



DOS EQUIS

YEAR OF IMAGES

2014







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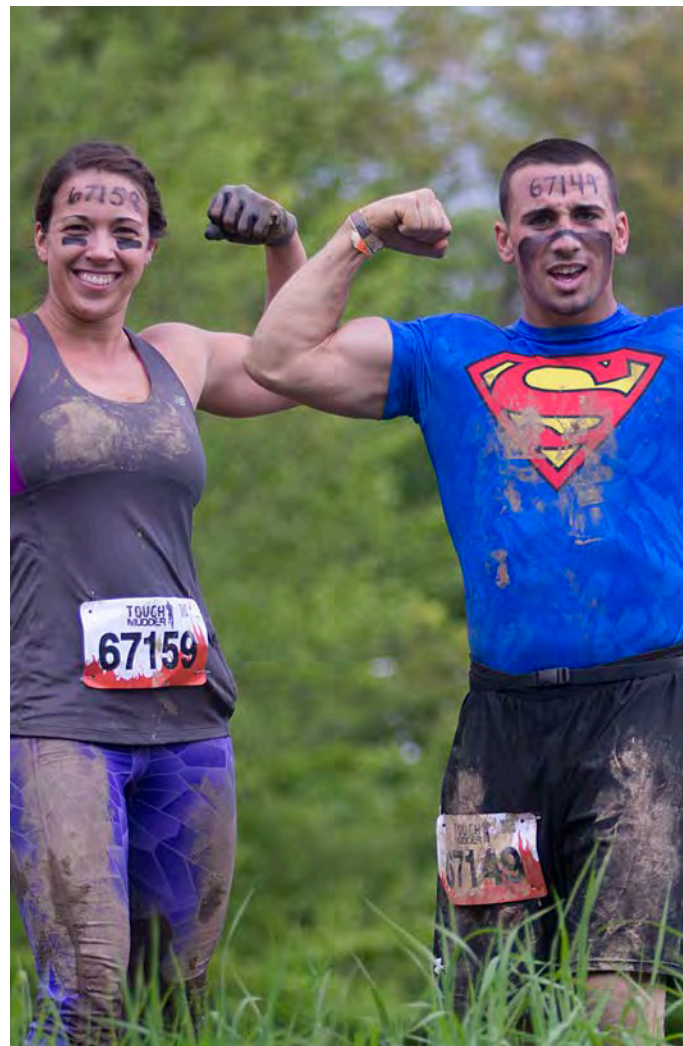
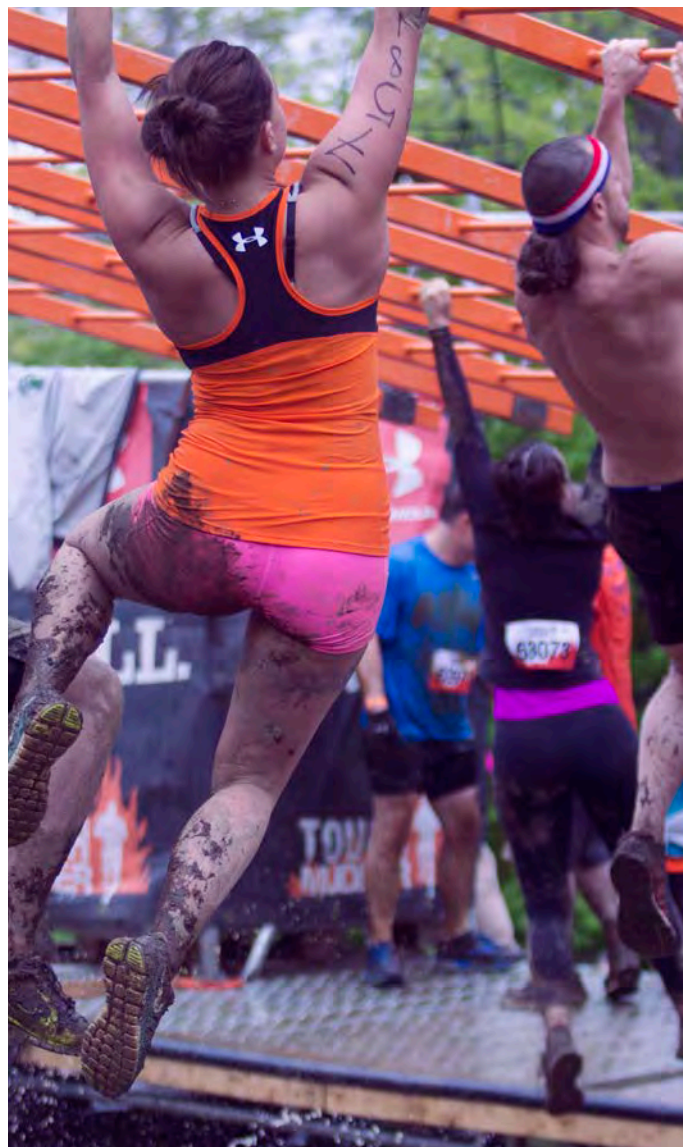
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Annual
PROGRAMS

