

To: Board of Commissioners
 From: Andy Bendy, Director of Special Facilities
 Dan Novak, Director of Athletics
 Kim Prazak, Assistant Director of Special Facilities
 Through: Mike Benard, Executive Director
 Re: Wheaton Park District Three-Year Exclusive Beverage Agreement
 Date: February 15, 2023



SUMMARY

The Wheaton Park District sought a request for proposal for an exclusive three-year beverage sales agreement from March 1, 2023, through February 28, 2026. We asked that vendors provide a pricing list, along with the annual maximum percentage increases (if applicable). Proposals required product descriptions, sizing, and variety options. In addition, vendors were asked to include financial support including, but not limited to annual sponsorship, product rebate opportunities, product donation, and annual marketing support. Staff received proposals from Pepsi Beverages Company and Coca Cola. Dr. Pepper & Snapple Group declined to submit a proposal. A comparison of the vendor's offerings is listed below:

	<u>Pepsi Beverages Company</u>	<u>Coca Cola</u>	<u>Dr. Pepper</u>
Discretionary Funding	\$15,000 Annually	\$6,000 Annually	NO BID
Product Rebates:			
	\$2.00 per case 20oz. Gatorade	\$1.00 per case 20oz. Powerade	
	\$2.00 per case 20oz. Aquafina	\$1.00 per case 20oz Dasani	
	\$1.00 per case 16oz. Aquafina	\$0.00 per case 16.9oz. Dasani	
	\$2.00 per case 12oz Cans	\$0.00 per case	
	\$2.00 per case 20oz. Carb Bottles	\$1.00 per gallon 20oz Carb Bottles	
	\$2.50 per gallon BIB 5 gal	\$1.00 per gallon BIB 5 gal	
	\$2.50 per gallon BIB 3 gal	\$1.00 per gallon BIB 2.5 gal	
Product Pricing with Rebates:			
16.9oz Bottles	\$12.79 (24) Aquafina (1.00) = \$11.79	\$9.56 (24) DASANI	
20oz. Bottles	\$14.70 (24) AQUAFINA (1.00) = \$13.70	\$14.08(24) DASANI (\$1.00) = \$13.08	
12 oz. Cans	\$15.87 CSD / NCB (\$2.00) = \$13.87	\$15.27(24) per case	
20 oz. Bottles	\$26.25 CSD / NCB (\$2.00) = \$24.25	\$30.06 KO / CSD (\$1.00) = \$29.06	
20 oz. Sport	\$26.25 Gatorade (\$2.00) = \$24.25	\$26.59 PowerAde (\$1.00) = \$25.59	
Fountain Product Pricing with Rebates:			
Bag in Box CSD			
	\$19.90= 5 gal (\$2.50) = \$17.40	\$20.54= 5 gal (\$1.00) = \$19.54	
	\$20.58 = 3 gal (\$2.50) = \$18.08	\$21.42= 2.5 gal (\$1.00) = \$20.42	
	CO2 Cost Included	Co2 Cost Included	
Marketing & Product Support:	\$1,500	\$2,300	
Annual Price Increase: Not to Exceed			
	5% Annually	4% Annually	

Year: 1

Projected Order / Expense

1000 Sport Drink 20oz (24)	x \$24.25 = \$24,250	x \$25.59 = \$25,590
500 Bottles 20oz (24)	x \$24.25 = \$12,125	x \$29.06 = \$14,530
600 Water 20oz (24)	x \$13.70 = \$8,220	x \$13.08 = \$7,848
100 Cans 12oz (24)	x \$13.87 = \$1,387	x \$15.27 = \$1,527
100 Water 16.9oz (24)	x \$11.79 = \$1,179	x \$9.56 = \$956
650 Gallons BIB 5	X \$17.40 = \$11,310	x \$19.54 = \$12,701
650 Gallons BIB 3	x \$18.08 = \$11,752	x \$20.42= \$13,273

Projected Total Expense:

\$70,223

\$76,425

Year: 1 – 3

	Pepsi Beverages Company	Coca Cola
Product Expense	\$70,223	\$76,425
Co2 Cost	<i>Included</i>	<i>Included</i>
Vendor Funding	(\$15,000.00)	(\$11,000.00)
Marketing & Product Support	(\$ 1,500.00)	(\$2,300.00)
Year One	\$53,723	\$63,125

	Pepsi Beverages Company	Coca Cola
Product Expense	\$73,734 *	\$79,482 *
Co2 Cost	<i>Included</i>	<i>Included</i>
Vendor Funding	(\$15,000.00)	(\$6,000.00)
Marketing & Product Support	(\$ 1,500.00)	(\$2,300.00)
Year Two	\$57,234	\$71,182

	Pepsi Beverages Company	Coca Cola
Product Expense	\$77,421 *	\$82,661 *
Co2 Cost	<i>Included</i>	<i>Included</i>
Vendor Funding	(\$15,000.00)	(\$6,000.00)
Marketing & Product Support	(\$ 1,500.00)	(\$2,300.00)
Year Three	\$60,921	\$74,361

***Includes 5% estimated annual increase**

***Includes 4% estimated annual increase**

Three-year total:

Pepsi Beverage	\$171,878	Coca Cola	\$208,668
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PREVIOUS COMMITTEE/BOARD ACTIONS

The non-alcoholic beverage agreement was discussed at the Building and Grounds/Finance Committee meeting on February 8, 2023.

