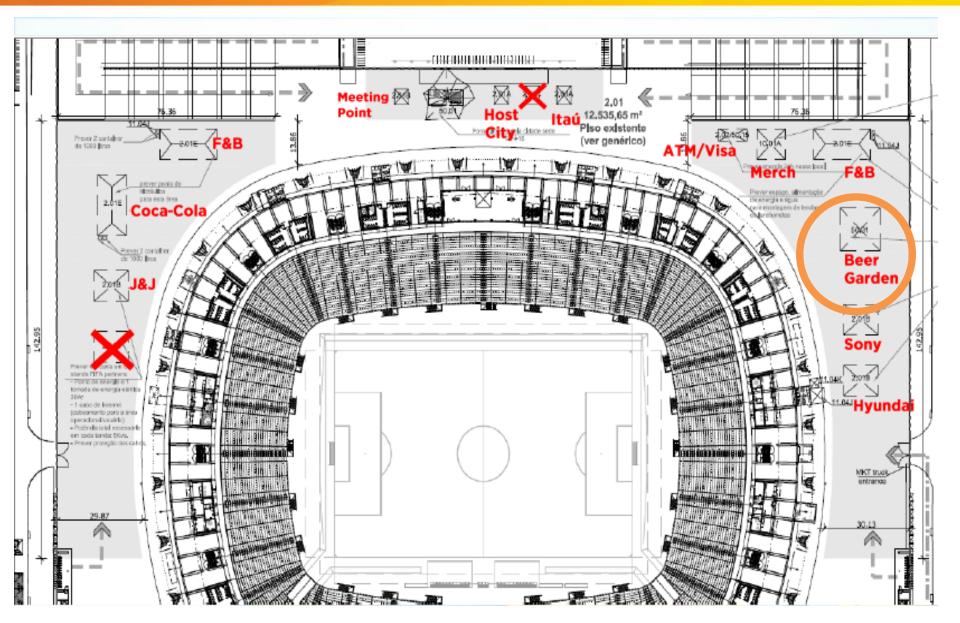






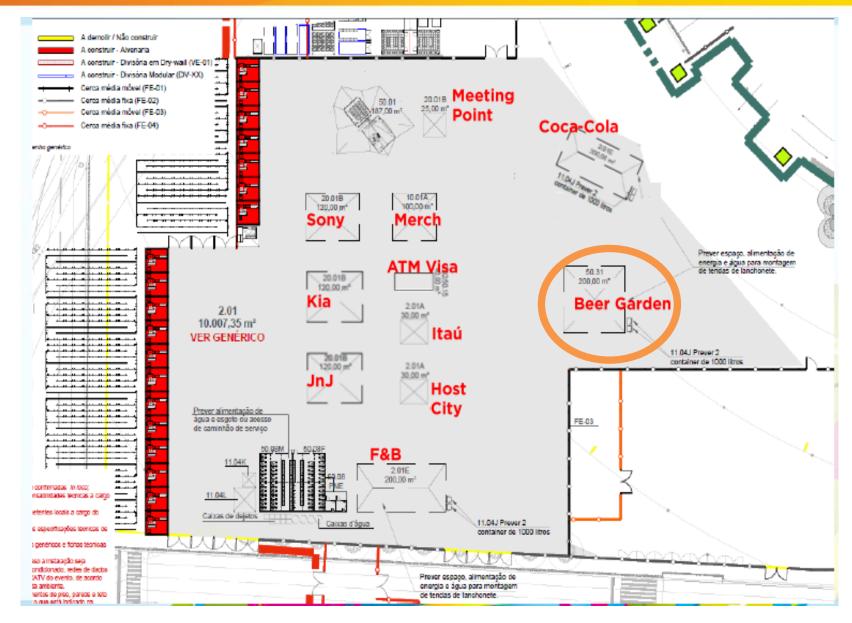
Manaus - CDA





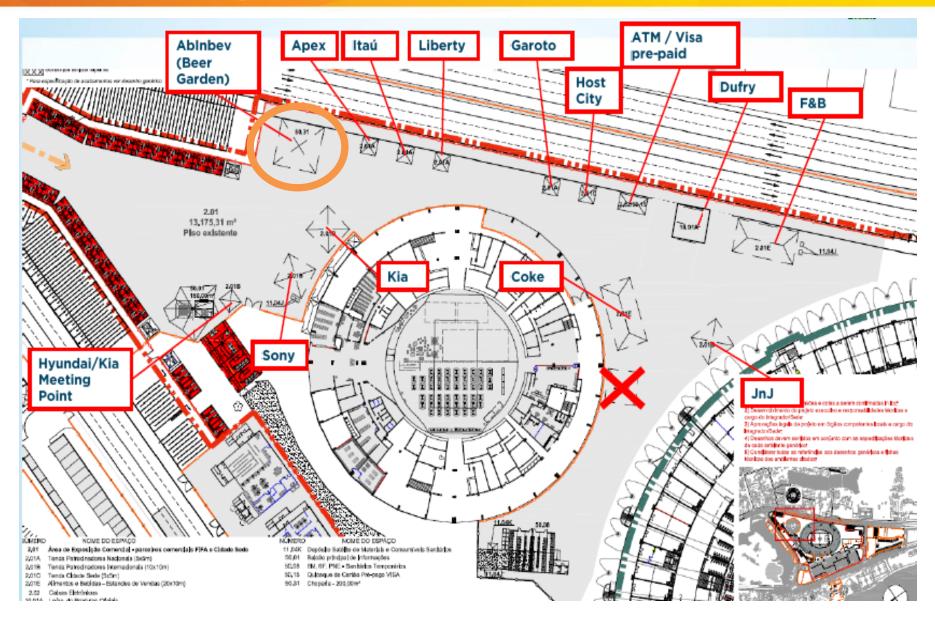
Natal - CDA





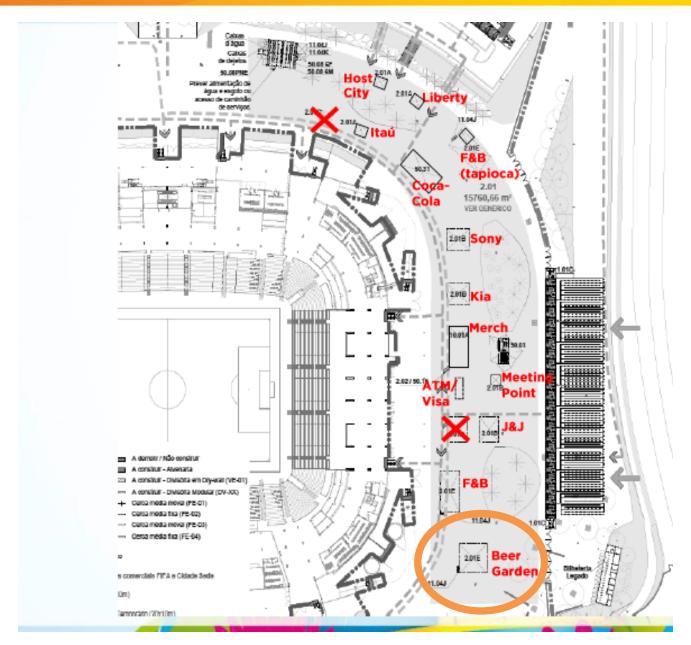