Tough MUDDER





DOS EQUIS
TOUGH MUDDER

STAY THIRSTY
my friends

DOS EQUIS

DOS EQUIS

DOS EQUIS
STAY THIRSTY
my friends

STAY THIRSTY
my friends

DATE:

MARCH - NOVEMBER 2014

TOTAL ATTENDANCE:

244,421

TOTAL BEERS IN HAND:

286,440

DOS EQUIS was the official category sponsor of one of the most extreme programs in the nation. The year-long event held 33 races across the country with Dos Equis as the official beer sponsor.

Obstacle courses were designed by British Special Forces to test toughness, strength, stamina, fitness, camaraderie, and mental grit. After running through nearly impossible ropes courses, miles of mud, and a few branded obstacles, participants were rewarded with an ice cold Dos Equis at the finish line.

LOCATIONS:

AVON, CO
MINNEAPOLIS, MN
CHICAGO, IL
KANSAS CITY, MO
ST. LOUIS, MO
DALLAS, TX
HOUSTON, TX
CENTRAL TEXAS
DETROIT, MI
OSHKOSH, WI
OHIO
POCONOS, PA
PITTSBURGH, PA
MAINE
UPSTATE NEW YORK
WEST DOVER, VT
ENGLISHTOWN, NJ

SOUTH FLORIDA
CENTRAL FLORIDA
ATLANTA, GA
NASHVILLE, TN
VIRGINIA BEACH, VA
CAPITOL REGION, WV
NORTH CAROLINA
LOS ANGELES, CA
TAHOE, CA
SAN DIEGO, CA
NORTHERN CALIFORNIA
MESA, AZ
LAS VEGAS, NV
PORTLAND, OR
UTAH
SEATTLE, WA







Events
& SPONSORSHIPS



New York **WILD FILM FESTIVAL**

DATE:

JANUARY 23-24, 2014

LOCATION:

EXPLORERS CLUB, NEW YORK, NY

TOTAL ATTENDANCE:

400

TOTAL BEERS IN HAND:

720

THE NEW YORK WILD FILM FESTIVAL is the first annual documentary film festival in New York. The festival presented a diverse roster of movies and filmmaker panels in four categories: adventure, environmental, wildlife, and shorts.

Dos Equis was a 2014 sponsor of the event and hosted a private opening night reception at The Explorer's Club for select media members and influencers. The evening included a cocktail hour followed by a screening of "Snows of the Nile," a documentary film by R1 Stay Thirsty grant winners Neil Losin and Nate Dappen.



