



Event	St. Patrick's Day	Date	March 17 th , 2009	Time	5:00 pm till close
--------------	-------------------	-------------	-------------------------------	-------------	--------------------

Promotion Concept

This is a great day for bars to capitalize on the festive mood and build up their revenue. Although this day was originally celebrated by people of Irish decent, it has turned into an international celebration which revolves around revelry and the consumption of beer as the #1 alcoholic beverage of choice.

We are interested in organizing promotional events with select bars, pubs, and restaurants that have a connection with the Western-European community, as they are expected to fully embrace the celebration.

We would request that the partner venue organize an irish (green) theme that is consistent throughout the location and could consist of hats, leprechauns, shamrocks, sparkly green décor and/or Irish music. Another possibility would be to source some low cost bead necklaces to give away to people.

Green beer or shots would be a very interesting way to attract people to the venue; a complimentary green cocktail could also be made at fairly low cost to hand out to lure people in.

In return, Kingfisher will offer to be the exclusive good times partner for the event and provide venues with special deals on beer and adding premium green bottles to the celebrations!

Kingfisher Promotional Pricing for St. Patrick's Day

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