

BC MOLSON NIGHTS

LITE LEAGUE NIGHTS



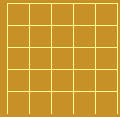
01



BRAND AMBASSADORS

Miller Lite BAs in uniform to bring the energy, host the activation, distribute prizing, facilitate sampling if needed.

02



SQUARES GAME ACTIVATION

Miller Lite branded Squares board, for fans to guess the final score for a chance to win.

03



MILLER LITE DECOR

- Penant string
- Flick football
- Lite League Decals

04



MILLER LITE PRIZING

Yeti Coolers and Yeti Mugs for Squares game winners.

05



TEAM LEAD

Rep to manage BAs, set-up game nt and decor, deliver prizing.
Photos to highlight the event.

06



PROMO MATERIALS

Custom designed Miller Lite x Account posters and social media posts.

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

**1 GAME
4 HOURS
\$2,502.50**

**2 GAMES
8 HOURS
\$3,127.50**

**3 GAMES
12 HOURS
\$3,752.50**