

# BIG BITE TOUR



2020 OVERVIEW

12 YEARS STRONG

The Big Bite Tour is the largest and most interactive experiential mobile marketing tour set to the backdrop of the nations largest Food, BBQ, Music and Elite Festivals. Simply stated...our program is an event within an event.

We bring the fun to America's best festivals.

Unlike other stand alone programs, we provide a host of activities and consumer engagements housed within a special themed area. While consumers are drawn to the day by the overall event attraction, our program provides consumers additional entertainment with strong lasting impressions supported by by brands and media partnerships.

Modeled after our 20 year old program The Tailgate Tour, the program touches hundreds of thousands of local consumers in each city and overall in 2019 over 4.5 million.

And most important, we do all the heavy lifting for our partners making it 100% turn-key. You can even pick and choose how often to activate and if you own your own assets or have an agency, we are happy to support.

The Big Bite Tour provides the power of reaching millions of consumers without the big expense.

# CROWDS



# CROWDS



# WHY PARTNER WITH US

- The Big Bite Tour is the largest and longest running consumer experience at the Food & Music Food event circuit, providing its partners a 360 turn-key approach to reaching consumers out of home. 12 years strong!
- Built in media that compliments and promotes all assets and our partners
- Social Convergence is a primary focus. It is a top priority for our team to create a memorable experience for fans that is shared virally across social channels.
- We deliver ROI. Some say it... we walk the talk. Our team is laser focused in working with your objectives to create a measureable experience that drives sales.
- We specialize in building low cost custom activations and conducting brand to hand combat.
- We are not an ambush marketing program. While often imitated, NFUSE 360 has exclusive rights with the largest festivals in the nation.
- Every brand has its own real estate and dedicated teams. There is no shared equity.

# DEMOGRAPHICS



56%  
Single

45%  
Earn \$60,000+

56%  
Female

45%  
College Educated

51%  
Female ages 26-44

57%  
Caucasian

49%  
Male ages 26-44

55%  
Attended with their family

90%

“The Big Bite Tour was  
Best Activity at Festival”

\*Research above was conducted by NFuse Marketing in surveys across all events.

# STATS

Overall Event Attendance – 3.8 Million

% of Event Attendance Reached – 95%

2 Million Samples Distributed at Events

Overall 440 Hours of Programming

Tour Impressions – Mileage / Road Tour – 935,000

514,000 Social Media Impressions

260,000+ Web Hits

Street Teams – 300 Hours of Direct Marketing

Total Reach Over 5.1 Million

Grand Total Touch Points – 6.3 Million



# DEFINING ROI

NOTHING SHAPES CONSUMER PREFERENCES AND MEMORIES MORE THAN A REAL-LIFE EXPERIENCE.

Our key objectives are to measure all touch points for a brand and their prospective consumer. Our focus is:

- Achieving Client Goals
- Data Collection
- Social Integration
- Trial and Demos
- Digital Integration
- Increase Satisfaction of Consumer & Retention
- Creating Memorable Experiences
- Print integration
- Brand to Hand Combat
- Incent the Consumer for Future Purchase





# PAST & CURENT SPONSORS

McCafé

BROOKSIDE  
CHOCOLATE

TUMS  
ANTACID

HYUNDAI

HEINZ

Dentyne

SUNSWEEP

KINECT  
for XBOX 360

bing

TravelHD  
CHANNEL

SCOPE  
dual\*blast™

CLUB  
Cornbread  
CRACKER BITES

HOLULA  
HOT SAUCE

Rolaids

Lays

pepsi

LOWE'S  
NEVER STOP  
IMPROVING

Tyson

vanityfair

Nature's  
Own

mentos

SaraLee  
Snacks

TURKEYHILL

Allegra  
ALLERGY

RONZONI  
SINCE 1911

NESTEA

BLUE  
DIAMOND  
ALMONDS

HARIBO

SNYDER'S  
OF HANOVER

Triscuit



# BIG BITE TOUR

## 2019 STOPS



**Place:** Memphis, TN  
**Date:** May 3 -5

**Weather:** Partly Cloudy, 80's - light rain  
**Attendance:** 225,000



**Place:** Dunwoody, GA  
**Date:** May 11-12

**Weather:** Cloudy, light rain, high winds  
**Attendance:** 7,000



**Place:** NYC  
**Date:** May 18-19

**Weather:** Sunny Skies, mid 70's  
**Attendance:** 550,000



**Place:** Cincinnati, OH  
**Date:** May 25-27

**Weather:** Sunny mid 80's, rain on Sunday  
**Attendance:** 550,000



**Place:** Dallas, TX      **Weather:** Cloudy, storm warning and rain  
**Date:** May 31-June 2      **Attendance:** 30,000

