



Contact:

Anna Lingeris

The Hershey Company

717.649.7214

alingeris@hersheys.com

**THE HERSHEY COMPANY
2016 SPONSORSHIPS & PROMOTIONS FACT SHEET**

MAY-DECEMBER 2016

Hershey and Wounded Warrior Project® – The Hershey Company continues its support of the Wounded Warrior Project in 2016 with its Share Their Stories promotion and website, aimed at driving awareness and financial support for the organization and its programs. The *Hershey's* brand is creating limited-edition Wounded Warrior custom milk chocolate bars, and Wounded Warrior graphics will be proudly displayed on *Hershey's Kisses* Chocolates, *Hershey's Syrup*, *Hershey's Milk Chocolate* bars, and *Reese's* Miniatures packages.

SPRING 2016

Global Kit Kat® Promotion – For a limited time, *Kit Kat*® brand partnered with YouTube to transform every package of standard-sized *Kit Kat*® Bars into a portal to a great break. By following the QR code or URL on the front of pack, consumers were taken to fun, engaging content brought to them by *Kit Kat*® bars.

Hershey's Hello Happy Moments – With the new “Hello Happy. Hello *Hershey's*” campaign, the brand set out to remind people that happiness is a choice and that *Hershey's* products can be a facilitator of sweet, intimate, and personal moments of happiness. For the campaign launch, the brand inspired everyday “Hello Happy Moments” by popping up in places where America might not expect to have the option to choose happiness such as during their morning commute, in the office and at retail stores. *Hershey's* brand took over the New York City Times Square Subway station and invited commuters to engage with an interactive experience that created a photo postcard of themselves with *Hershey's* joyful creative. On April 28, 2016, the brand celebrated “Take Your Sons & Daughters to Work Day” at The Hershey Company with a “Hello Happy” snack break and at *Hershey's Chocolate World*™ stores across the country with surprise appearances of famous parents and their kids - who gave up their daily jobs to work at the retail locations to the delight of consumers.

SUMMER 2016

U.S. Olympic Committee – The Hershey Company is an official sponsor with the United States Olympic Committee and will support the U.S. Olympic and Paralympic teams during the Rio 2016 Olympic Games, PyeongChang 2018 Olympic Winter Games and Tokyo 2020 Olympic Games. The new partnership kicks off with the Rio 2016 Olympic Games. As part of the partnership, Hershey will work in tandem with the USOC to develop unique programming that ties the passion and pride of Team USA together with The Hershey Company for One Sweet Celebration.

U.S. Olympic Training Center Sweepstakes – To celebrate the success of Team USA at the Rio 2016 Olympic Games, The Hershey Company will provide fans with a once-in-a-lifetime experience to congratulate athletes upon their return from Rio during a special visit to the U.S. Olympic Training Center. As part of a national sweepstakes, one grand prize winner will receive a trip for four to Colorado Springs to the U.S. Olympic Training Center where they will be among the first to welcome athletes back to the states and share in their Olympic Games glory.

USA Gymnastics – In addition to the broader USOC partnership, The Hershey Company and its flagship brand, Hershey's™, has entered into a two-year partnership with USA Gymnastics as the exclusive confectionery sponsor through 2017. As an official sponsor of USA Gymnastics, *Hershey's*, America's iconic chocolate bar, will bring moments of goodness and patriotic pride to consumers, athletes and fans while elevating the passion for the sport nationwide.

FALL 2016

Reese's ESPN College GameDay – *Reese's* brand will return for its second year as an official sponsor of *ESPN College GameDay Built by the Home Depot* in the fall of 2016. The brand will celebrate the fandom of college football fans through a variety of creative television, digital and social content for *Reese's*, along with consumer-facing and retail initiatives. *Reese's* will also sweeten celebrations among *College GameDay* goers through exciting, interactive on-site activations at select *College GameDay* locations.

WINTER 2016

Reese's Senior Bowl – *Reese's* brand is the title sponsor of the *Reese's Senior Bowl*, the nation's premiere college football showcase, which annually features the country's best senior college football players and top pro football draft prospects. The next matchup is set for Jan. 28, 2017.

###