On January 14, 2015, the Wheaton Park District Board of Commissioners approved an exclusive three-year agreement with Pepsi Beverages Company to begin February 1, 2015, through January 31, 2018. A contract extension was granted from February 1, 2018 - January 31, 2021. Due to the pandemic/facility closures the volume commitment in the contract was not met and the contract with Pepsi was continued until the quantities were met in December 2022.

LEGAL REVIEW

Review of RFP and prepare an Executive Summary outlining the low RFP (Pepsi)

REVENUE OR FUNDING IMPLICATIONS

The Recreation (20) Fund currently receives the annual donation from Pepsi Beverages Company in the amount of \$15,000. Product purchasing for facilities, programs, or special events is done through their individual operating budgets which are purchased through their various supply accounts.

RECOMMENDATION

Staff seeks approval from the Wheaton Park District Board of Commissioners to enter into an exclusive beverage agreement with Pepsi Beverages Company effective March 1, 2023, thru February 28, 2026.



MEMORANDUM

To: Board of Park Commissioners, Wheaton Park District
Michael Benard, Executive Director

From: Andrew S. Paine

Date: February 3, 2023

Re: Pepsi Beverage Agreement

Park District staff requested proposals from three different vendors for a three year exclusive beverage agreement. Vendors were asked to provide a pricing list, a maximum percent of annual price increases, product descriptions, sizing, product variety options, and financial support (such as annual sponsorships, product rebate opportunities, product donations, and marketing support. Based on input from staff and my review of the February 8, 2023 memo from staff regarding the Wheaton Park District Three-Year Exclusive Beverage Agreement ("Staff Memo"), selection of the vendor for supply of beverages and related services ("Beverage Vendor") through the RFP process is acceptable and the contract for these services does not need to be competitively bid for the reasons provided in the following paragraph.

This contract for the supply of beverages is not adapted to award by competitive bidding because selection of the Beverage Vendor requires review of several factors other than price in order to select the Beverage Vendor that is in the best interest of the District and the District's patrons, including: 1) the quality and variety of the products supplied; 2) variety of product sizes; 3) equipment needs of dispensing the product; 4) serviceability by the Beverage Vendor; 5) delivery terms; and 6) unique financial terms that include annual sponsorship funds, product rebates, product donation and annual marketing support. Additionally, the successful Beverage Vendor requires, as a condition of the Agreement, to have exclusive pouring rights during the term of the Agreement. This condition requires the District to evaluate all the factors listed above in order to select the Beverage Vendor that will best meet the District's needs exclusively for the next three years.

The RFP requested that each vendor provide the information necessary for staff to evaluate the above criteria and staff reviewed and analyzed this information as indicated in Staff's Memo. Based on staff's review of proposals, staff recommends the award of the Beverage Agreement to PepsiCo Beverages North America, the same vendor that the Park District contracted with in the past for these services.

Beverage Agreement

The Beverage Agreement will have essentially the same terms and conditions as the last agreement with Pepsi and once again establishes Pepsi as the Park District's exclusive beverage supplier (all non-alcoholic drinks and frozen beverage products, except hot brewed coffee, hot brewed tea and milk) at all Park District facilities, including vending machines. The following is a summary of the key terms from the proposal:

- Term: Three year term, commencing 3/1/2023 and ending on 2/28/2026.
- Exclusivity: Park District agrees not to sell or advertise competitive products.
- Payment:
 - Annual Support Funds: Pepsi to pay Park District annual support funds of \$15,000.00 each year for three years.
 - Rebate:
 - \$2.00 per case - 20oz. Gatorade
 - \$2.00 per case - 20oz. Aquafina
 - \$1.00 per case - 16oz. Aquafina
 - \$2.00 per case - 12oz Cans
 - \$2.00 per case - 20oz. Carb Bottles
 - \$2.50 per gallon - BIB 5 gal
 - \$2.50 per gallon - BIB 3 gal
 - Marketing and Product Support: \$1,500.00 for each year during the Term.
- Maintenance: Obligation of Pepsi to maintain, service and promptly repair its equipment without charge to Park District, provide sufficient and fresh product, maintain accurate reading/records of sales and reporting the same to the District.

