

DOOM!
THYME



WITBIBER





SAY IT

TOO MANY

FARE



UPON THE SUN



WATSON

TODAY IS OUR BIRTHDAY HAPPY BIRTHDAY TO US



Thanks for drinking our beer.

Really. We mean it.

It's been a long, fun year and you have been with us from the very beginning. As a way of showing our appreciation, come down to party with us on Sunday, Dec. 9 for our One Year Anniversary. We'll have 10 beers on tap, plus a special cask of Free Will Pale.

And, because we like you a lot, we're bringing back Rice Rice Baby for a limited time. One of our favorite local bands will be playing and The Herban Legend will be on-site.

We can't think of a better way to celebrate this occasion than with friends like you.

SUNDAY
DECEMBER 9th
at our Tap Room

SUNDAY DECEMBER 8th AT OUR TAPROOM



We're two!

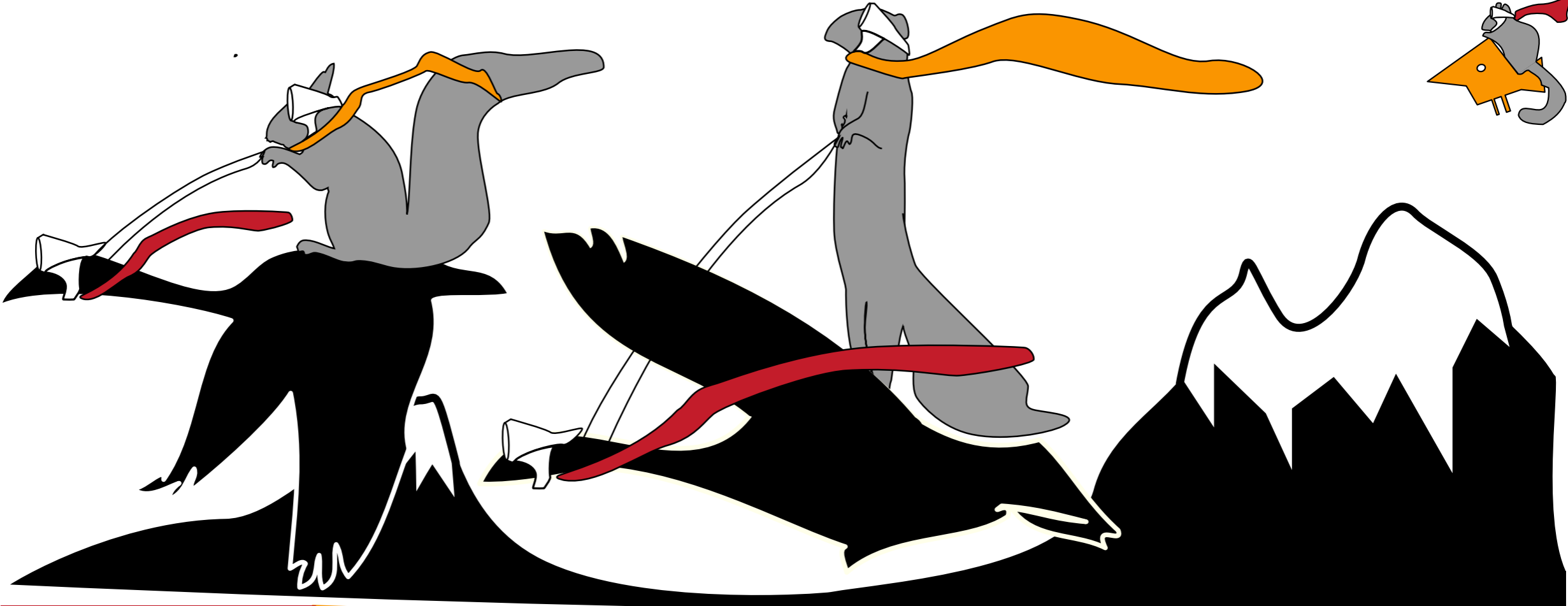
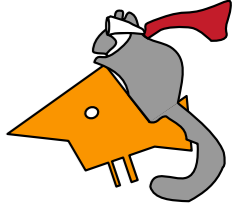
Great things come in twos. Peanut butter and jelly, Calvin and Hobbes, peanuts and beer...

