

# Plano HQ Event

## TPW Branding



September 12-30<sup>th</sup>

- Engagement wall with all 7 behaviors
- TPW themed wrap on the 6 pillars (reusable)

## Photobooth



September 13<sup>th</sup>

- Photobooth for Kickoff event Sept 13<sup>th</sup> 11am-1pm
- Employees can print/post photos on wall
- Option to choose from different photo designs
- Custom props with TPW icons

## TPW Behavior Raffle

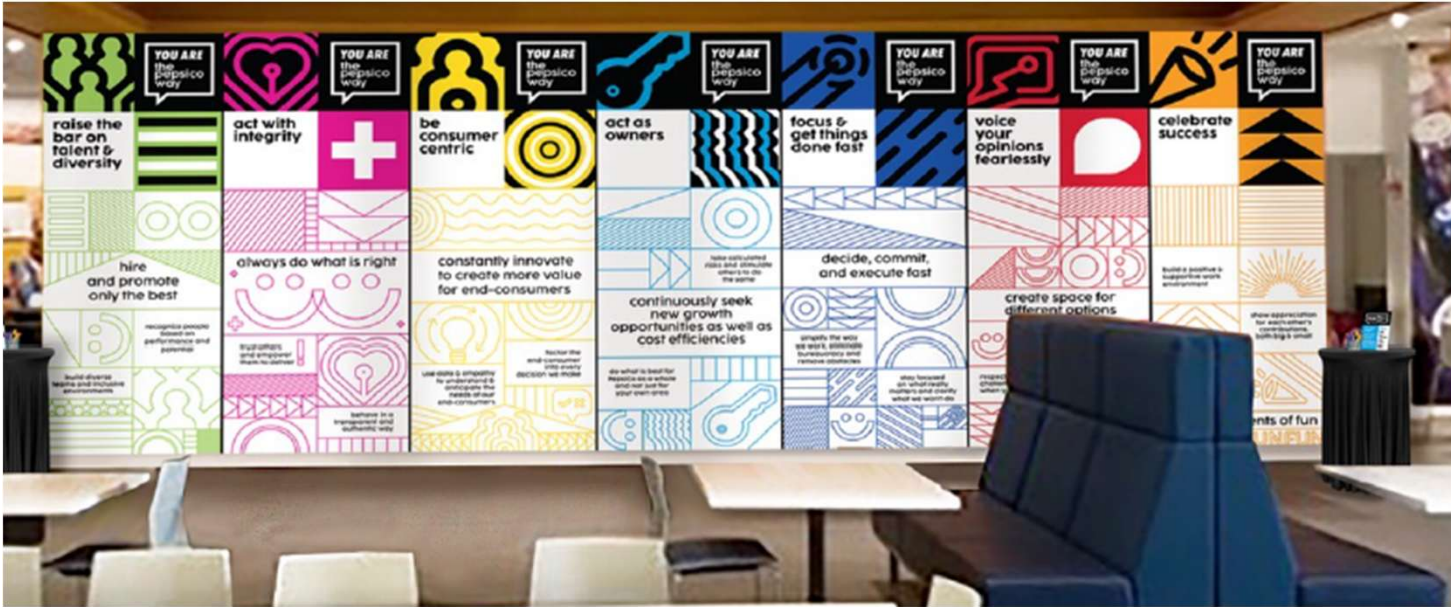


September 13-30<sup>th</sup>

- Create engagement from Sept 13<sup>th</sup> -Sept 30<sup>th</sup>
- 7 different prizes
- Each prize is tied to a behavior
- Employees need to complete an “action” for each behavior
- QR Code to a survey for raffle entry
- Winners will be drawn on Sept 30<sup>th</sup>



# TPW Branding



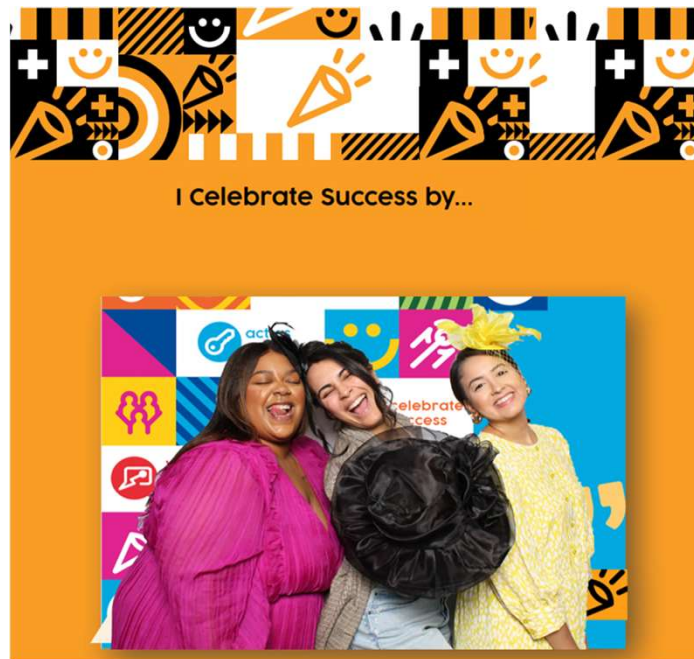
Columns



Column Panels



# Photobooth



*Employees can engage with the TPW wall by posting one of their two copies under one of the behaviors.*

# TPW Behavior Raffle Sept 13-30<sup>th</sup>

reignite the pepsiCo way

Share how you live The PepsiCo Way and enter our contest to **Win A Prize!**

Complete the "ACTION" of a behavior and enter for a chance to win a prize! Enter as many times, as long as you submit proof of completing each action. One photo is equal to one entry. It is not required to respond to each action. Photo proof is required for entry.

