

Hefty

KATHY & LAUREN

A TEAM OF FRAG
RALPH LAUREN
THE G PONY CO



2019 OVERVIEW

WE BRING BRANDS TO LIFE

Delivering the Largest and Longest Running Consumer Experiences at the Nations Best Events







Healthy Life Tour



- The Healthy Life Tour has a reach of over 1.2 million impressions in Q1 and Q2 reaching 90% of its targeted OOH audience.
- Built in media that compliments and promotes all assets and our partners
- Targeted at consumers and brands that are thinking about healthier lifestyles emphasizing prevention and education, getting fit for life, eating healthy, being proactive about health, latest trends in running and fitness and skincare & Wellness
- The only multi-branded mobile tour in the U.S. targeted at women
- Category exclusive
- 100% Turn-key on site activation to sample, brand and drive social media

DEMOGRAPHIC:

90% Female

54% Female 26-44

45% Earn \$45,000+

47% College Educated

90% Sample Saturation

60% Attended with friends and daughters

2019 TARGETED EVENTS:

Event Name

Ultimate Girl's Day Out Show - St. Louis, MO

Little Rock Marathon Health 7 Fitness Expo

Southern Women's Show - Memphis

B'More Healthy Expo - Baltimore

Southern Women Show - Savannah

Southern Womens Show - Memphis

Austin Ultimate Women Expo

Southern Women Show Raleigh or

Phoenix Ultimate Women's Expo

LA Ultimate Women's Expo

Michigan International Women's Show

Houston Ultimate Women's Expo

Pittsburgh Fitness Expo



PAST SPONSORS:

Russell Stover



Additional events and markets to be featured soon based upon partner demands.

Rolaids

sodastream



Allegra ALLERGY



Healthyforlifetour.com

facebook.com/healthyforlifetour

The Tailgate TOUR

20TH ANNIVERSARY



- The longest running & largest fan experience in college sports
- Over 135,000 fans on Facebook with a weekly reach of 500,000+
- 14 weeks reaching over 1.5 million consumers
- 100% Turn-key on site activation to sample, drive social media and promote brand equity
- Built in media – **Fox Sports Radio, Sirius XM, Men's Journal, and Rachael Ray Every day** and a host of local Play by Play stations
- All brands are category exclusive
- Ability to integrate brands own touring elements to save significant expense
- Proven ROI across multiple consumer product categories

DEMOGRAPHIC:

52% Males ages 25-54

48% Females 25-54

72% Adults 35+

63% \$60,000+

58% College Educated

83% White Male/Female

SAMPLING OF 2019 GAMES:

2019 to be filled with another action packed season to includes visits at:

- University of Miami Hurricanes
- Florida State Seminoles
- Penn State University Nitany Lions
- University of Michigan Wolverines
- University of Texas Longhorns
- The Ohio State University Buckeyes
- University of Alabama Crimson Tide
- University of Arkansas Razorbacks
- Louisiana State University Tigers
- University of Georgia Bulldogs
- University of Florida Gators
- University of Kentucky Wildcats
- University of Tennessee Volunteers
- University of Oklahoma Sooners

PAST SPONSORS:



BIG BITE TOUR

- The largest traveling consumer experience at the nation's largest Food, Music & BBQ Festivals
- Over 70,000 fans on Facebook with over 100,000 social impressions a week
- Built in Shopper Marketing for CPG brands with some of the largest grocery retailers.
- 100% Turn-key on site activation to sample, brand, enhance social media channels
- Built in supporting media – **Better Homes & Gardens & Sirius XM**
- Category exclusive
- Ability to integrate brands own touring elements to save significant expense
- Proven ROI across multiple consumer product categories



DEMOGRAPHIC:

52% Female 28-54 45% Earn \$60,000+

43% College Educated 55% Attended with their families

90% "The Bite Tour was best activity at the festival"

2019 TARGETED EVENTS:

Event Name	Month	City	Estimated Attendance
Memphis In May Festival	May	Memphis, TN	200,000
Pecan Spring Street Festival	May	Austin, TX	250,000
Taste of Syracuse	May	Syracuse	200,000
9th Ave Food Festival	May	New York City	300,000
Taste of Cincinnati	May	Cincinnati, OH	500,000
Taste of Charlotte	June	Charlotte, NC	250,000
Taste of Dallas	June	Dallas, TX	200,000
Boardwalk Festival	June	Virginia Beach	200,000
Manayunk Art Festival	June	Philadelphia	250,000
Giant Foods BBQ Battle	June	D.C.	200,000
Ribfest	July	Chicago	400,000
Art in the Park	July	Detroit	200,000
Bastille Days	July	Milwaukee, WI	200,000
Artscape	July	Baltimore	250,000
Musikfest	Aug.	Bethlehem, PA	400,000
Oyster Festival	Aug.	Milford, CT	100,000
Little Italy Festival	Aug.	Pittsburgh, PA	100,000

PAST SPONSORS:



GETTING INVOLVED

How much does it cost? – The program is not “one size fits all”...While we do have certain levels to plug into, we build our packages based upon client need. Once a series of needs, wishes and desires are presented, our creative team will ideate and present back a list of deliverables with expense.

Why does the program work so well for so many different brands? – The tour provides a brand the opportunity to mount a national or regional experiential/out-of-home program without all the big costs and places your messaging in high traffic areas housed within the largest onsite activation at selected events.

Can you pick events or must you do the entire tour? – Yes!, We are very focused on customizing programs that meet a brands needs both in distribution and marketing desires.

What really does turn-key mean? – We take a brand on our program and activate every aspect from the hiring of Brand Ambassadors who speak to your product, to building custom displays, setting it up each week, sampling (wet or dry), collecting data and more. Most brands play a very small role in the day to day once the tour begins.

If we have our own program, can we plug into NFuse’s Tours? – Yes, as long as the synergy works and that there are no conflicts with local event exclusives.

How do you measure ROI? – We track all engagements (both passive and active) as well as every possible touch point and provide a weekly tracking to show overall impressions and break it down to all required reporting.



ABOUT US:

Core Competencies

- Sampling
- Lifestyle Sports Marketing
- Field Marketing
- Mall Marketing
- Entertainment Marketing
- Trade Retail Marketing
- Premium Sourcing & Distribution
- Broadcast Event Marketing
- POS Design & Production
- Media Merchandising
- Data Capture
- Sweepstakes & Contest Creation Fulfillment

NFuse 360 Marketing is a niche based marketing & promotion firm that specializes in Sports, Entertainment and Broadcast services.

We create custom measurable marketing solutions using a combination of creativity, technology and a network of talent to engage brands with consumers – emotionally.

The leadership and team behind NFuse stems from 10 years as a resource marketing business unit formerly called Collective Marketing, a division of both Clear Channel (now iHeartmedia) and SFX Entertainment (now Live Nation). The team has orchestrated more than 10,000 customized sales programs and promotions for over 1,000 different radio & TV stations, advertisers and marketing groups in 325 markets.

For more information, contact: Jay Freedman [p] 954.725.5882





THIS IS WHAT SUCCESS LOOKS LIKE

