

2023 ST. LOUIS CARDINALS TICKET PROMOTION



PLACEMENT GUIDE

PROMOTION STARTS: APRIL 17, 2023

PROMOTION ENDS: SEPTEMBER 17, 2023

Thank you for your participation in this year's St. Louis Cardinals Ticket Promotion! Until September 17th, consumers who fill up with 8 gallons or more with the Fuel Forward™ App can get two-for-one Cardinals 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 Cardinals Ticket Promotion.
 - 25% of your Pump Topper Inserts promote Fuel Forward™ App.
 - 25% of your Pump Topper Inserts promote the Phillips 66® 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.
- **WINDOW DECAL** – 1 per site. Display on the front entrance window or door in customer view. Install on clean glass surfaces and smooth out all bubbles and wrinkles.
- **COOLER CLING** – 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 St. Louis Cardinals 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



Window Decal



Cooler Cling



Counter Card



Employee Reference Guide



LIVE TO THE FULL



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IN-STORE PLACEMENT



OUTSIDE PLACEMENT



NOTE: 50% of dispenser signage will promote the Cardinals Ticket Promotion. Your remaining dispensers will promote the Fuel Forward™ App (25%) and Phillips 66® Credit Card (25%).

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