Based upon input from the Park District's staff as to substantive terms, Tressler, LLP approves awarding the contract to Pepsico Beverages North America, subject to negotiation of a Beverage Agreement on terms that are satisfactory to the Park District.



**PEPSICO
BEVERAGES**
North America



BUSINESS REVIEW



PepsiCo is very excited about the opportunity to provide a proposal for **Wheaton PD!**

Our objective in creating a long-term business partnership is grounded in the following guiding principles:

- Strategic Business Partnership: Our approach is to listen to your needs & provide solutions that will drive results.
- Insights and Innovation: We are insight driven – the majority of what we do is grounded in consumer data.
- Differentiated Brands: Our large portfolio of top-selling brands delivers on “something for everyone” in a diverse environment.

We are committed to working with **Wheaton Park District** on bringing product and equipment innovation, branding ideas, and economic incentives, all under a **Better Together** proposal.

We appreciate your consideration, and we look forward to working with you on developing a customized partnership that exceeds expectations.

Respectfully,

Your PepsiCo Foodservice Team

SALES SUPPORT TEAM



Jordan Fuchs , MA
FS Recreation Executive
2 Years
Aurora, IL
630-885-7073
Jordan.Fuchs@pepsico.com



Thomas Maggio
Senior Sales Manager
30 Years
Chicagoland
847-812-1496
Thomas.Maggio@pepsico.com

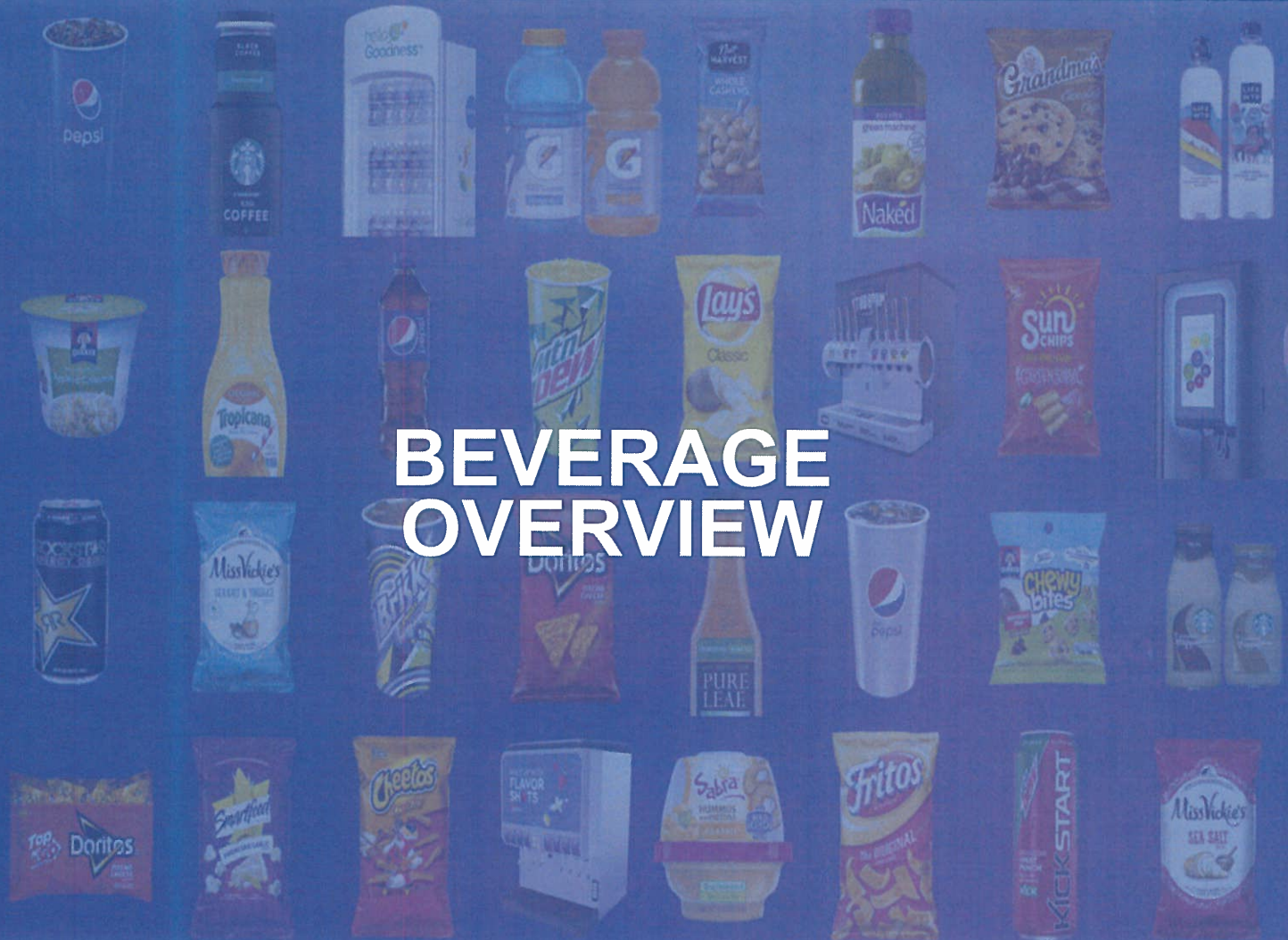


Amanda Simic
Director of Foodservice
12 Years
Central Region
Amanda.Simic@pepsico.com

