

# HARPOON

LOVE BEER. LOVE LIFE.

## DRINK. LAUGH. REPEAT. WIN.

Beer is best enjoyed with friends. And it's even better when there are games involved. Sure, a beach house would be nice—but with the right toolkit, the best Summer Vacation can happen anywhere. So come on out and have a beer with us—at a bar promo, a Harpoon Festival, or at one of our Breweries! Your participation in these events will earn you points toward some really great once-in-a-beer-lifetime prizes. And we think you'll have some fun along the way. We're sure we will! Here's to a year of Love Beer. Love Life. with you in 2017!

### LOVE LIFE

From grills to cornhole, coolers to concerts, we've got your Summer covered. Have a beer with us, and win a chance to take home any of a long list of great prizes.

### TIMING

6/1–7/31

### FEATURED PRODUCTS

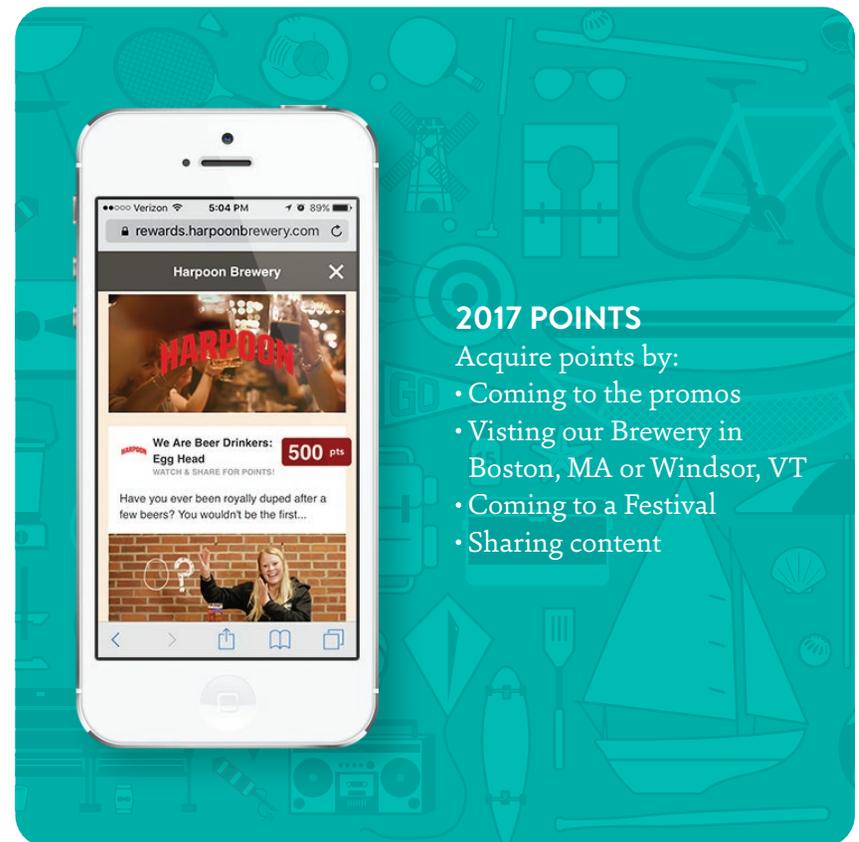
Harpoon IPA  
Camp Wannamango  
Summer Vacation Mix Pack

### PROMOTIONAL SUPPORT

Interactive POS: Spinning wheel

### PREMIUMS & PRIZES

Grills, backyard games, cornhole boards, patio umbrellas, coolers, sunglasses, game tickets, concert tickets—and more!



### 2017 POINTS

Acquire points by:

- Coming to the promos
- Visiting our Brewery in Boston, MA or Windsor, VT
- Coming to a Festival
- Sharing content