

# ATTENTION CENTRAL DIVISION SDLs, KAMs, CDARs, OTS, PSRs, BCRs, GEO REPs & MERCHANDISERS

## P10-P11 FALL FOOTBALL INCENTIVE

Grow in Pepsi, Mtn Dew & Starry Net Revenue the most within your work group during P10-P11 2024 and be awarded.

The top 30% of each work group's individuals for growth earn Reward Points good to shop for cool gear at [gopcrewards.com](https://gopcrewards.com)



### HOW IT WORKS

- Top PSRs/BCRs/Geo Reps = 100 Reward Points
- Top SDLs/KAMs/OTS = 200 Reward Points
- Top UGM/ZDs/MDs = 300 Reward Points

### BONUS!

Grow NR vs PY and earn an additional 50 Reward Points!

### DISPLAY & WIN!

Earn 25 Reward Points good to shop for cool gear at [gopcrewards.com](https://gopcrewards.com) for every Take Home Display you place during P10-P11 2024.

- Incremental pallet, wing, or stack-outs eligible (excludes mandated display space)
  - Qualifying packages: 12pk, 16.9oz 6pk
  - 50 cs minimum - LF / 20 cs minimum - SF
  - Must include Core 7: Pepsi, Pepsi Zero, Dt Pepsi, Starry\*, Dew, Dew Zero, Dt Dew
- \* Starry not required to be on display for locations that do not carry.*

Earn 25 Reward Points for every Cold Drink Display you place during P10-P11 2024.

- Incremental shippers, racks, or stackouts of 5+ cases eligible (excludes mandated display space)
- VooDew 45ct Shipper OR Seasonal Aisle Candy Shipper
- Rockstar Fuel Your Drive



### ADD ON BONUS

- Include any Taste More Gameday National or Local POS on display for an additional **15 BONUS POINTS**
- Wing or Low-Line your Take Home display with 7.5oz 6pk minis, 7.5oz 10pk minis, or 12oz 8pk PET for an additional **15 BONUS POINTS**
- Include VooDew LTO 12pk on display for an additional **15 BONUS POINTS**
- Maximum 70 Reward Points per display / Maximum 700 Reward Points per period



Simply scan this QR code to submit qualifying display photos to [pc2062.pcbigdisplay.com](https://pc2062.pcbigdisplay.com)

- Duplicate photo entries will be disqualified.
- All display photos must be submitted by November 8, 2024 for executions secured during the September 8 through November 2, 2024 incentive timing.
- On-line upload site will be disabled at 11:59 EST on November 8, 2024.

### HUNDREDS OF ITEMS TO CHOOSE FROM

Use your reward points now or add them to your existing 123rewards account along with points you have earned from other Reward Point Programs and save for higher value rewards!

- See your Sales Manager for program details.