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BEVERAGE OVERVIEW



PORTFOLIO



CSD'S	ENERGY	ISOTONICS	WATER	PROTEIN	JUICE
CRAFT CSD'S	COFFEE	TEA	FROZEN	ENHANCED FOUNTAIN	PREMIUM MIXERS

#1 PORTFOLIO BRANDS



#1
CSD FLAVOR

#1 RTD
TEA

#1
BRANDED
WATER

#1
SPORTS
DRINKS

#1
BRAND OJ

#1
PREMIUM
JUICE

#1 RTD
COFFEE

#1
ENGINEERED
NUTRITION

Source: IRI, Convenience & Gas Share last 52 weeks 12/30/2020 Total LRB \$ Share

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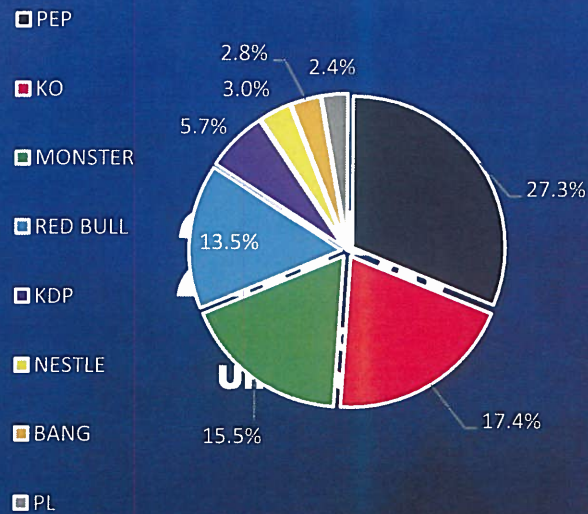


PEPSICO HAS THE ADVANTAGED PORTFOLIO TO WIN IN CHICAGO



LRB \$ SHARE

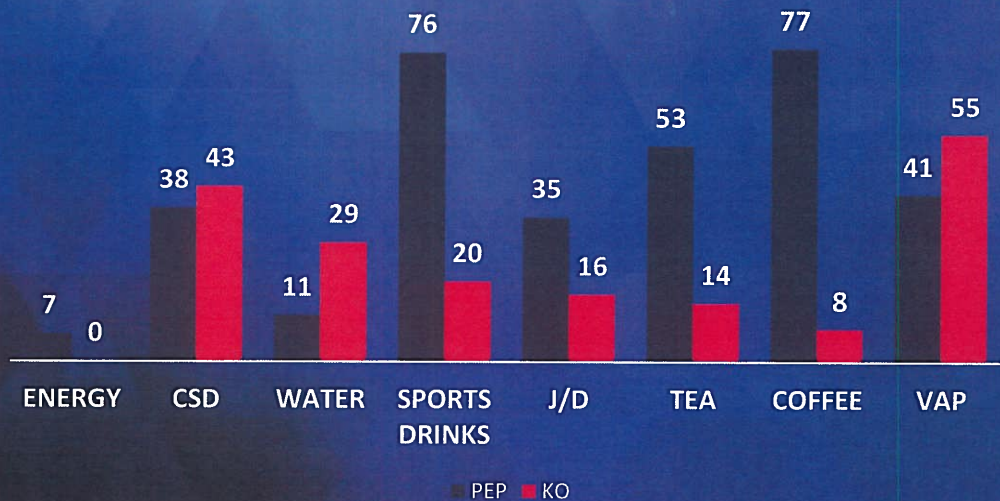
Retail Unit Sales



Pepsico accounts for 27% of Chicago LRB \$ Sales

\$ Share by Category

PBNA Unit Share



Ranked by Total \$d

Pepsico leads share in 5 LRB categories



We take great pride in being an engaged and active part of the communities in the Prairie State as an employer, an economic contributor and a positive force in important local initiatives.



