

# TAILGATE TOUR 2011

THE LARGEST TRAVELING FAN EXPERIENCE IN COLLEGE FOOTBALL

## Overview





# The Crowds



Over 100,000 fans (impressions) with the Tailgate Tour per game!

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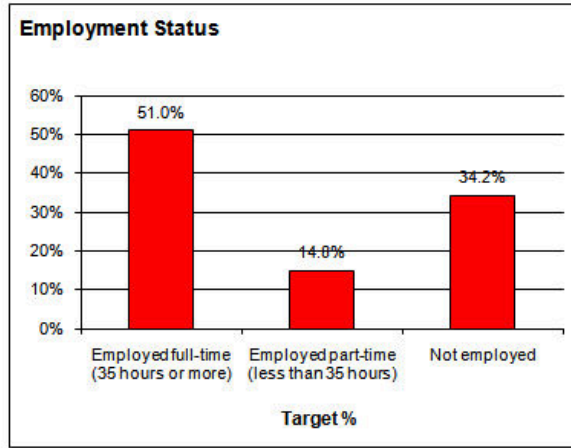
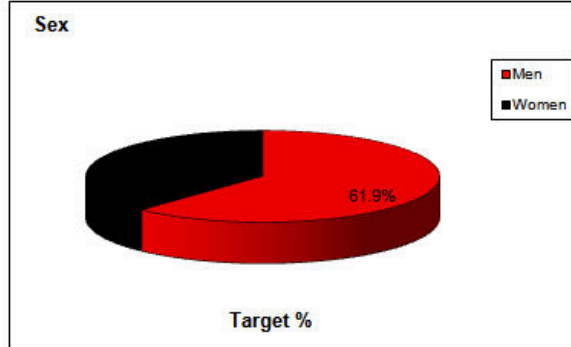


# Stats & Facts

Age (Mean: 46.6)	Target %
Adults 18 - 34	27.9%
Adults 18 - 49	56.1%
Adults 21 - 49	50.1%
Adults 25 - 54	55.3%
Adults 35 or older	72.1%
Adults 50 or older	43.9%
Men 18 - 34	17.5%
Men 18 - 49	35.3%
Men 21 - 49	31.4%
Men 25 - 54	34.7%
Women 18 - 34	10.3%
Women 18 - 49	20.8%
Women 21 - 49	18.7%
Women 25 - 54	20.7%

Education	Target %
Grade school (8th grade or less)	2.3%
Some high school (not graduate)	4.9%
High school graduate (12th grade or GED)	30.2%
Some college (1-3 years-not Graduate or AA/Associates)	30.8%
College graduate (4 year college)	17.3%
Some post graduate (no advanced degree)	2.9%
Post graduate degree	11.5%

Race	Target %
White	83.2%
Black	11.3%
Asian	2.4%
Other	3.1%



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Household Income	Target %
\$25,000 or more	89.9%
\$35,000 or more	80.0%
\$50,000 or more	63.1%
\$75,000 or more	44.7%
\$100,000 or more	27.4%



# It's Just Not About Men Anymore!

# Stats & Facts

According to Scarborough Sports Marketing, avid female college football fans represent a unique niche marketing opportunity as being "more likely" than the average adult to own, maintain and remodel a home, support technology, and to have contributed to a healthcare, social care/welfare or religious non-profit organization during the past year.

**"While the advertising space has been dominated with focus on men, more and more marketers are seeing the wide open opportunity to capture women in an untapped environment".**

**80% of Female Football Fans live in a single-family home and are:**

- 12% more likely than the average adult nationally to own their home
- 22% more likely to own a second home
- 14% more likely than all adults nationally to have an energy saving appliance in their household, and:
- 12% more likely to have HDTV and a video game system
- 17% more likely to have a Satellite TV subscription
- They also invest in cosmetic and other home maintenance upgrades:
- 16% are more likely to have done landscaping in the past year
- 12% more likely to have painted or wallpapered
- 33% more likely to have had heating or air conditioning upkeep or replacement
- 54% more likely to have installed a home security system
- Given their home ownership status, Female Football Fans are 10% more likely than the average adult nationally to have a home mortgage and 16% more likely to have a home equity loan