Know what else is another cool two? Our second-ever bottle release, Puppies on Penguins. For the last year, The Pride has hung out in red wine barrels and mingled with sweet cherries. We decided that we'd rather share it with you than keep it to ourselves.

So join us on Dec. 8 for this one-of-a-kind bottle release! We'll have other great specialty beers on tap throughout the day and music by some local favorites.

Without you, we wouldn't have gotten this far, so we want to celebrate with you! Consider this your formal invitation to Birdsong's birthday bash.

Cheers!



BIRDSONG BREWING CO. SQUIRRELS ON GEESE

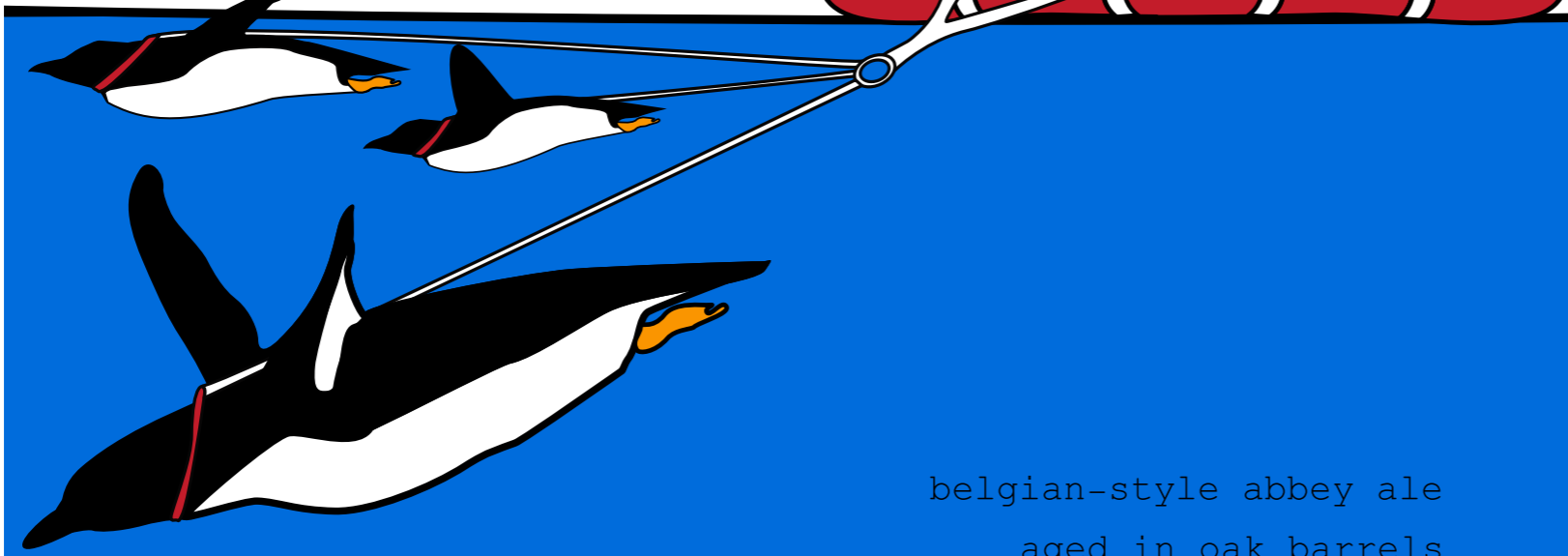
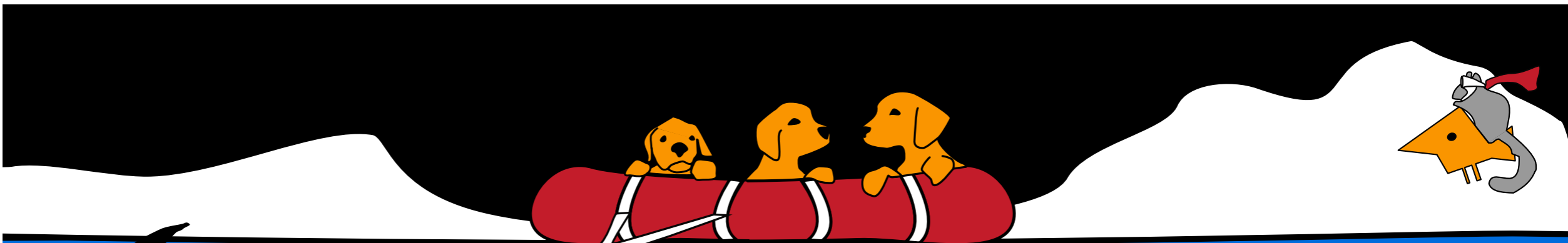
contents: 1 pint, 6 fluid ounces | 7.0% alcohol by volume
brewed and bottled by Birdsong Brewing LLC in charlotte, nc