Enter the TPW raffle for a chance to win prizes like season tickets to Six Flags, lunch for two, gift cards, PepsiCo branded swag items, and more! Scan the QR code for details on each raffle prize and how to enter.

Submit a photo or screenshot of each action to be entered into the raffle at [bit.ly/tpwraffle](https://bit.ly/tpwraffle) or use the QR code below.

<p><b>act as owners</b></p> <p><b>Let Us Know How You Promise To Live The PepsiCo Way!</b></p> <p>At Plano HQ: Engage with the TPW art wall in the cafeteria from Sept 13th – Sept 30th.</p> <p>Outside of HQ: Snap a selfie of you and your promise to live out a TPW behavior using the photo templates found here <a href="https://bit.ly/reignitepw22">bit.ly/reignitepw22</a> or by scanning the QR Code.</p>	<p><b>be consumer centric</b></p> <p><b>How Does Your Team Live Out Be Consumer Centric?</b></p> <p>Let us know on Yammer how you or your team lives out Be Consumer Centric. Be sure to tag your post #PFNAREigniteTPW and take a screen shot to use as your contest entry.</p>	<p><b>celebrate success</b></p> <p><b>Celebrate Success By Sending Smiles!</b></p> <p>Send a Smile to a colleague and recognize them for a recent achievement.</p> <p>Go to <a href="https://smiles.mypepsico.com">smiles.mypepsico.com</a> and be sure to take a screenshot of your Smiles post to use as your contest entry!</p>	<p><b>act with integrity</b></p> <p><b>Donate To A Local Food Drive</b></p> <p>Drop off 3+ cans to your local food bank or in the Food for Good branded bin at Plano HQ located by TPW art wall in the cafeteria.</p> <p>Take a pic and use it as your contest entry.</p>
<p><b>focus and get things done fast</b></p> <p><b>TPW Activity Book</b></p> <p>Have someone in your family or yourself complete one of the activities in the TPW Activity Book. Take a pic of your work and submit to win!</p> <p>You can find the Activity Book here <a href="https://bit.ly/tpwactivitybook">bit.ly/tpwactivitybook</a> or by scanning the QR Code.</p>	<p><b>raise the bar on talent and diversity</b></p> <p><b>Participate in Festival of Learning</b></p> <p>Attend at least one Festival of Learning event! Scan the QR code to learn more about the Festival of Learning event or visit the site at <a href="https://bit.ly/tpw22foL">bit.ly/tpw22foL</a>.</p> <p>Take a screenshot of your attendance and use it as your contest entry.</p>	<p><b>voice opinions fearlessly</b></p> <p><b>Complete the 2022 Org Health Survey</b></p> <p>Complete the annual Org Health Survey launching on Sept 22nd. Submit a screenshot of your completion as your contest entry.</p>	<p><b>SCAN TO ENTER THE CONTEST</b></p> <p>*You can find detailed info on each prize by scanning the QR code.</p>  <p><a href="https://bit.ly/tpwraffle">bit.ly/tpwraffle</a></p>



Raffle runs from Sept 13th – Sept 30th





# Tri Fold –Front

## Share How You Live The PepsiCo Way!

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Raffle runs from Sept 13th – Sept 30th

## Tri Fold-Back

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enter our contest to **Win A Prize!**

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**September 13th – September 30th**

# Raffle Prizes

Act As Owners	IN PROGRESS	\$ 84.71	Pepsi Permasteel Picnic Cooler-- <a href="https://shoppepsicopremiums.com/index.php?route=product/product&amp;product_id=11397&amp;prd_brand=PEPSI">https://shoppepsicopremiums.com/index.php?route=product/product&amp;product_id=11397&amp;prd_brand=PEPSI</a>
Be Consumer Centric	IN PROGRESS	\$ 100.00	Four Alamo Drafthouse Cinema tickets (Alamo might be coke pour so might have to go with Regal Cinemas)
Celebrate Success	IN PROGRESS		Four season passes to Six Flags
Act With Integrity	IN PROGRESS	\$ 82.88	Ruffles Columbia Backpack-- <a href="https://shoppepsicopremiums.com/index.php?route=product/product&amp;product_id=10655&amp;prd_brand=Ruffles">https://shoppepsicopremiums.com/index.php?route=product/product&amp;product_id=10655&amp;prd_brand=Ruffles</a>
Focus And Get Things Done Fast	IN PROGRESS	\$ 100.00	lunch for two at Pepsi pour restaurant
Raise The Bar On Talent And Diversity	IN PROGRESS	\$ 100.00	Mystery Swag Bag-- items provided by Kathy (TBD) <a href="https://shoppepsicopremiums.com/index.php?route=product/product&amp;product_id=7837&amp;filter=collection-1-10-minimum">https://shoppepsicopremiums.com/index.php?route=product/product&amp;product_id=7837&amp;filter=collection-1-10-minimum</a>
Voice Your Opinions Fearlessly	IN PROGRESS	\$ 90.59	PepsiCo Tech Gift Set-- <a href="https://shoppepsicopremiums.com/index.php?route=product/product&amp;product_id=5926&amp;prd_brand=PEPSICO">https://shoppepsicopremiums.com/index.php?route=product/product&amp;product_id=5926&amp;prd_brand=PEPSICO</a>