Source: Scarborough Sports Marketing, 2010. Scarborough USA+ Study





# Stats & Facts

## 2009 RECAP STATS

- Overall Event Attendance (13 events) – 1,225,000
- Data Capture – 47,973 (Renewed opt in from 2008 – 14,647)
- Tailgate Tour Attendance (13 events) – 629,830 (attendance tracked by TGT Staff hand counters)
- 80 hours of programming
- Average Event Engagement Per Hour – 8,000
- Tour Impressions - Mileage / Road Tour – 232,900
- Tailgate Tour Magazines distributed – 1 million
- Prizing Values - \$120,000
- Media (Radio) – 2,856 spots
- Local Print (College) – 165,288 Impressions
- Street Teams – 312 hours of direct marketing

## Tailgate Tour Facts

- The longest running (10 Years) and largest traveling fan experience in College sports.
- Modular set up – We can go anywhere to fit into a college campus footprint.
- 100% Turn-key activation for sponsors. We do all the heavy lifting or work with brands agencies.
- We provide a key event within the big event. Our program is a destination, not a walk by attraction.
- Built in media that compliments and promotes all assets even when the tour is on the road to the next city.
- We are focused on delivering a quality fan experience first, complimented by media. Others drive media with added value representing their event.
- We deliver data. ROI is a critical criteria and we are singularly focused on delivering high impact events.



# 2011 Targeted Games Update

9/3	LSU v Oregon	Dallas, TX	80,000
9/3	Boise State v Georgia	Atlanta, GA	80,000
9/10	Alabama @ Penn State	State College, PA	20,000
9/10	South Carolina @ Georgia	Athens, Georgia	80,000
9/17	Ohio State @ Miami	Miami, FL	75,000
9/17	Oklahoma @ FSU	Tallahassee, FL	75,000
9/17	Tennessee @ Florida	Gainesville, FL	100,000
9/17	Auburn @ Clemson	Clemson, SC	80,000
9/24	LSU @ West Virginia	Morgantown, VA	70,000
9/24	Arkansas @ Alabama	Tuscaloosa, AL	90,000
9/24	Missouri @ Oklahoma	Norman, OK	100,000
10/1	Alabama @ Florida	Gainesville, FL	100,000
10/1	Clemson @ Virginia Tech	Blacksburg, VA	70,000
10/8	Ohio State @ Nebraska	Lincoln, NE	120,000
10/8	Iowa @ Penn State	Happy Valley, PA	120,000
10/15	Florida @ Auburn	Auburn, AL	100,000
10/15	Alabama @ Ole Miss	Oxford, MI	70,000
10/22	Texas Tech @ Oklahoma	Norman, OK	100,000
10/22	USC @ Notre Dame	Notre Dame, IN	70,000
10/29	Wisconsin @ Ohio State	Columbus, OH	150,000
10/29	Florida vs. Georgia	Jacksonville, FL	150,000
10/29	Missouri @ Texas A&M	College Station	70,000
11/5	LSU @ Alabama	Tuscaloosa, AL	90,000
11/12	Texas @ Missouri	Columbia, MO	70,000
11/12	Nebraska @ Penn State	State College, PA	120,000
11/19	USC @ Oregon	Eugene, OR	80,000
11/19	Penn State @ Ohio State	Columbus, OH	100,000
11/26	UCLA @ USC	Los Angeles	100,000
11/26	Oregon State @ Oregon	Eugene, OR	70,000
11/26	Iowa @ Nebraska	Lincoln, NE	120,000

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# 2010 Partners



Drive one.



“The Tailgate Tour brings a huge amount of savings and efficiencies by providing access to top flight college football games and campuses.” – Brian French / Momentum Worldwide (Agency for Kraft)

# 2009 Sponsors



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# Sponsors in Action



Kraft - Wheat Thins



Xbox - Halo Reach Launch



Char-Broil - Grill2Go



Dish - Video Lounge



Dockers - Photo Booth



G4 Network



TAL GATE TOUR 2011



# Powerful Media Partners



Fox Sports Radio – 14 weeks of weekly live and recorded promo's plus coaches interviews and live talk direct from the stadium!

Fox Sports Interactive – Tour long promotion on the largest sports web destination

Versus – Unprecedented promotion across the network promoting the tour

Sirius – Promotion across ESPN, Mad Dog, Sports Nation

USA Today – Season long coverage

Tailgater Monthly – Year long coverage inside cover and editorial





# Signage



35' Sky Towers



Mini Towers



50' Rolling/Gate/Sidewall

25' Pole Banner



Rally Board Promotion



16' Pole Banners



Blimp



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# Interactive



25' Football Toss



25' Field Goal Kick



30' Bungee Pull



20' Football Helmet



World's Largest Corn Hole



Obstacle Course



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On Site Contesting and Sponsor Data Capture is our Specialty.