Porto Alegre - CDA





Recife - CDA

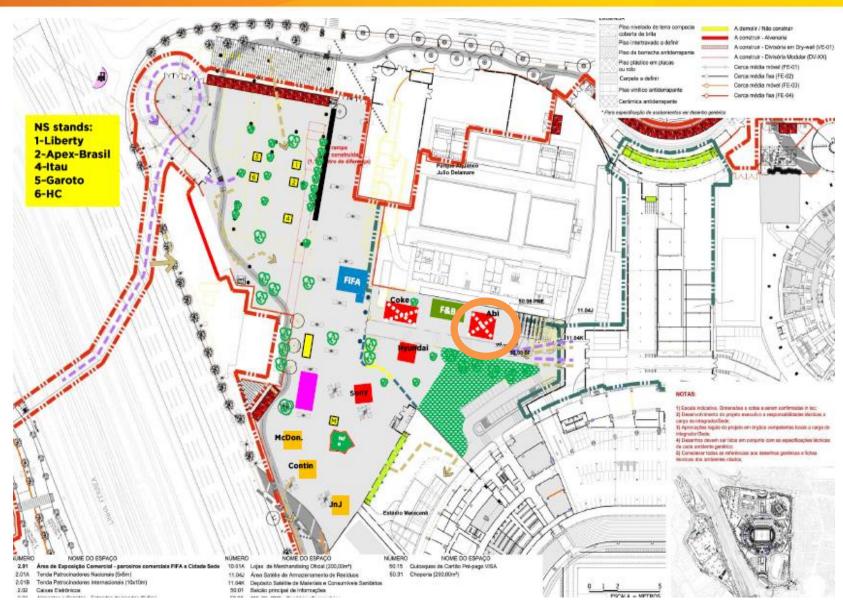






Rio de Janeiro - CDA

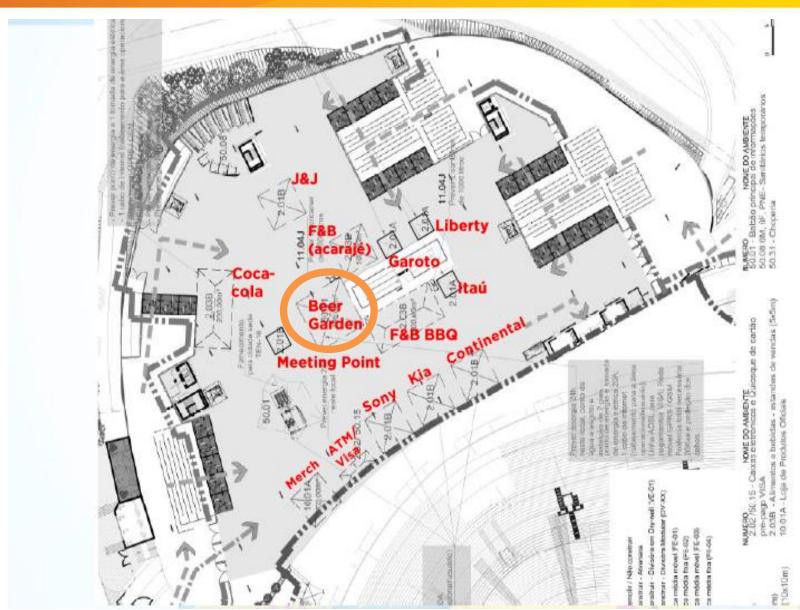






Salvador - CDA







Sao Paulo - CDA