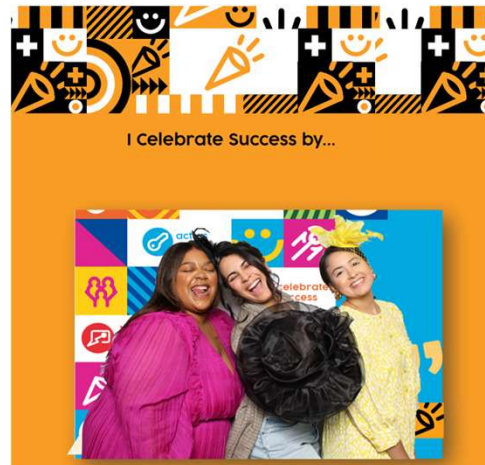
# Plano HQ Event - Cost

## TPW Branding



Asset	Cost
Interactive Vinyl Wall- 7 TPW behaviors	\$1,406.05
6 Pillar Wraps	\$6,061.00
Creative Development of Assets	\$6,500.00
Event Planning & Activation	\$3,500.00
Install and Tear Down	\$992.00
<b>Total</b>	<b>\$18,459.55</b>

## Photobooth



Asset	Cost
Photobooth Rental- 2 Hour	\$2,125.50
Green Screen	-
Custom Design	-
Custom Props	-
<b>Total</b>	<b>\$2,000</b>

## TPW Behavior Raffle



Asset	Cost
7 Prizes (Estimate)	\$1,000
Swag give-aways & Tri-fold promo	\$2,000
<b>Total</b>	<b>\$3,000</b>



# Reignite TPW Calendar

Week	September 12th	September 13th	September 14th	September 15th	September 16th
Week 1	<p><b>TPW Re-Ignite Kickoff</b></p> <ul style="list-style-type: none"><li>• Message from Ramon</li><li>• Digital TPW Stories Book</li></ul>	<ul style="list-style-type: none"><li>• Re-Ignite TPW Plano HQ Event</li><li>• PFNA Kick-Off Message</li></ul>	<ul style="list-style-type: none"><li>• Exec Spon. Video / Post</li></ul>	<ul style="list-style-type: none"><li>• Exec Spon. Video / Post</li><li>• Adelante HHM Kick-off</li></ul>	<ul style="list-style-type: none"><li>• Exec Spon. Video / Post</li><li>• Celebrate Success: Six Flags Family Event</li></ul>
Week 2	<p><b>September 19th</b></p> <ul style="list-style-type: none"><li>• Exec Spon. Video / Post</li><li>• PepsiCo Foundation NGO 10AM and 2PM Central</li></ul>	<p><b>September 20th</b></p> <ul style="list-style-type: none"><li>• Exec Spon. Video / Post</li><li>• Honing Your Craft ft. Tony Hawk</li><li>• Global SC Agility</li></ul>	<p><b>September 21st</b></p> <ul style="list-style-type: none"><li>• Exec Spon. Video / Post</li><li>• Racial Equality Journey</li><li>• The Race For A Vaccine</li></ul>	<p><b>September 22nd</b></p> <ul style="list-style-type: none"><li>• Exec Spon. Video / Post</li><li>• Executive Presence</li><li>• PepsiCo Positive</li></ul>	<p><b>September 23rd</b></p> <ul style="list-style-type: none"><li>• TPW Closing Message</li><li>• <b>ORG HEALTH</b></li></ul>
Week 3	<p><b>September 26th</b></p> <ul style="list-style-type: none"><li>• Think Like a Futurist</li><li>• Web3 and the Metaverse</li></ul> <p><b>ORG HEALTH</b></p>	<p><b>September 27th</b></p> <ul style="list-style-type: none"><li>• Digital Transformation</li><li>• How Data Will Transform PepsiCo</li></ul> <p><b>ORG HEALTH</b></p>	<p><b>September 28th</b></p> <ul style="list-style-type: none"><li>• Energy &amp; Resilience in a "Always On" World</li><li>• Artificial Intelligence</li></ul> <p><b>ORG HEALTH</b></p>	<p><b>September 29th</b></p> <ul style="list-style-type: none"><li>• Leadership in a Digital World</li><li>• Agility</li></ul> <p><b>ORG HEALTH</b></p>	<p><b>September 30th</b></p> <ul style="list-style-type: none"><li>• <b>ORG HEALTH</b></li></ul>