M MANUFACTURING PLANT
 DC DISTRIBUTION CENTER
 O OFFICE



ALPORA (DC), BLOOMINGDALE
DIRECT STORE DELIVERY (DST),
CHICAGO (15th ST), CHICAGO
(35th ST), (DC), ELK GROVE VILLAGE
(DC), ITASCA (DC), KANKAKEE (DC),
NORTON (DC), SCHMANKBURG
(DC)



CAROL STREAM (DC), CHESAPEAKE
 (DC), ELGIN (DC), NORTHBROOK
 (DC), GALEWOOD (DC),
 GALEWOOD TERRACE (DC), PEORIA
 (DC), SENECA (DC), HANDBURG
 FACILITY, SPRINGFIELD (DC),
 SUWANEE (DC)



REVIEW OF CASES 185



CHICAGO (HEADQUARTERS)



BARRINGTON (GATORADE SPORTS
SCIENCE INSTITUTE & QUAKER
ALE)



QUAKER / TROPICANA /



● 重要提示



CHESTER DECATUR, EFFINGHAM
WACONNE, MARION, MT. VERNON
QUINCY, ROBINSON, ROCK
ELIANT, ROCKFORD, SPRINGFIELD



- **City Colleges of Chicago:** PepsiCo offers up to 40,000 annually and provides jobs training for merchandising, warehouse personnel, commercial truck drivers, maintenance mechanics and manufacturing technicians
- **After School Matters:** Provides after-school and summer programs for high schoolers in Chicago. PepsiCo serves on its advisory board and hosted two high school interns in 2018
- **Operation Warm:** Provides new winter coats to children in need across the U.S., including in the greater Chicago region, with the Chicago Housing Authority, and supports the annual coat drive in Chicago
- **PepsiCo Showdown:** PepsiCo supports Buddy's Helpers, an annual community service campaign and off-the-field empowerment resource for Chicago-area high school students; athletes
- **The Hatchery/Impact Culinary:** With local restaurants, nonprofits and the National Restaurant Association, PepsiCo helps train young people disconnected from the workforce and formerly incarcerated populations for careers in restaurants and foodservice
- **Food For Good:** Throughout Food for Good, we make nutritious food more accessible to families in need. In greater Chicago, we partner with organizations such as the Greater Chicago Food Depository and Common Threads. In Galesburg, we partner with the United Way of Knoxville



Some of our key partners include:

- Bradley University
- Chicago State University
- Chicago Theatre
- DePaul University
- Illinois Institute of Technology
- University of Chicago
- University of Illinois Schools
- Southern Illinois University
- Western Illinois University
- Winder Field (Chicago Cubs)



Some of the products we produce include



Beverages: 7-Eleven, Diet Mountain Dew, Diet Pepsi, Fanta, Mountain Dew, Mug Root Beer, Pepsi, Pepsi Zero Sugar, Sierra Mist

Food Aunt Jemima pancake mix, Corn'n Crunch cereal, Quaker 100% Natural Cereal, Quaker Chewy Granola Bars, Oatmeal Squares cereal, Oh's cereal, Rice-A-Roni



We believe in building a workforce that reflects the diverse consumers and communities we serve. We also celebrate diversity throughout our supply chain by working with communities of all races, genders and sexual orientations.

In Illinois, we spend
\$32.6M with diverse
suppliers

We strive to reduce our environmental impact while growing our business and helping to meet the food, beverage and natural resource needs of our changing world. Here's a snapshot of our progress in the state:

- **1.5K** PEP recycling bins deployed across the state (**384.3K** pounds of recycled material recovered)
- **450** K-12 schools in the state with PEP recycling bins (**1M** pounds of recycled material recovered)



SERVICE EXCELLENCE



PEPSI DIRECT PEPSICO PARTNERS

- **Pepsi Direct – Order and Delivery Support**
 - Live support team ready to write your perfect order Mon-Fri 7am-9pm
 - Innovation updates and product info
 - Commitment to meet your needs
 - Outbound Calls
- **PepsiCo Partners – Online Ordering**
 - Online ordering ability and ordering guidelines
 - Manage multiple accounts
 - Product Information
 - Product Pricing on screen
 - Updated Delivery Status
 - Live Chat support Mon-Fri 7am-9pm



FOOD SERVICE SALES TEAM AND DELIVERY

- **Pepsi Food Service Sales Rep designated to assist with all customer needs**
 - Product selection recommendation
 - Planogram beverage coolers
 - Introduce innovative brands
 - Maximize sales and revenue
 - Equipment optimization
- **Delivery**
 - Designated delivery day and frequency
 - Bottle, can, fountain, C02 deliveries on one truck
 - Safety precautions in place to follow Covid-19 guidelines



