

## Heineken and Big Concerts announce a new partnership

Heineken has announced a multi-year partnership with Big Concerts as an official partner and sponsor of beverage and experience.

Big Concerts is a live entertainment company that has consistently hosted concerts, from theatre performances to sold-out stadiums. Through this partnership, Heineken seeks to combine live entertainment with a VIP experience.

For more, visit: https://www.bizcommunity.com