



CHILL ON THE HILL



01



COORS LIGHT DJ BOOTH

A branded, pop-up DJ Booth, and cooler is set-up at the account.

02



ACTIVATIONS

Ski-themed activations & Coors Light Photo frame to keep guests engaged

03



TEAM LEAD & BAS

Coors Light representative will handle the setup and teardown of kit the assets, and manage activations with assistance from the sales rep if available

04



COORS LIGHT DECOR

- CL trail signage
- Pennant
- Vintage CL x ski posters
- Bubble Machine

05



CONTENT CAPTURE & PROMO MATERIALS

30-second recap reel for account post-event.
Photos to highlight the event.
Custom designed Coors Light x Account posters and social media posts.

06



LIVE DJ BOOKED & COORDINATED BY ACCOUNT

Coors Light DJ booked and coordinated by the account. Coors Light will ONLY be providing 'fitted' in branded gear for DJ personnel

Sales representatives are responsible for arranging and executing any product samplings or prize giveaways they choose to offer.