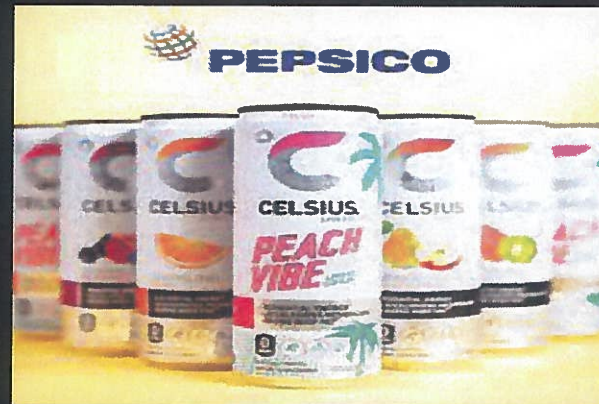
PEPSI EQUIPMENT SERVICES

- **Service Commitment**
 - Timely response to fountain and cooler/vendor issues
 - Minimize Downtime
- **PES Service Center**
 - Calls answered 24/7; 365 days a year
 - Trained team for troubleshooting over the phone
 - Technician will be dispatched to resolve equipment issues
- **Preventative Maintenance**
 - Scheduled proactive maintenance with a 70-point checklist
- **Diversified Equipment**
 - Coolers and Vendors – diverse graphic options and energy-rated equipment
 - Fountain – countertop, bar guns, and more. Geared to fit your business needs

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2023 FOCUS & NEW BRANDS

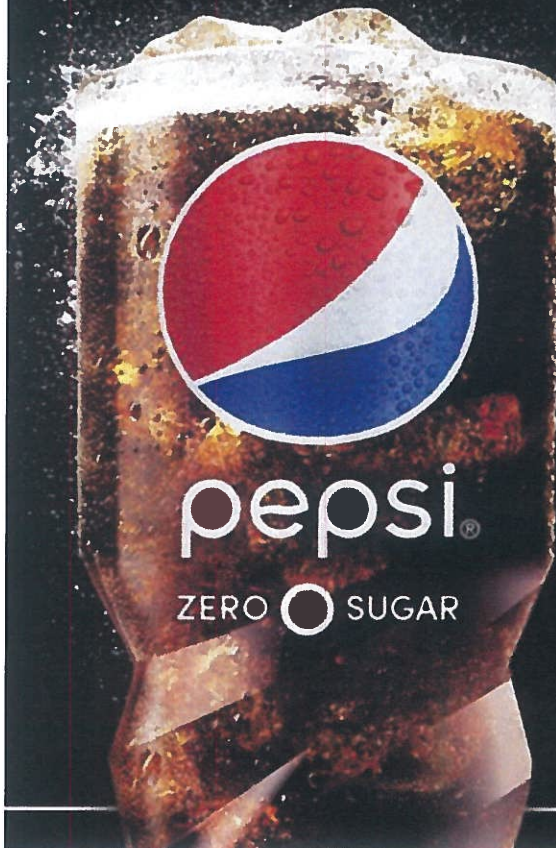


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PEPSI ZERO SUGAR

NOW AVAILABLE ON FOUNTAIN



WHAT IS IT?

- ✓ Pepsi Zero Sugar is the only soda with zero calories and maximum Pepsi taste!
- ✓ NOW AVAILABLE ON FOUNTAIN!
- ✓ FTN Pepsi Zero Sugar has been reformulated to be the best tasting Pepsi zero cola
- ✓ Optimized to include the latest sweetener and flavor technology

WHO IS IT FOR?

- ✓ The new formula is preferred with younger consumers (based on consumer testing)
- ✓ Appeals to Gen Z (up to age 20) and Gen X (ages 21-37) consumers
- ✓ Skews younger and male compared to older and female for Diet Pepsi
- ✓ Consumers enjoy Pepsi Zero Sugar to:
 - Enhance their food (160 index)
 - Seeking to energize oneself (155 index)
 - Re-energizing new option for health-conscious refreshment

