



Event	Formula 1 Race Nights	Date	See Attached Schedule	Time	See Attached Schedule
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Promotion Concept

Kingfisher has been proudly affiliated with many marquee names such as the Indian Impress Motor Yacht, Indian Premiere League, and Kingfisher Airlines but starting March 28th, 2009 all eyes will be on the Kingfisher-sponsored Formula One Race Team **Force India**, as their new engines and gear boxes are powered by German manufacturer McLaren Mercedes.

The Kingfisher sponsored team will rev up their engines for the inaugural 2009 race in Melbourne Australia! Their second year on the circuit is full of promise and we are here to follow along and keep you updated.

For this reason we are proud to offer you a very exclusive Kingfisher race package that includes a promotional price on beer and is only available to certain venues that fit our criteria.

The venues that we are interested in are those that have a sports theme and more specifically a racing theme. Sports bars, pubs, theme restaurants and venues that bring something special such as a big screen projector or famous finger food or snacks are all ideal spots to hold a race night.

Below is the promo pricing limited to select venues/clients and the additional sponsorship promos we will provide.

Kingfisher Promotional Pricing for Formula One Race Nights

No. of Cases	Product	Price	Notes
10	Kingfisher Premium Bottles	57/bottle	Includes 1 'Kingfisher Girl' to assist in promotion
20	Kingfisher Premium Bottles	55/bottle	Includes 2 'Kingfisher Girls' to assist in promotion
30	Kingfisher Premium Bottles	53/bottle	Includes 3 'Kingfisher Girls' to assist in promotion

No. of Cases	Product	Price	Notes
10	Kingfisher Premium Cans	50/can	Includes 1 'Kingfisher Girl' to assist in promotion
20	Kingfisher Premium Cans	48/can	Includes 2 'Kingfisher Girls' to assist in promotion
30	Kingfisher Premium Cans	45/can	Includes 3 'Kingfisher Girls' to assist in promotion

Race Details

Round	Official Race Title	Grand Prix	Circuit	Location	Date	Time (Phuket)
01	ING Australian Grand Prix	Australian	Melbourne Grand Prix Circuit	Melbourne	29 March	13:00
02	Petronas Malaysian GP	Malaysian	Sepang International Circuit	Kuala Lumpur	5 April	16:00
03	Chinese Grand Prix	Chinese GP	Shanghai International Circuit	Shanghai	19 April	14:00
04	Gulf Air Bahrain Grand Prix	Bahrain GP	Bahrain International Circuit	Sakhir	26 April	19:00
05	Gran Premio de España Telefónica	Spanish GP	Circuit de Catalunya	Barcelona	10 May	19:00
06	Grand Prix de Monaco	Monaco GP	Circuit de Monaco	Monte Carlo	24 May	19:00
07	ING Turkish Grand Prix	Turkish GP	Istanbul Park	Istanbul	7 June	19:00
08	Santander British Grand Prix	British GP	Silverstone Circuit	Silverstone	21 June	19:00
09	Großer Preis Santander von Deutschland	German GP*	Nürburgring	Nürburg	12 July	19:00
10	ING Magyar Nagydíj	Hungarian	Hungaroring	Budapest	26 July	19:00
11	Telefónica Grand Prix of Europe	European GP*	Valencia Street Circuit	Valencia	23 August	19:00
12	ING Belgian Grand Prix	Belgian GP	Circuit de Spa-Francorchamps	Spa	30 August	19:00
13	Gran Premio Santander d'Italia	Italian GP	Autodromo Nazionale Monza	Monza	13 Sept.	19:00
14	SingTel Singapore Grand Prix	Singapore	Marina Bay Street Circuit	Singapore	27 Sept.	19:00
15	Fuji Television Japanese Grand Prix	Japanese GP	Suzuka Circuit	Suzuka	4 October	12:00
16	Grande Prêmio do Brasil	Brazilian GP	Autódromo José Carlos Pace	São Paulo	18 October	23:00
17	Etihad Airways Abu Dhabi Grand Prix	Abu Dhabi GP	Yas Marina Circuit	Abu Dhabi	1 November	18:00