

PROJECT PROPOSAL

MOLSON COORS TIFO - SPORTS, SEPT 2025

(PRESENTED BY)



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STADIUM TIFO BRANDING



Imagine a stadium packed with passionate fans, their energy synced to a single, explosive moment.

The home team scores, the crowd erupts, and thousands of fans wave custom celebration napkins, creating a massive, living Tifo display for **Molson Coors**.

This is a revolutionary fan engagement concept, embedding your brand directly into the peak emotional high of a live sporting event– the goal celebration.

Molson Coors will own the celebration!



HOW IT WORKS - THE FAN JOURNEY



1 PLACE
Branded Napkins
on every home
seat



2 CELEBRATE
Stadium prompts
the home team to
celebrate



3 UNIFY
Fans crate a giant
tifo

THE SPECTACLE AND REWARD

The combined effort of thousands of fans creates a stunning, broadcast-ready spectacle.

The iconic Molson and Coors logos are formed by a sea of red and white, captured by every camera in the stadium.

Immediately following the Tifo, the "Lucky Fan Cam" scans the crowd and selects one participating fan to win an exclusive prize, like a signed jersey or a VIP brewery experience, building anticipation for every single goal.



UNPARALLELED BRAND VALUE



Emotional Connection

Be synonymous
with celebrations

Sporting Moments

Goals are the most
viewed
part of the
game and reviews

Own the celebration

Stand out from
Orthodox
advertising

BEYOND THE GAME & NEXT STEPS

These high-quality cloth napkins aren't just for one game; they're designed to be taken home as memorable souvenirs, extending your brand's presence far beyond the stadium.

This concept is perfectly suited for major teams with red and white colors (Toronto Maple Leafs, Montreal Canadiens, Calgary Flames, Kansas City Chiefs, etc.), offering a seamless fit for their fan base



**Reward: Win a signed
or VIP brewery experience!**

This builds anticipation for every goal!




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