

**ATTENTION CENTRAL DIVISION PSR, MERCHANDISERS, BCR, GEO REPS,  
TSL, ASM, AREA DIRECTORS, MD, OTS CDARS, RETAIL KAM, DOR**

# **P9-P10 FALL FOOTBALL INCENTIVE**

**Grow your Route or Territory CSD & Rockstar  
Net Revenue +5% vs PY during P9-P10 2025  
and earn Rewards Points to shop for cool  
gear at [gopcrewards.com](https://gopcrewards.com)**

## **HOW IT WORKS**

- **PSRs = 150 Reward Points**
- **SDL/TSL/KAM/OTS = 200 Reward Points**
- **ASM/DOR/MD/AD = 300 Reward Points**

## **BONUS KICKER!**

**Grow route or territory CSD & Rockstar NR +10% vs PY for an additional 100 Reward Points!**

## **DISPLAY & WIN!**

**Earn 25 Reward Points for every Take Home  
Display you place during P9-P10 2025.**

- **Qualifying packages:** 12oz 12pk FM, 16.9oz 6pk
- **Must Include Core 6 + BAJA :** Pepsi, Pep Zero, Diet Pepsi, Starry\*, Dew, Diet Dew, Baja Blast
- **50cs minimum – LF; 20cs minimum – SF**
- **All displays must be priced & follow brand flow to qualify**

*\*Starry not required to be on display for locations that do not carry.*

**Earn 25 Reward Points for every incremental  
shipper you place during P9-P10 2025.**

- **Eligible Shippers Include:**
  - Mountain Dew Trolli
  - Muscle Milk Evergreen
  - Bubbl'r Evergreen
  - SBUX Pumpkin Spice
  - CSD Evergreen
  - Gatorade Mashup Shipper

## **ADD ON BONUS**

- **Include Dew Trolli LTO 12pk on display for additional +10 BONUS POINTS EACH (2cs min)**
- **Feature Dew Trolli POS on display for additional +10 BONUS POINTS EACH**
  - **POS includes:** Endcap header
  - Excludes static clings, case cards, basewrap
- **Add Mini Can 10pks on take home display for additional +10 BONUS POINTS (10cs min)**
- **Feature any Po1 or GPP Fall Football POS on display for additional +10 BONUS POINTS EACH**
  - **POS includes:** Po1 Football Pallet Kit, Endcap Header, Display Builders, Faux Walls w/ lug ons, Pallet Toppers, Headers, Dump Bins & Pole Toppers, tailgate truck, standees
  - Excludes static clings, case cards, basewrap
- **Maximum 200 Reward Points per display / Maximum 1400 Reward Points for total program**



**Simply scan this QR code to submit qualifying  
display photos to [pc2254.pcbigdisplay.com](https://pc2254.pcbigdisplay.com)**

- Duplicate photo entries will be disqualified.
- All display photos must be submitted by October 4, 2025 for executions secured during the August 10 through October 4, 2025 incentive timing.
- On-line upload site will be disabled at 11:59 EST on October 4, 2025.

This sales incentive is subject to applicable taxes required by law. Employees receiving this award will be taxed within 1-2 pay cycles after the incentive period closes less unforeseeable administrative challenges. Employees who wish to not participate must notify their manager, in writing, prior to the start of the incentive period.



## **HUNDREDS OF ITEMS TO CHOOSE FROM**

**Use your reward points now or add them  
to your existing 123rewards account along  
with points you have earned from other  
Reward Point Programs and save for higher  
value rewards!**