

BC MOLSON NIGHTS



HOCKEY HQ NIGHTS



01



HOST & BRAND AMBASSADORS

1x Molson Emcee to host the night.
3x Molson BAs in uniform.

02



ACTIVATIONS & PRIZING

Hockey-themed interactives to
keep fans engaged and prizing to
build brand association.
PWHL & Canucks ticket giveaways.

03



TEAM LEAD

Rep onsite to manage BAs, set-up
games, deliver prizing, lead
sampling, work with host.

04



SAMPLING

Molson samples and bar tools to
elevate the experience.

05



CONTENT CAPTURE

30-second recap reel for account
post-event.
Photos to highlight the event.

06



PROMO MATERIALS

Custom designed Molson x
PWHL/Canucks x Account posters
and social media posts.

****All decor and set pieces items to be returned post event.***

\$4,515