ale aged in oak barrels
bottle conditioned
live beer, pour with caution

The legend goes that once upon a time settler squirrels in the New World moved West. The land across the Mississippi held great promise of golden acorns and the tallest trees known to rodents. Through the powers of persuasion, they coaxed some geese into flying them across the river. Squirrels of all kinds are now across the U.S. and geese are still a little scary. Great myths like this helped create our Take Flight series. Enjoy Squirrels on Geese and see where history takes you.

GOVERNMENT WARNING: (1) According to the Surgeon General women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

GOVERNMENT WARNING: (1) According to the Surgeon General women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.



belgian-style abbey ale
aged in oak barrels

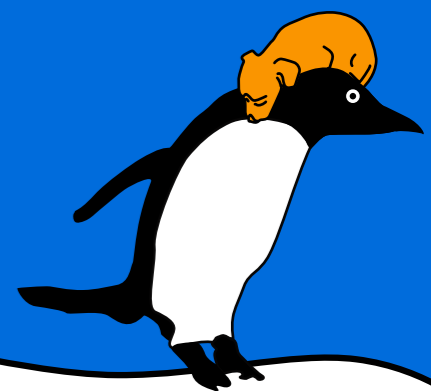
**BIRD
SONG
BREWING CO.**

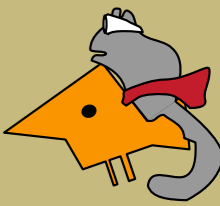
PUPPIES ON PENGUINS

contents: 1 pint, 6 fluid ounces | 8.4% alcohol by volume
brewed and bottled by Birdsong Brewing LLC in charlotte, nc

One stormy night the good ship Lollipop sailed for North Carolina carrying needy puppies. In a fateful turn, the ship crashed against an iceberg and the pups were thrown into the icy depths. They were cold, lost, and scared. From the shadows, friendly penguins waddled toward them. These adorable creatures offered to swim them home. It was a long swim but, hey, it was no big deal. Penguins are excellent swimmers. In no time, the puppies were delivered safe to the warm shores of Carolina.

We were impressed with the penguins' valor. Aren't you? So, for this edition of our Take Flight Series, we're donating \$1 from each bottle sold of "Puppies on Penguins" to the North Mecklenburg Animal Rescue.





