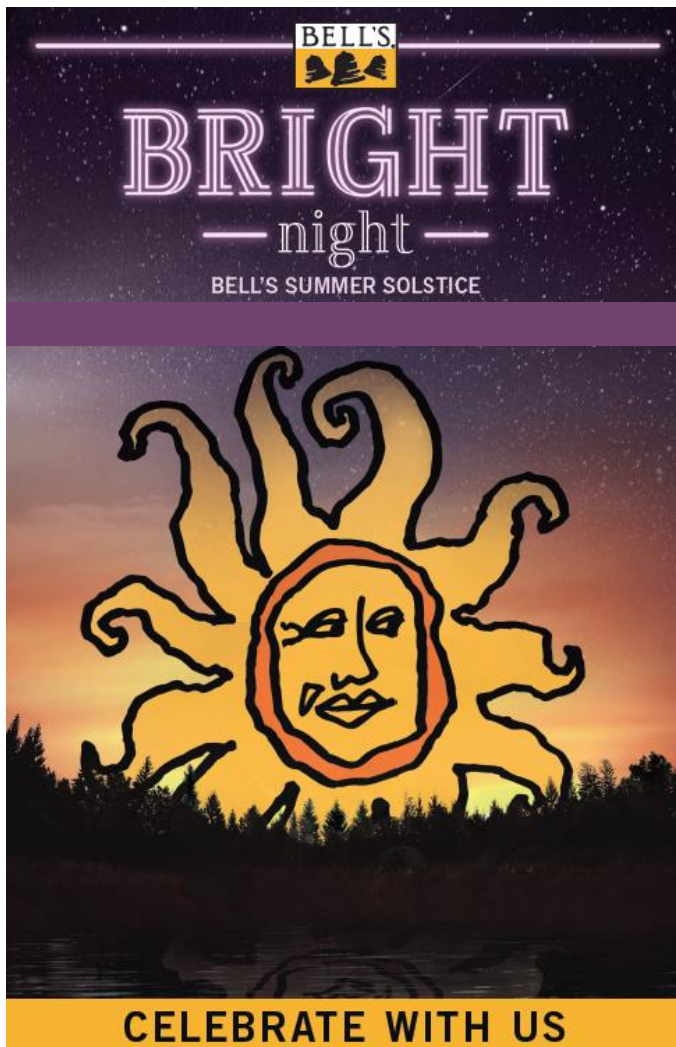




BRIGHT NIGHT

JUNE 17 - JUNE 23

CELEBRATING SUMMER SOLSTICE, THE LONGEST DAYS OF THE YEAR



CREATIVE SUBJECT TO CHANGE

Join our national celebration of Oberon and the longest day of the year with great beer. Brewery support includes:

- **National web and social media**
 - Promotion on Bellsbeer.com landing page
 - Twitter, Facebook and Instagram posts leading up to and during event
 - Bell's official page co-hosting events
- **Bright Night Untappd Badge**
 - Available week of event
- **Specialty Point of Sale**

Potential Event Expansions:

- **Sunset Toast**
- **Beer Dinner**
- **5k Fun Run**
- **Bell's Trivia**
- **15 giveaways** (to celebrate 15 hours of sunlight)