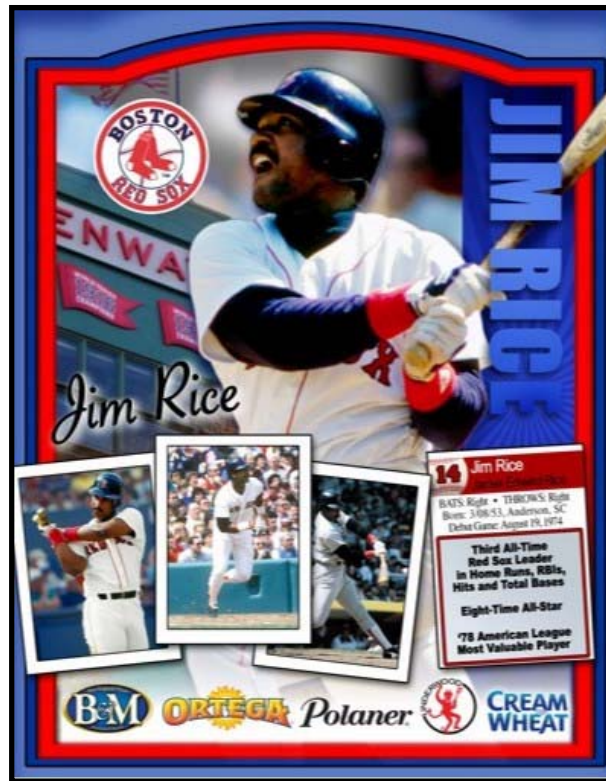
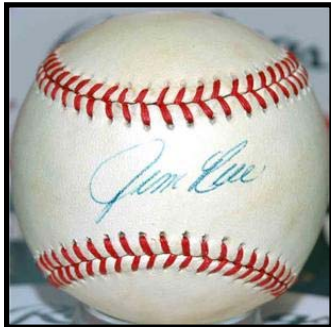




**Negotiated** an Endorsement Agreement between B&G Foods, and Boston Red Sox legend Jim Rice. Highlights were:

- Media day with Jim to create marketing materials and promote B & G's brands
- Personal appearance
- Signed memorabilia
- Use of name, likeness and image



### Programs and Incentives:

- Sweepstakes to win a meet & greet with Jim Rice and chance to throw out the first pitch during a Red Sox game
- Other prizes included tickets to a Red Sox game with seats on the “Green Monster”
- Creation of a limited edition Jim Rice poster that featured classic photos from Jim’s career.



### Responsibilities:

- Contract Negotiation
- Appearance Management
- Overall Program Evaluation