Winter PROGRAM



DATE:
FEBRUARY TO APRIL 2014

LOCATIONS:
BEAR MOUNTAIN RESORT, CA
SUNRISE SKI RESORT, AZ
TAOS SKI VALLEY, NM

TOTAL JUMPS:
7,600

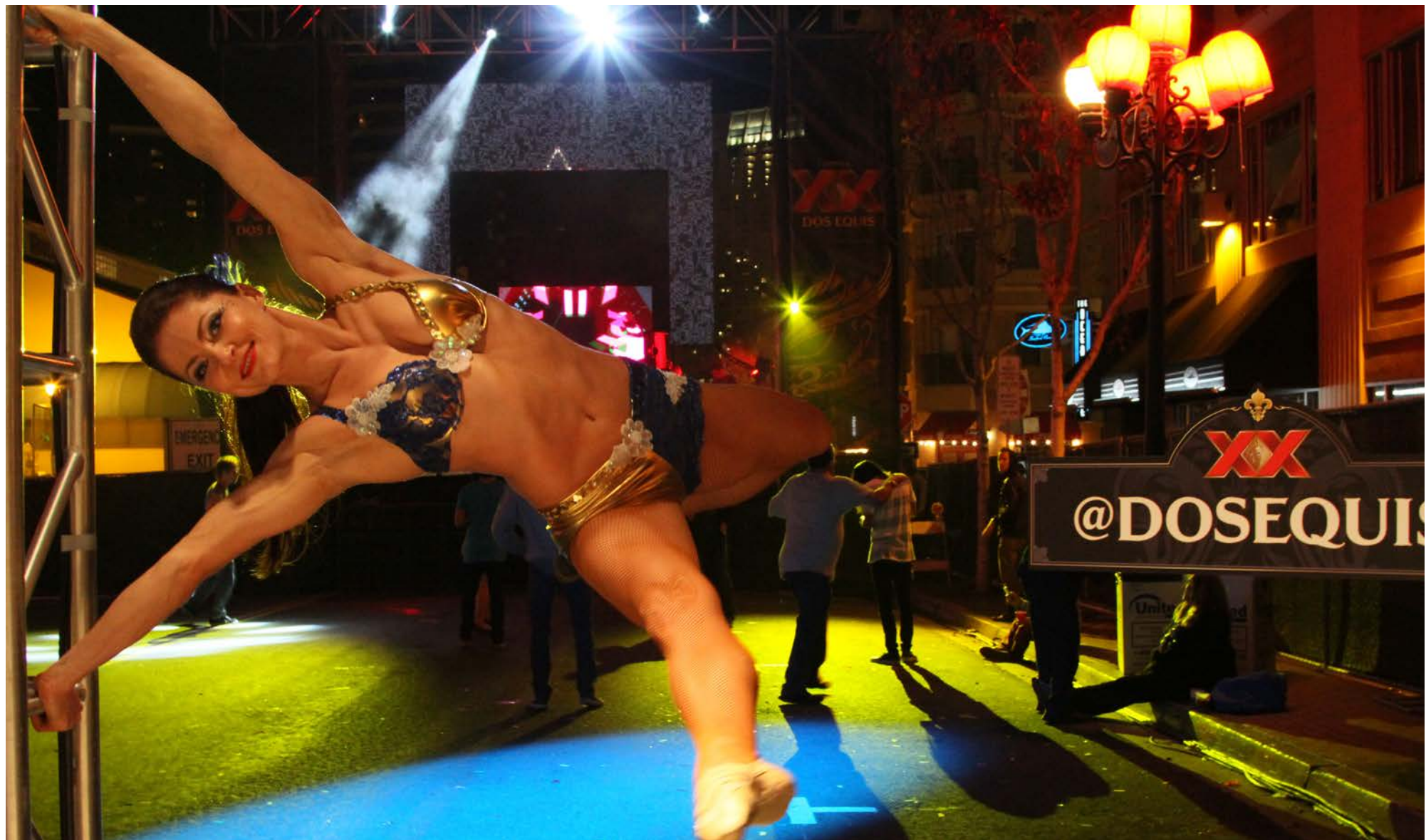
TOTAL BEERS IN HAND:
1,600

DOS EQUIS launched its first Winter Program in 2014, encompassing local retail programs, sweepstakes, and a social media campaign. Additionally, Dos Equis brought the Big Air Bag activation to thrill-seekers hitting the slopes in three key markets: Bear Mountain (CA), Sunrise Mountain (AZ), and Taos Ski Valley (NM).

Nearly 8,000 consumers launched themselves onto the Dos Equis branded Big Air Bag. The first 100 participants received a drink ticket for a discounted or free Dos Equis.

San Diego **MARDI GRAS**





DATE:
MARCH 4, 2014

LOCATION:
GASLAMP QUARTER, SAN DIEGO, CA

TOTAL ATTENDANCE:
155,000

TOTAL BEERS IN HAND:
7,440

SAN DIEGO MARDI GRAS is the largest Mardi Gras celebration on the West Coast. The 20th anniversary of the festival took over the city's Gaslamp Quarter and attracted revelers from all over the country.

The Dos Equis activation transformed an entire city block into "Mardi Gras on Dos Equis Street." The Front Porch, an iconic Burning Man art car, served as the stage for a musical performance by Dos Equis veteran Dango and also featured an interactive photo engagement.





Fiesta **SAN ANTONIO**

DATE:
APRIL 26, 2014

LOCATION:
SAN ANTONIO, TEXAS

TOTAL ATTENDANCE:
75,000

TOTAL BEERS IN HAND:
3,180

FIESTA SAN ANTONIO is an annual celebration of the city's rich and diverse cultural heritage. In 2014, Dos Equis sponsored the Flambeau Parade, Fiesta San Antonio's biggest parade and the largest illuminated parade in the world. Additionally, Dos Equis activated a branded beer garden where guests could drink Dos Equis and watch the parade

The Most Interesting Man hosted the 2014 Flambeau Parade and served as the Official Grand Marshal. His float celebrated the unique culture of San Antonio and Flambeau's theme: A Time to Remember.