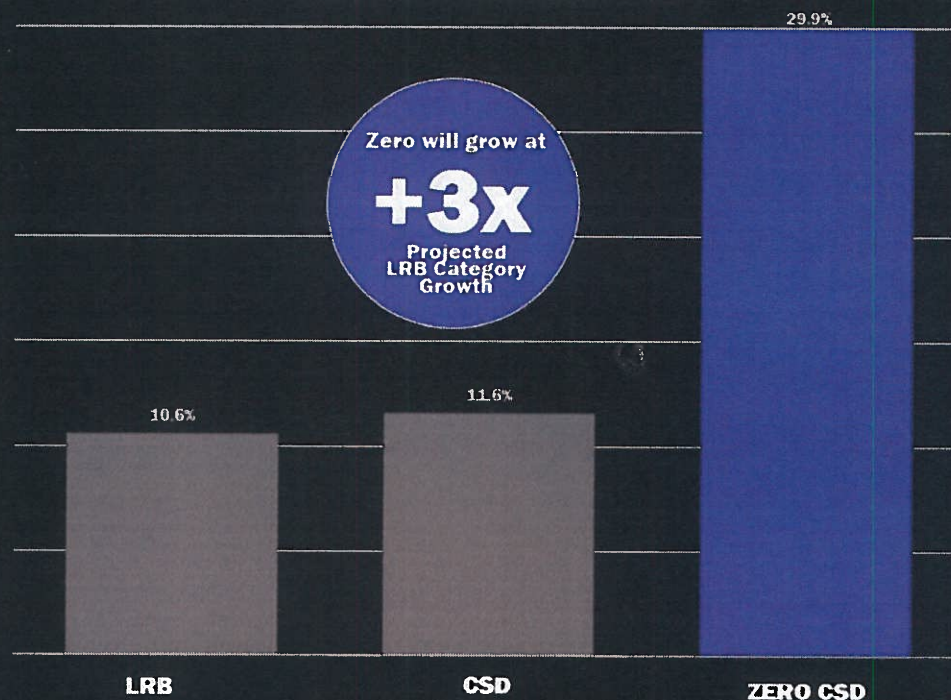


THE CSD CATEGORY IS TRANSFORMING

ZERO WILL GROW AT 3X THE CATEGORY



\$ SALES % GROWTH L52W



INTRODUCING STARRY



Top Testing
Brand concept



WHAT IS IT?

Starry is a crisp, refreshing lemon-lime soda with a bite, made for and alongside Gen Z. It's made to provide a small lift to provide a momentary escape in a chaotic world.

LAUNCH TIMING

P1 Week 2 (January 9, 2023) Nationally

WHO IS IT FOR?

This brand is for multicultural Gen Z, who don't yet have a lemon lime soda brand that speaks to them. Current category leaders resonate more with Millennials or have minimal ad recall overall.

KEY INSIGHTS

- 68% of Consumers Ready and Willing to Try New Lemon Lime Brand
- 65% of Lemon Lime drinkers are under age 40
- 131 Index: Gen Z Lemon Lime Consumption vs other CSD flavors

PRODUCT DETAILS

- Flavors: Starry, Starry Zero Sugar
- Packages: 12oz 12pk, 20oz, 2L, 16.9oz MPP, 7.5oz 6pk, 12oz Cube, 16oz 6pk, 7.5oz 10pk

SUGGESTED RETAIL PRICE*

Line price with Pepsi and Dew

**Pricing at Discretion of Bottler/Retailer*

INTRODUCING FAST TWITCH - A NEW ENERGY DRINK FROM



ADVANTAGED INGREDIENT BUNDLE: 200MG OF CAFFEINE, ELECTROLYTES, B-VITAMINS

WITHOUT THE EXTRAS: ZERO SUGAR, NO ARTIFICIAL FLAVORS OR COLORS FROM ARTIFICIAL SOURCES

SUPERIOR EXPERIENCE: RESEALABLE, NON-CARBONATED FORMULA OPTIMAL FOR ACTIVE, ON-THE-GO USAGE

BEST IN CLASS TASTE & FLAVOR: LAUNCHING 6 FLAVORS IN 12OZ SINGLE SERVE

DELIVERS AN UNRIVALED AND UNBEATABLE BRAND & PRODUCT PROPOSITION



CREDIBLE

With the legacy of helping athletes reach their potential for over 50 years



ADVANTAGED

We've included ingredients with evidence to help ignite athlete performance



AUTHENTIC

So that the best athletes in the world choose Fast Twitch



CELSIUS.
LIVE FIT

ESSENTIAL ENERGY

CELSIUS is a better-for-you, premium alternative to traditional energy drinks. It has zero sugar and is made with premium ingredients like ginger, green tea and guarana.



0
SUGAR

GF
GLUTEN
FREE

U
KOSHER

NON
GMO



50/50
MALE /
FEMALE
CONSUMER

18-44
TARGET / AGE
DEMOGRAPHICS

GROWING
17X
FASTER THAN
CATEGORY

UP
12%
IN VELOCITY
VS YA

UP
153%
IN GROWTH
VS YA

A collection of various food and beverage products arranged in a grid on a blue background. The products include: Pepsi (cup), Starbucks (coffee), Hello Goodness (juice), Gatorade (juice), The Harvest (nuts), Naked (juice), Grandma's (cookies), Life Water (water), Gatorade (juice), Lay's (chips), SunChips (chips), Starbucks (coffee), Gatorade (juice), Miss Vickie's (chips), Doritos (chips), Pure Leaf (tea), Pepsi (cup), Chewy Bites (chips), Starbucks (coffee), Doritos (chips), Sweet Peas (chips), Cheetos (chips), Kickstart (juice), Miss Vickie's (chips), and a variety of other snacks and drinks.

