

Tecate Is A Friend To Boxing

Written by The Sweet Science
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Hope you're doing well! Wanted to check in to see if you're planning a "boxing year in review" story. As you know, *Cerveza Tecate* was heavily involved in the sport for the fifth year in a row, and sponsored some of the biggest events of 2011, giving fans the opportunity to get closer to the ring.

For your consideration as you prepare your year-end stories, I wanted to share a quick snapshot of what the *cerveza con carácter* did in 2011 to celebrate the sport with your readers:

- **95** – Number of cards Tecate sponsored during 2011, including HBO and Showtime events, *Top Rank Live* series on Fox Deportes and *Sólo Boxeo Tecate* on Telefutura
- **45%** – Percentage of how much adults in eligible markets could've saved by taking advantage of Tecate's 9 mail-in-rebate discounts off of PPV events, HBO Premium Service subscriptions and fight tickets (where legal)
- **98,000** – Approximate number of fans 21 and older that had the opportunity to enjoy Tecate's *carácter* during 12 major fight weeks, through the Tecate Museo de Boxeo (Boxing Museum), text-to-win and text-to-upgrade promotions during major fights, and photo opportunities with the Chicas Tecate
- **4.1 million** – Approximate number of PPV buys resulting from 5 HBO and Showtime PPV events sponsored by Tecate through November 2011 (includes Pacquiao-Marquez projections of 1.3 million)