TAKE
FLIGHT
SERIES



**BIRD
SONG
BREWING CO.**

TURTLES ON PTERODACTYLS

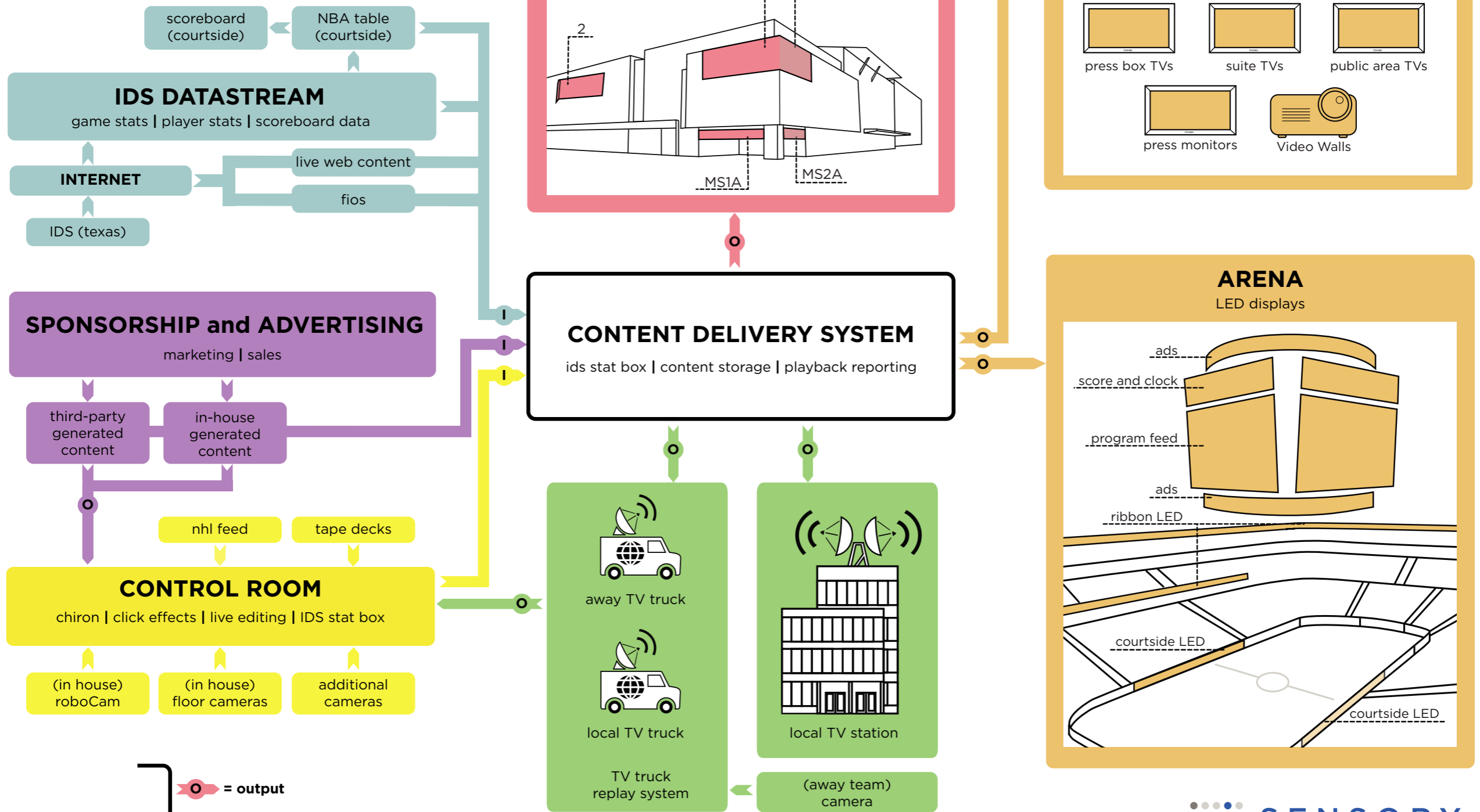
contents: 1 pint, 6 fluid ounces | 5.7% alcohol by volume
brewed and bottled by Birdsong Brewing LLC in charlotte, nc

stout aged in oak barrels
bottle conditioned
live beer, pour with caution

Once, friendly dino-turtles were caught in a volcanic eruption-- a dangerous time to be slow and steady. Fortunately, the vigilant Pterodactyl Rescue Squad noticed in time! As lava inched toward the turtles, the PRS swooped down and hitched the turtles to rescue vests. Lava and ash rained down but the turtle dudes were safe, thanks to the brave dactyls. Today, you, too, can harness the brave pterodactyls' spirits by drinking this beer with a good ol' dinosaur loving friend. Cowabunga!

GOVERNMENT WARNING: (1) According to the Surgeon General women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

PROPOSED CONTENT DELIVERY SYSTEM
VERIZON CENTER, D.C.