PROPOSAL OVERVIEW & FINANCIAL SUPPORT

PROPOSAL OVERVIEW



PROPOSAL

- **Term Length:**
 - The later of **3 years** from the date of signing or until such time as volume commitment is met
 - **A Maximum Annual Price Increase of 5% will be initiated throughout the term of this contract.**
- **Volume Commitment**
 - **10,950 of cases/gallons over 3 years**
 - **3,650 cases/gallons annually**
 - 1,300 gallons of Fountain BIBS
 - 2,300 cases of Bottle and Cans
 - 50 cases of Full Service Vending
- **Exclusive Beverage Rights:**
 - Pepsi Beverages Company will be the exclusive beverage provider of all non-alcoholic beverages
- **Equipment:**
 - Pepsi-owned equipment loaned at no charge
 - Service and repair at no charge
- **Payment of Funds:**
 - Annual Support Funds to be paid by Pepsi each year within 60 days of contract date

FUNDING

- **Annual Sponsorship Funds:**
 - **\$ 15,000 to Wheaton PD each year for 3 years. (\$ 45,000 maximum funding)**
- **Rebates**
 - **B&C Rebates**
 - 20oz CSD: \$2
 - 20oz Aquafina: \$2
 - 20oz Gatorade: \$2
 - 16.9oz Aquafina \$1
 - 12oz/12pkFM CSD: \$1
 - **FTN Rebates**
 - **3G & 5G BIB: \$2.50/gal**
- **Discretionary Marketing Fund:**
 - **\$1,500** in available funding each year toward Pepsi marketing programs, POS, banners, etc.
 - Funding only available through Pepsi's internal point of sale service: POS Direct
 - Unused money will remain with PepsiCo
 - Funding will not roll over annually
 - All marketing funding used at the discretion of the Pepsi Food Service sales team

PRICING AND FREE GOODS

- **BIB PRICING OVERVIEW**
 - **NATIONAL PRICING:**
 - 3G: \$20.58
 - 5G: \$19.90
- **On-Ticket Pricing of Bottle & Can:**
 - **Decrease in case cost on:**
 - 20oz Gatorade
 - 20oz Aquafina
 - 20oz CSD
- **Main pricing focus:**
 - 20oz Gatorade
 - 20oz CSD
 - 20oz Aquafina

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PRICING BREAKDOWN



Package	Brand Type	Count Per Case	Current Cost Per Case (2023)	Proposed Cost Per Case (2023)	Cost +/-	2021 Volume	Estimated Annual Savings
20 oz	Core CSD	24	\$30.46	\$26.25	-\$4.21	500	\$2,105.00
20 oz	Aquafina	24	\$19.83	\$14.70	-\$5.13	600	\$3,078.00
20 oz	Gatorade	24	\$31.81	\$26.25	-\$5.56	1,000	\$5,560.00
12oz Can	Core CSD	24	\$14.14	\$15.87	+\$1.73	100	\$173.00
16.9oz	Aquafina	24	\$6.77	\$12.79	+\$6.02	100	\$602.00
3G BIB	CSD	3	\$19.15	\$20.58	+\$1.43	650	\$929.50
5G BIB	CSD	5	\$18.53	\$19.90	+\$1.37	650	\$890.50

ESTIMATED ANNUAL SAVINGS:

\$8,148

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REBATE BREAKDOWN



CASE/GALLON SIZE	BRAND	REBATE PER CASE/GALLON	2021 VOLUME	ESTIMATED REBATES/YEAR	ESTIMATED REBATES OVER 3 YRS
5 Gallon BIB	CSD	\$2.50	650	\$1,625	\$4,875
3 Gallon BIB	CSD	\$2.50	650	\$1,625	\$4,875
20oz/24pk	CSD	\$2	500	\$1,500	\$4,500
20oz/24pk	Gatorade	\$2	1,000	\$2,000	\$6,000
20oz/24pk	Aquafina	\$2	600	\$1,200	\$3,600
16.9oz/24pk	Aquafina	\$1	100	\$100	\$300
12oz Can/24pk	CSD/Flavors	\$1	100	\$100	\$300
			TOTAL	\$8,150	\$24,450

Rebates based upon 2021 full year volume

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TOTAL SPONSORSHIP OVERVIEW



Year	Annual Sponsorship	Estimated Rebates	Marketing Support (POS Direct Annual Available Funds)	Total Estimated PepsiCo Sponsorship
1	\$15,000	\$8,150	\$1,500	\$24,650
2	\$15,000	\$8,150	\$1,500	\$24,650
3	\$15,000	\$8,150	\$1,500	\$24,650
Total Over Term	\$45,000	\$24,450	\$4,500	\$73,950

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WE THANK YOU & LOOK FORWARD TO
THE OPPORTUNITY TO CONTINUE OUR
PARTNERSHIP WITH Wheaton Park District !



**PEPSICO
BEVERAGES**
North America

