

Tecate Offers Rebate on Pacquiao-Marquez Fight

Written by The Sweet Science
Thursday, 29 November 2012 10:53



TECATE RETURNS AS SPONSOR OF FOURTH PACQUIAO VS. MARQUEZ SHOWDOWN TO HELP ADULT BOXING FANS CELEBRATE CARÁCTER

Enthusiasts 21-and-Older Nationwide can save up to \$50 off HBO PPV by Mail, while fans in

Las Vegas will have the Opportunity to Meet Legends Mike Tyson and Sugar Ray Leonard, and Participate in Exclusive Contests

NEW YORK (November 29, 2012) – [Tecate](#) , *cerveza con carácter*, will join boxing fans worldwide on December 8 to witness the fourth installment of the epic rivalry between two of boxing's biggest stars – Manny Pacquiao and Juan Manuel Marquez. A longtime supporter of marquee boxing events and primary sponsor of the blockbuster HBO PPV card, Tecate is launching a variety of promotions and offers to ensure that fans 21 and older have all they need to cheer for their favorite boxer from home or live at the MGM Grand in Las Vegas.

Amongst these, Tecate is giving qualifying adults the opportunity to receive up to \$50 back by mail with the purchase of the HBO PPV event and Tecate or Tecate Light product (where legal). The exact rebate amount and beer purchase which may be necessary varies by state, but fans can visit the “*Cupón Carácter*” tab on www.Facebook.com/TecateBoxing to review details, eligibility requirements and download the necessary forms.

“As Pacquiao and Marquez face off for the fourth time, it was important for Tecate to not only

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help fans over 21 to celebrate the boxers' incredible determination, strength and *carácter*, but to recognize that our consumers exhibit these same attributes in their daily lives. Through our special offers, events and contests in the weeks leading up to the fight, we hope to do just that," said Felix Palau, vice president of marketing for Tecate. "Tecate has supported the last three Pacquiao-Marquez events in the historic series, and we are honored to be part of the celebration once again as the primary sponsor of the December 8 card."

Tecate will also ensure that fans in Las Vegas have a boxing experience full of *carácter* by hosting contests at retail to give eligible adults the opportunity to win access to exclusive experiences, such as fight week events (including press conferences and weigh-in), Tecate VIP pre-party, tickets to the fight, and tickets to PPV closed circuit parties.

On fight night, the brand will be hosting the Tecate K.O. Boxing Club, the ultimate pre-party event in Las Vegas, to further build excitement among fans 21 and older. VIP guests and winners of retail promotions will have the opportunity to meet legendary boxers Mike Tyson and Sugar Ray Leonard, boxing superstar Sergio Martinez and champion Brandon Rios.

Additionally, thousands of thematic posters, collectible cards featuring Pacquiao and Marquez boxing stats, and instant coupons on viewing party essentials will help build anticipation for the fight at retail stores across the U.S. (where legal). In addition, Tecate will help build buzz around the fight by placing tailored ads with images of Pacquiao and Marquez and the product on Las Vegas taxi tops, inside the MGM Grand and on the wall banner outside the hotel.

As always, the Tecate Boxing Facebook page (www.Facebook.com/TecateBoxing) will be kept updated with the latest news, photos and videos related to the fight, providing fans with the perfect platform

con carácter

to share their opinions and predictions on the fight results.

For additional details on Tecate's sponsorship of Pacquiao v. Marquez IV or to speak with a Tecate representative about the brand's long-time support of boxing, please contact FORMULATIN at [\(212\) 219-0321](tel:2122190321) . For eligibility details and regulations surrounding the mail-in rebates and other offers, "like" us on Facebook,

www.Facebook.com/TecateBoxing

and visit the "

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” Tab.

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