# Hand Raisers





# Football Watch Events



Tailgate Tour Towers

Tailgate Tour Towers

Video Wall

Video Wall



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The screenshot shows the website's header with a Char-Broil Grill2Go banner. The main navigation bar includes links for Home, Contact, Tour Stops, Recipes, Previous Years, Photo Gallery, and TGT Online Guide. Promotional banners for Kinect for Xbox 360, TailgateTour Video, and various sponsors like G4, Fox Radio, and Sirius are visible. A large central banner features a cheerleader and a '\$25,000 IN PRIZES!' badge. Social media links for Twitter, Facebook, and YouTube are provided. A sidebar on the right promotes the Marines with the text 'BECOME ONE OF THE FEW. THE PROUD.' and 'CLICK HERE FOR MORE INFO'. The footer contains logos for Dish Network, French Stix, and Char-Broil.

**TailgateTour.com** features event highlights, game recaps, video, sponsor driven contests and more to keep visitors engaged and up-to-date.

### Average year to year stats

435,628 - Absolute Unique Visitors  
487,844 - Visits  
1,742,512 page views  
Traffic Metric: 74.53% - New Visits,  
45.34% - Direct Traffic

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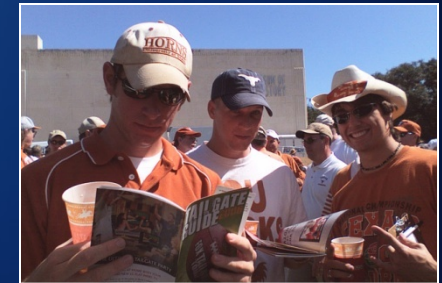
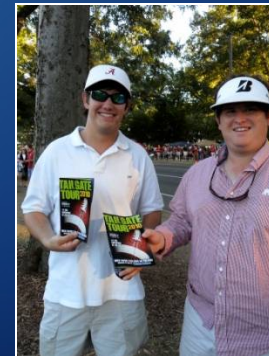


# The Guide



## TAILGATE TOUR GUIDE: **BENEFITS**

- Places sponsor message directly into the hands of brand loyal, passionate college football fans
- Showcases sponsors to fans on one-to-one basis
- Sponsor creative can be changed periodically throughout tour, by region, to highlight different products, offers and to support initiatives
- Delivers the opportunity to execute a unique, turn-key promotional/sweepstakes program 'at event'
- Approximately 1 million total issues of the Tailgate Guide magazine will be distributed in top markets



# TAILGATE TOUR 2011



# What Else Can We Do to Build Activation?

- On Site SMS (Text Messaging)
- Build mid week traffic driving retail events
- Pass out sponsor collateral
- Participate in On Site Scratch Promotions
- Floating billboards (Balloons or inflatable's)
- Streaming Signage
- Have team members wearing sponsor logos
- Provide Tickets to games on event tour
- Provide Meet and Greets with athletes at tour sites
- Provide tour premiums
- Coupon distribution
- Produce hospitality programs
- Design games to be used at retail accounts
- Provide special promotion elements for retail accounts
- Develop special sponsor premiums for football parties or VIP events
- Provide access to local radio
- Get season tickets for other sponsor key regions
- Build out from simple to complex displays





# Sponsorship Opportunities

The 2011 Tailgate Tour is built on custom integration and deliverables based upon client needs. The following are overall positioning based on pre-built packages.

**Presenting Sponsorship** – Included in all deliverables of the tour including name in title. Ex. The 2011 Tailgate Tour presented by “ ”.

**Associate Sponsorship** – Included in most deliverables of the tour and carries 2<sup>nd</sup> position in title.

**Category Sponsorship** – Exclusive full tour positions in category

**Regional / Special Sponsorships** – Sponsorship based upon select tour dates.

**Interactive Inflatable's** – Exclusive sponsorship of Fan Interactive's

**Game Day Sponsorships** – Positioning based on event / non media.

[www.nfusemarketing.com](http://www.nfusemarketing.com)  
[www.tailgatetour.com](http://www.tailgatetour.com)  
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