GLADWIN
PAINT

PLAYLAND

OFFICIAL VEHICLE
FIESTA FLAMBEAU PARADE
TOYOTA

Suburbia MUSIC FESTIVAL



DATE:
MAY 3-4, 2014

LOCATION:
PLANO, TEXAS

TOTAL ATTENDANCE:
18,000

TOTAL BEERS IN HAND:
15,069

THE SUBURBIA MUSIC FESTIVAL took place in Plano, TX and brought together world-class musicians from around the globe. In 2014, headliners included Alabama Shakes, electronic dance music super-star David Guetta, and rapper J.Cole.

The “Dos Equis Tiki Sporting Club” activation featured the Pro-Mobile, worldly table-top games, brand ambassadors, and a Jai Alai Radar Gun challenge to win access to the VIP lounge.





How Weird STREET FAIRE



DATE:
MAY 4, 2014

LOCATION:
SAN FRANCISCO, CA

TOTAL ATTENDANCE:
15,000

TOTAL BEERS IN HAND:
12,960

HOW WEIRD STREET FAIRE is a unique celebration of peace and creativity held annually in the SoMa neighborhood of San Francisco. The Faire marks the start of San Francisco's festival season and features art, music, dance, performances, technology exhibits, peace activities, and vendors from around the world.

The Dos Equis activation was inspired by a traveling Midway and featured amusements, games of chance, and sideshow performers. Guests were able to earn tokens to participate in games by interacting with the Master of Key and costumed bartenders.



Shaky KNEES

DATE:
MAY 9-11, 2014

LOCATION:
ATLANTA, GA

TOTAL ATTENDANCE:
60,000

TOTAL BEERS IN HAND:
112,592

**THE SECOND INSTALLMENT OF
ATLANTA'S SHAKY KNEES FESTIVAL**

at Atlantic Station featured popular headliners The National, Modest Mouse, and Alabama Shakes across four outdoor stages.

The activation, Dos Equis Tiki Sporting Club, featured worldly table-top games, brand ambassadors, and a Jai Alai Radar Gun challenge to win access to the VIP lounge.





Summer **X GAMES**

DATE:
JUNE 5-8, 2014

LOCATION:
AUSTIN, TX

TOTAL ATTENDANCE:
160,000

TOTAL BEERS IN HAND:
87,023

THE 2014 SUMMER X GAMES took place in the Circuit of The Americas in Austin, TX and attracted more than 160,000 people over four days. Attendees saw the world's best action-sports athletes compete and enjoyed interactive activities, games, and performances by Kanye West, Pretty Lights, the Flaming Lips and Bad Religion.

The Dos Equis activation included a branded Pro-Mobile, an exotic culinary consumer challenge consisting of kangaroo hot dogs and camel meatballs, worldly table-top games, and a fun photo engagement inspired by the Dos Equis Summer of Challenges.

Music MIDTOWN





DATE:
SEPTEMBER 19-20, 2014

LOCATION:
ATLANTA, GA

TOTAL ATTENDANCE:
120,000

TOTAL BEERS IN HAND:
77,280

**THE 21ST EDITION OF MUSIC
MIDTOWN** took place at Piedmont Park
in Atlanta, GA. The 2014 lineup included
performances by Eminem, Iggy Azalea,
John Mayer, Lorde, and Lana Del Rey.

The Dos Equis activation included a
branded Pro-Mobile, table-top games,
and the Jai Alai Radar Gun challenge.
Winners of the challenges gained access
to the second floor Dos Equis VIP
lounge. Despite the rainy conditions,
beer sales were a record high for a Dos
Equis event.





Seasonal
EVENTS

DOS EQUIS



akloy 9h
 The Terrace at Studios 5c



54 likes
 akloy Dos de Mayo hosted by the best, @justinchar! Such a fun night!! #dosdemayo #boyfriendhatesnakes

joecabralez 10h



22 likes
 joecabralez #staythirsty #dosdemayo

Like Comment

justinchar 9h



40 likes
 justinchar #DosDeMayo @csiembida

sillasil 10h



30 likes
 sillasil So this happened... #DosDeMayo #XX #Mariachis
 sillasil Photo cred: @snorththis. He knows shoes.