# TASTE of Charlotte



**Place:** Charlotte, NC      **Weather:** Cloudy, 85 degrees  
**Date:** June 7-9      **Attendance:** 200,000

# Ribfest CHICAGO



**Place:** Chicago      **Weather:** 60's / Mild and cloudy  
**Date:** June 14-16      **Attendance:** 55,000



**Place:** Washington D.C      **Weather:** 80's and Sunny  
**Date:** June 22-23      **Attendance:** 200,000



**Place:** Denver, CO      **Weather:** Sunny skies, mid 80's  
**Date:** July 5-7      **Attendance:** 350,000



**Place:** Detroit/Plymouth      **Weather:** Mid 80's and Sunny  
**Date:** July 12-14      **Attendance:** 300,000

# JAZZ & RIB FEST



**Place:** Columbus, OH  
**Date:** July 19-21

**Weather:** High 80's to low 90's – Windy  
**Attendance:** 240,000



**Place:** Chicago  
**Date:** July 27-28

**Weather:** High 80's  
**Attendance:** 60,000

# UPTOWN ART FAIR



**Place:** Minneapolis  
**Date:** August 2-4

**Weather:** 80's and Sunny all days  
**Attendance:** 350,000



**Place:** Bethlehem, PA  
**Date:** August 9-11

**Weather:** 80's and Sunny all days  
**Attendance:** 400,000



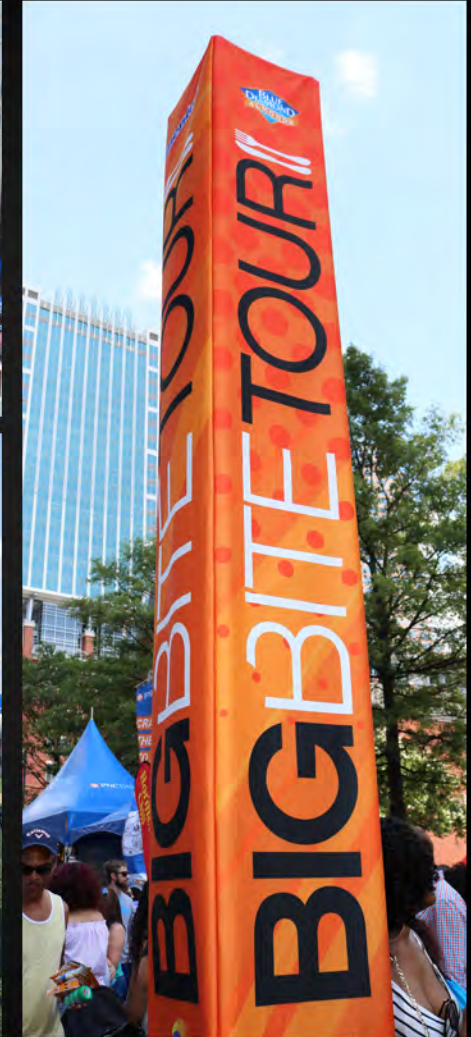
**Place:** Pittsburgh, PA  
**Date:** August 16-18

**Weather:** 80's and Sunny all days  
**Attendance:** 200,000

2020 to include many of our evergreen events from 2019.

Updated event schedule to be published in early 2020 based on client feedback.

# BRANDING



# WE'VE GOT KIDS!



# WE'VE GOT MILLENNIALS!



# SPONSORS IN ACTION



Bing



Hyundai



Cholula Sampling



Lowe's



McCafe



Tums - Sampling





# BRAND TO HAND COMBAT



# BRAND AMBASSADORS



# SPONSORS IN ACTION



No Yolk - Sampling



Kinect for XBOX



Pretzel Crisps - Sampling



Vanity Fair - Sampling



Gold Bond - Sampling



Lightlife - Sampling



# FACEBOOK

Over 70,000 Fans

**The Big Bite Tour**  
July 21 · 🌐

We're at the Jazz & Rib Fest. Come join us all weekend with our partners TUMS, NESTEA, Mentos, Wholey Cheese, Blue Diamond Almonds and Turkey Hill Dairy.

Like Comment

Jordan Freedman, NFuse 360 Marketing, Jay Freedman and 87 others like this.

**NESTEA** It really was a great time!  
July 26 at 10:24am

**Randy Van Sky** Roy I thought I saw you at the Rib fest did you have a apple in your mouth.  
July 22 at 7:48pm

View 1 more comment

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**BIG BITE TOUR**

The Big Bite Tour  
@BigBiteTour

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**The Big Bite Tour**  
August 19 · 🌐

We are at the Milford Oyster Festival for the last stop of the big bite tour. Join us all day and get tons of FREE samples.

Like Comment Share

5 Top Comments

Write a comment...