PROPOSED PATH TO EXCLUSIVITY
VERIZON CENTER, D.C.

SPONSORSHIP and ADVERTISING

marketing | sales

media sales

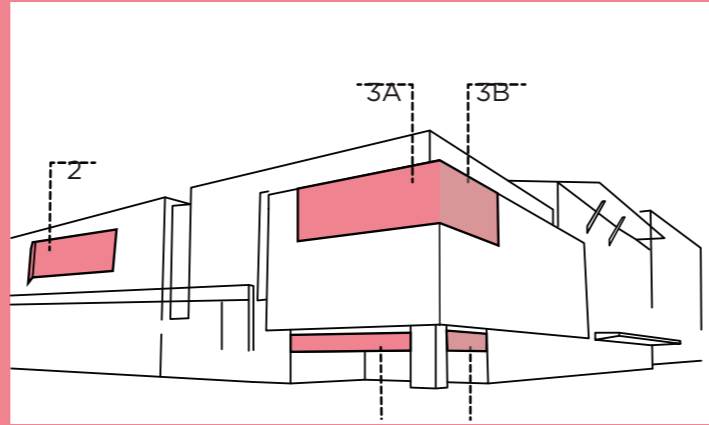
third-party

in-house

content

EXTERIOR

LED displays

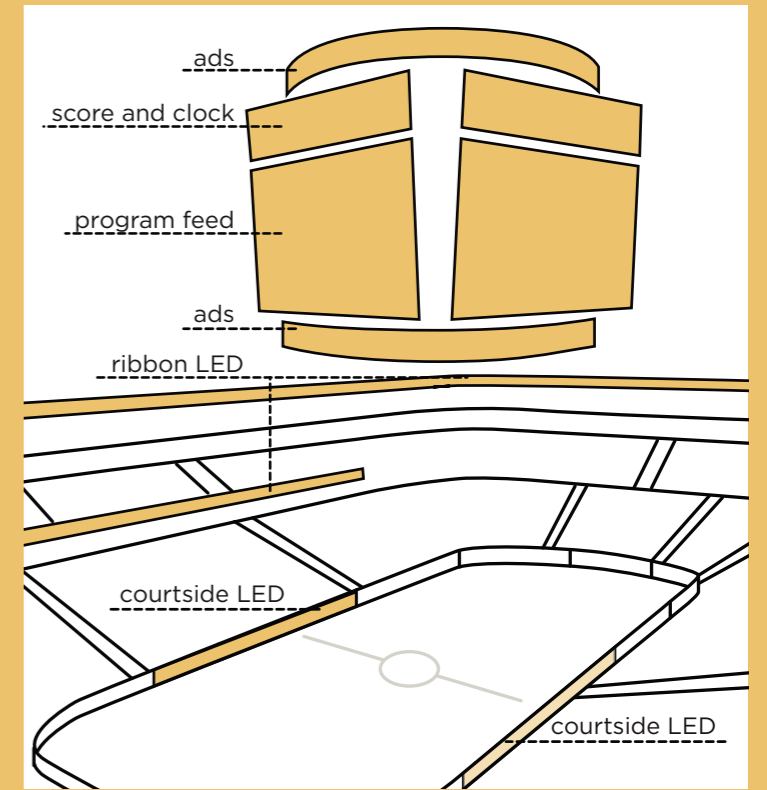


CONTENT DELIVERY SYSTEM

ids stat box | content storage | playback reporting

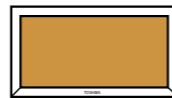
ARENA

LED displays

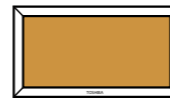


INTERIOR

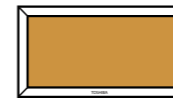
any channel | any feed | any stats or L-bar



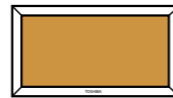
press box TVs



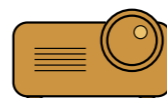
suite TVs



public area TVs



press monitors



Video Walls

