

2023 Dodger Ticket Promotion



Placement Guide

Promotion Starts: April 17, 2023

Promotion Ends: August 14, 2023

Thank you for your participation in this year's Los Angeles Dodgers Ticket Promotion! Until August 14th, consumers who fill up with 8 gallons or more with the Fuel Forward™ App can get two-for-one Dodgers tickets!

Included in your Q2 Spring signage kit are materials supporting this promotion. Please display these materials in conjunction with your Q2 Spring POP.

Signage Kit Includes:

- **Pump Toppers*** – Quantity is based on your store profiles. Your Q2 POP Kit should contain enough Pump Topper Inserts to fill **ALL** your Pump Topper Frames, though your site will be promoting multiple messages.
 - **50%** of your Pump Topper Inserts promote Dodger Ticket Promotion.
 - **25%** of your Pump Topper Inserts promote Fuel Forward™ App.
 - **25%** of your Pump Topper Inserts promote the 76® Credit Card.

*If your site cannot display Pump Toppers based on your Store Profile, your kit may include alternate dispenser signage, such as Small Pump Topper Inserts, Ad Panels, or Pump Signs.

- **Cooler Decal** – 4 per site. Display on the outside of your cooler doors next to the handle. Install on clean glass surfaces and smooth out all bubbles and wrinkles.
- **Employee Reference Guide** – 1 per site. Keep this handy guide on your counter as a reference for all employees to promote the Los Angeles Dodgers Ticket promotion..
- **Counter Card** – 1 per cash register. Display near each cash register where visible to consumers.
- **Box of Pocket Schedules** – Place near the cash register and hand a Pocket Schedule out to each interested consumer. Not pictured below.

Pump Topper



Cooler
Cling



Counter
Card



Employee Reference
Guide



We're on the driver's side®

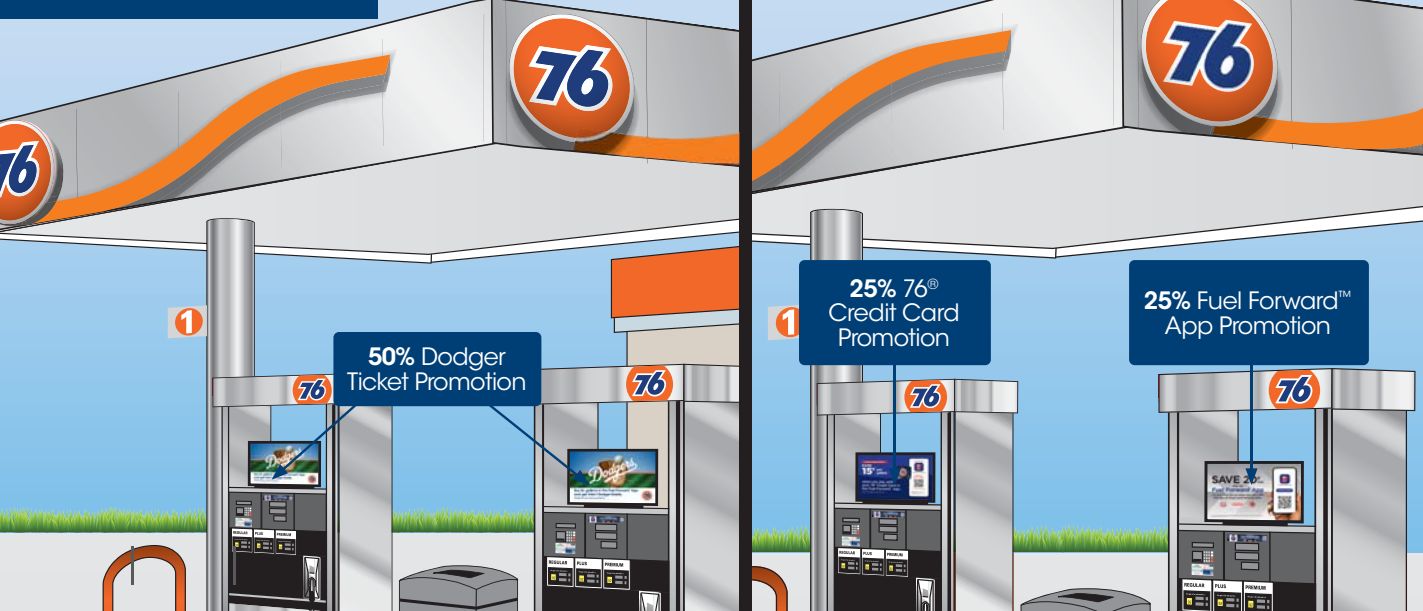


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In-Store Placement



Outside Placement



NOTE: 50% of dispenser signage will promote the Dodger Ticket Promotion. Your remaining dispensers will promote the Fuel Forward™ App (25%) and 76® Credit Card (25%).

To order more POP, you can contact Pointsmith directly via email phillips66emailorder@pointsmith.com or call 1-888-582-1380.