

## Krieger, Jerome

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**From:** Darren Kenneth Anderson <darranderson@coca-cola.com>  
**Sent:** Tuesday, July 07, 2015 11:15 AM  
**To:** Krieger, Jerome  
**Subject:** Coca-Cola Offer for Lexington Athletic Complex  
**Attachments:** Coke Presentation.pptx; lexington offer.doc

Jerome

Attached is a powerpoint the speaks to our service and the second attachment is the offer and pricing.

A quick overview of the partnership:

Coke will provide Lexington with the following in return for exclusive beverage rights:

1. \$1250 in initial funding.
2. Up to 10 free Bag In Box or Bottle Can products.
3. Free signage.
4. Free equipment and service.
5. Free POS materials and tickets to local professional sporting events.
6. \$1.00 rebates on every gallon of Coca-Cola Bag In Box products purchased.

Let me know if you have any questions!

Thank You  
Darren



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