DATE:

MAY 2, 2014

LOCATIONS:

AUSTIN, TX
 DALLAS, TX
 PHOENIX, TX
 ATLANTA, GA

TOTAL ATTENDANCE:

250

TOTAL BEERS IN HAND:

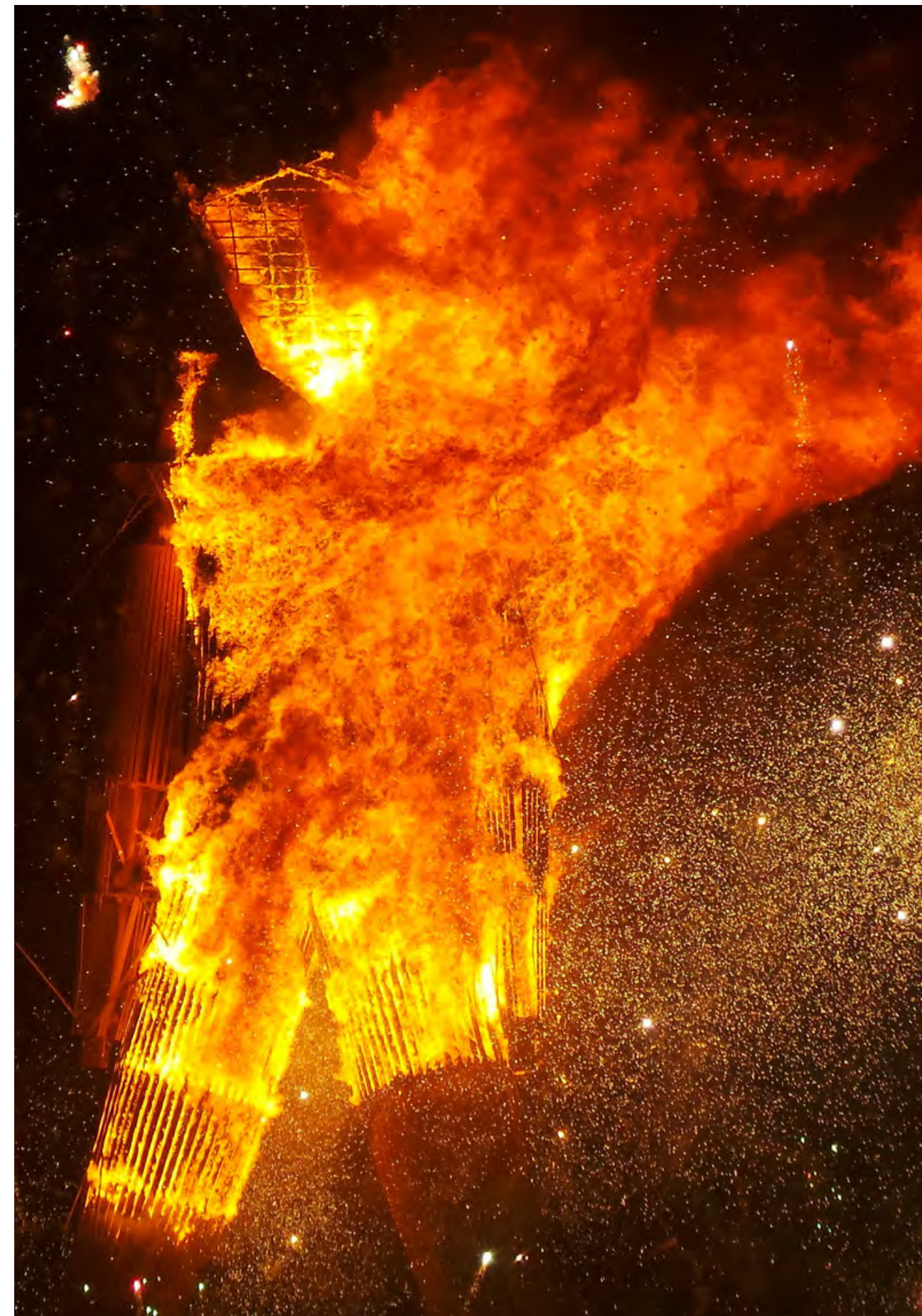
1,380

OUR LOCAL INFLUENCERS, FRIENDS OF DOS EQUIS (FOXX),

kicked off the Dos de Mayo weekend by hosting the first official Dos de Mayo celebrations at unique venues in four key markets. The venues reflected the Dos de Mayo look and feel, featured local talent such as Gary Clark Jr., and were attended by select local tastemakers who were encouraged to post about their evening using the hashtag #StayThirsty.



Fiesta **OLD TOWN**



Burning **MAN**

DATE:
AUGUST 25 - SEPTEMBER 1, 2014

LOCATION:
BLACK ROCK CITY, LAS VEGAS, NV

TOTAL ATTENDANCE:
66,000

TOTAL BEERS IN HAND:
28,800

EACH YEAR, PARTICIPANTS OF THE BURNING MAN FESTIVAL descend on the playa of Nevada's Black Rock Desert and create a temporary community based on radical self-expression and self-reliance. Residents of this community come from all over the world to display art, perform, inspire, and create.

The festival is built around the values of giving, so Dos Equis donated product to various camps throughout the week, providing refreshment to Burners in the most interesting environment.

