

**POWER  
LEAGUE**

**CASE  
STUDY**



**INTERNATIONAL  
BUD CUP**

**PLAYERS DON'T  
WIN TROPHIES...  
...TEAMS WIN TROPHIES**

[www.powerleague.co.uk](http://www.powerleague.co.uk)

# INTERNATIONAL BUD CUP

## THE BRIEF

Budweiser wanted to engage with men aged 18-35 at a grassroots level, to bring their sponsorship of the World Cup to life – and to increase sales in bars that stocked Budweiser.

## OUR PROPOSAL

Powerleague proposed a tournament for teams from bars around the UK – and around the world. 16 national winners were flown to Korea for the international finals at the FIFA World Cup.

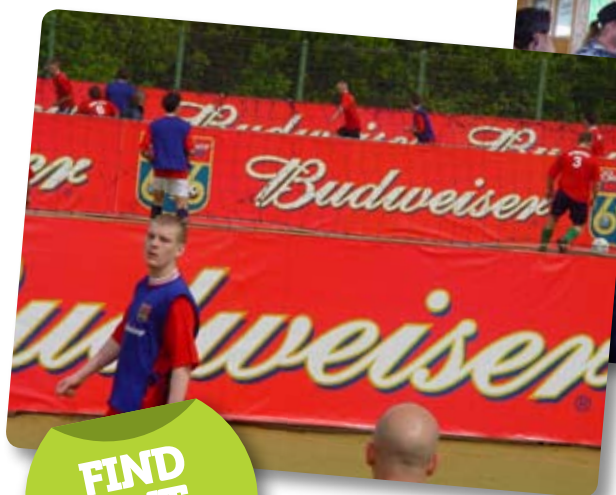
## THE EVENT

- 675 teams took part in 10 regional heats at Powerleague centres in the UK
- National finals were hosted by Hearts, Chelsea and Swansea football clubs – and in 15 other countries
- The International Bud Cup final was held at Korea's Incheon Stadium – one of the venues for the FIFA World Cup
- Powerleague managed all regional heats, national finals and the International Bud Cup final in Korea on behalf of Budweiser
- The UK national finals were covered by Sky TV, reaching over 1 million viewers

## FEEDBACK

**“Powerleague delivered above and beyond our expectations for our World Cup event. It was a true success.”**

**Pete Dries, Customer Marketing Manager, Budweiser**



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