

## PROGRAM OVERVIEW

Pepsi will tour five California markets in search of the best street soccer players. Players will compete for a spot on the Ultimate Street Soccer Team – The Pepsi Calle All-Star's (5 players). Players that make the cut will receive:

- 1 Year, 2013 Contract
- Featured on Pepsi Cans and POS
- Featured on Branded CDC Entertainment Programming
- Limited Edition Product from Program Brand Partners

## TARGET

Open to players 16-40 years of age, Male and Female. Individuals and/or Teams (of three) can register. No purchase necessary.

## COMMUNICATION POINTS

Pepsi is the Proud Sponsor of Everything Soccer. Pepsi's *CLASICO DE CALLE* will be positioned as the Ultimate Street Soccer Tour in the US.

## PARTNERSHIP/POP-UP ACTIVATIONS

In an effort to increase player registration and program recruitment, various local pop-up activations will be scheduled with our partners to amplify CDC registration communication. These pop-ups will begin prior to the CDC Blueprint appearing in market and can include:

- MLS Partnership Assets
  - Player Appearances/Autograph Signings
  - Social Media Mentions (Twitter, Facebook) – Messaging to include locations of Pop-Up's
- Sampling Team
  - Complimentary Pepsi Products
  - Promotional/Informational Flyer Dissemination
  - CDC Program Registration Kiosks/Desks
- Give-a-Ways
- E-Flyers
- Radio Remotes

## ACTIVATIONS TIMELINE

March 10, 2012 – June 10, 2012

## MARKETS/CDC ACTIVATION DATES (TENTATIVE)

- Bakersfield: Saturday, April 28<sup>th</sup>
- Fresno: Saturday, May 5<sup>th</sup> (Cinco de Mayo)
- San Jose: Saturday, May 12<sup>th</sup> – Sunday, May 13<sup>th</sup>
- San Diego: Sunday, May 27<sup>th</sup> (Memorial Day Weekend)
- Los Angeles: Saturday, June 16<sup>th</sup> – Sunday, June 17<sup>th</sup>



## CONTACT

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