

# HOMETOWN HANGAR SPONSORSHIP & SALES INCENTIVE PROGRAM



## CONCEPT:

The Filmore Group teamed up with Monster Energy and a preferred retail partner to create, plan, and execute a regional sales incentive program in the Seattle DMA. Monster's retail buyers were incentivized to stock and sell more Monster Energy products for their chance to win a \$100 gas card, a pair of passes to a Seahawks Hometown Hangar Tailgate, and a pair of premium seating tickets to watch the Seahawks take on the Lions in CenturyLink Field on Monday 10/5.

## EXECUTION:

Winners were determined based on the highest percentage of increase in total sales during the same time period versus the following year.

Store managers within the retail chain of Monster's choice were also incentivized to build out the biggest and most creative Monster Energy displays for their best chances of winning.

Onsite deliverables included the following:

- One (1) 10' x 10' engagement space
- Space for two (2) banners
- Logo inclusion in event signage (available if signed agreement is received by print deadline)
- Stage announcements
- Support by CBS Radio Seattle street team
- 40x :30 second customized promotional messages airing across cluster
- 12,500 impressions of digital display ads
- Two (2) social media posts recapping event

## PRIZES:

Two (2) grand prize winners received:

- One (1) \$100 gas card
- Two (2) Alaska Hometown Hangar passes
- Two (2) premium seating tickets to the following game vs. Detroit