**Kokan Paryatan Page** Interesting so much this is really good  
Like · Reply · August 25 at 7:00pm

**The Big Bite Tour**  
August 15 · 🌐

We're Off to the Final Stop this weekend at the Milford Oyster Festival

Food/Beverages

Search for posts on this Page

70,026 likes

ABOUT  
<http://www.thebigbite.com/>

Visitor Posts

**Valicia Jackson**  
May 29 at 6:45pm · 🌐

The Peach Was Cool\* But I Love The Raspberry Nestea.....Yummers\*

2 Likes  
Like · Comment

**Erika Jessica Roman**  
May 21 at 1:18pm · 🌐

I was there with my kids and they love it.

1 Like  
Like · Comment

Visitor Posts

**Valicia Jackson** added a new photo to The Big Bite Tour's Timeline — at Taste of Cincinnati.  
May 29 · Cincinnati, OH · 🌐

The Peach Was Cool\* But I Love The Raspberry Nestea.....Yummers\*

they love it.

The Big Bite Tour's

with The Big Bite Tour this

FLAVOR

SWEETS

TAKING A BITE OUT OF AMERICA'S BEST FESTIVALS

# BIG BITE TOUR 2019

EXCLUSIVE SUMMER RECIPES  
GRILLING TIPS AND TRICKS

Sponsored by:



HYUNDAI



small pan, medium sk in the minutes. e butter ad out

PHOTO BY KAT LEAGAN; FOOD STYLING BY JESSICA JAKSZYCH; PROP STYLING BY IVAN BUC

### Oatmeal Whoopie Pies

MAKES 1 DOZEN PREP 30 MIN BAKE 15 MIN

- 1/4 cups rolled oats
- 1/4 cups flour
- 3/4 tsp. baking powder
- 3/4 tsp. salt
- 3/4 cup (packed) brown sugar
- 3/4 cup granulated sugar
- 1/2 sticks butter, 4 tbsp. melted and cooled, 1 stick softened
- 3/4 cup unsweetened applesauce
- 1 egg
- 1 tsp. pure vanilla extract
- 3/4 cup confectioners' sugar
- 3/4 cup marshmallow cream, such as Fluff
- 1 tsp. fresh lemon juice

1. Preheat the oven to 350°. Line 2 baking sheets with parchment. Using a food processor, coarsely grind the oats, flour, baking powder and 1/4 tsp. salt; transfer to a bowl. Mix in the two sugars and melted butter, then the applesauce, egg and vanilla until smooth. Stir into the dry ingredients.
2. Using a 1-inch ice cream scoop, drop 12 mounds of dough onto each pan. Bake, rotating and switching the pans, until golden, 15 minutes. Transfer to a rack to cool.
3. Using an electric mixer, beat the softened butter, confectioners' sugar and remaining 1/4 tsp. salt until fluffy, about 5 minutes. Mix in the marshmallow cream and lemon juice. Spread 1 tsp. filling on half of the cookies; sandwich with the remaining cookies.



PHOTO BY GABRIEL ANGELLES; FOOD STYLING BY REBECCA JAKSZYCH; PROP STYLING BY HEATHER CHORTOS.



# BIG BITE TOUR

BIGBITETOUR.COM



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**BIG BITE**  
TOUR  
2020 OVERVIEW

# SHOPPER MARKETING



meijer

GIANT EAGLE

TOPS  
Friendly Markets

Giant  
quality food people

Jewel-Osco

Harris Teeter  
Neighborhood Food & Pharmacy

Kroger

STOP & SHOP



BIG BITE  
TOUR  
2020 OVERVIEW







# TRANSPORTATION



# PHOTO ACTIVATIONS DRIVING SOCIAL MEDIA



NFuse is heavily vested in driving social media.

We have a number of solutions that will drive the onsite experience of consumers to their friends and family.



**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 the Big Bite Tour?** – 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.

## NEXT STEPS?

Costs Ranges: The tour has worked at all levels and for basic activations has taken a client on the road for as little as \$7,000 per weekend\*

### **Sponsorship Opportunities available include:**

- Presenting Partnership –The Big Bite Tour presented by “XXXXX”
- Associate Partnership – Broad spectrum of rights.
- Category Partnership – Category Exclusive
- Regional Partnership – Participation in a minimum of 5 events in select regions
- In-kind Trade Partnerships / Product Placement

Unlike building out a tour, we do it all from ideation through full turn key activation. If you are interested in next steps, please contact:

Jay Freedman – Managing Partner / NFuse 360 Marketing  
954.725.5882 | Jfreedman@nfuse360.com

# 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 Meet and Greets with celebrities at tour sites
- Provide tour premiums
- Coupon distribution
- Wet Sampling
- Produce hospitality programs
- Design games to be used at retail accounts
- Provide special promotion elements for retail accounts
- Develop special sponsor premiums for VIP events
- Provide access to local radio
- Build out from simple to complex displays
- Trial and Demo's
- Live Performances

