



real life
TOUR
2020 OVERVIEW



What is the Real Life Tour?

The Real Life Tour is the largest and most interactive experiential mobile marketing tour traveling the US in the Winter and Spring. Formerly known as the "Healthy Life Tour" and now in its 6th year, the tour will appear at the largest festivals and Women's Expos.

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 last impressions supported by brands and media partnerships.

Modeled after our 12 year old program The Big Bite Tour, the program touched hundred of thousands of local consumers in each city.

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.

The Real Life Tour provides the power of reaching millions of consumers without the big expense.



Crowds Indoors Events



Crowds Festivals



Targeted Events

February 15-16	35th Annual ArtiGras Festival – Jupiter, FL (West Palm Beach) or Coconut Grove Arts Festival
February 22-23	Naples National Festival – Naples Florida
March 2-3	Gasparilla Festival – Tampa
March 7-8	Las Olas Art Fair – Ft. Lauderdale
March 15-17	Winter Park Festival – Orlando
March 20-22	Southern Women’s Show – Richmond
March 26-29	Southern Women’s Show – Nashville or Bayou City Art Festival
April 4-5	Ultimate Women’s Expo – Houston
April 12-14	Dogwood Festival of the Arts – Atlanta or 57th Annual Delray Affair
April 25-26	Ultimate Women’s Expo – Phoenix or NOLA Jazz & Heritage Festival
April 30-May 3	Michigan International Women’s Show – Novi / Detroit

Past Partners

simple
green

McCafé

Nature's
Own

SUNSWEEET

Sara Lee
Snacks

GOLD BOND
ULTIMATE

BOWFLEX
MAX
TRAINER

Allegra
ALLERGY

RITE
AID

CALCIUM CARBONATE
TUMS
ANTACID

BLUE
DIAMOND
ALMONDS

SNYDER'S
OF HANOVER

NESTEA

TURKEY HILL

sodastream

Rachael Ray
every day

Russell Stover

Rolaids

real life
TOUR

Brands in Action



Russell Stover - Sampling



Bowflex - Registering



Turkey Hill - Sampling



Simple Green - Sampling



Sunsweet - Sampling



Allegra - Sampling

The Real Life Tour is focused on driving Trial, Sampling, Demos, Data Collection, Real Time Social Media Activations and Driving Retail Sales

Real Life Tour Faces



Brand to Hand Combat



STATS



OVERALL EVENT
ATTENDANCE

1.3 Million

95%
ATTENDANCE
REACHED

200+
HOURS OF
PROGRAMMING
800,000 in 2019

WEB UNIQUES

SOCIAL
MEDIA REACH

350,000+ in 2019

OVER
500,000
TOUR MAGAZINES
DISTRIBUTED

OVER
600,000
SAMPLES
DISTRIBUTED

90%
WOMEN REACHED

5%	18-24
15%	25-34
25%	35-44
30%	45-54
15%	55-64
10%	65%+
84%	Caucasian
5%	African American
9%	Latino
2%	Other
40%	Married
60%	Single
77%	College or Higher

Guide

Tour Guide: BENEFITS

Places message directly into the hands of brand loyal, passionate consumers.

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'.



500,000 Guides Distributed

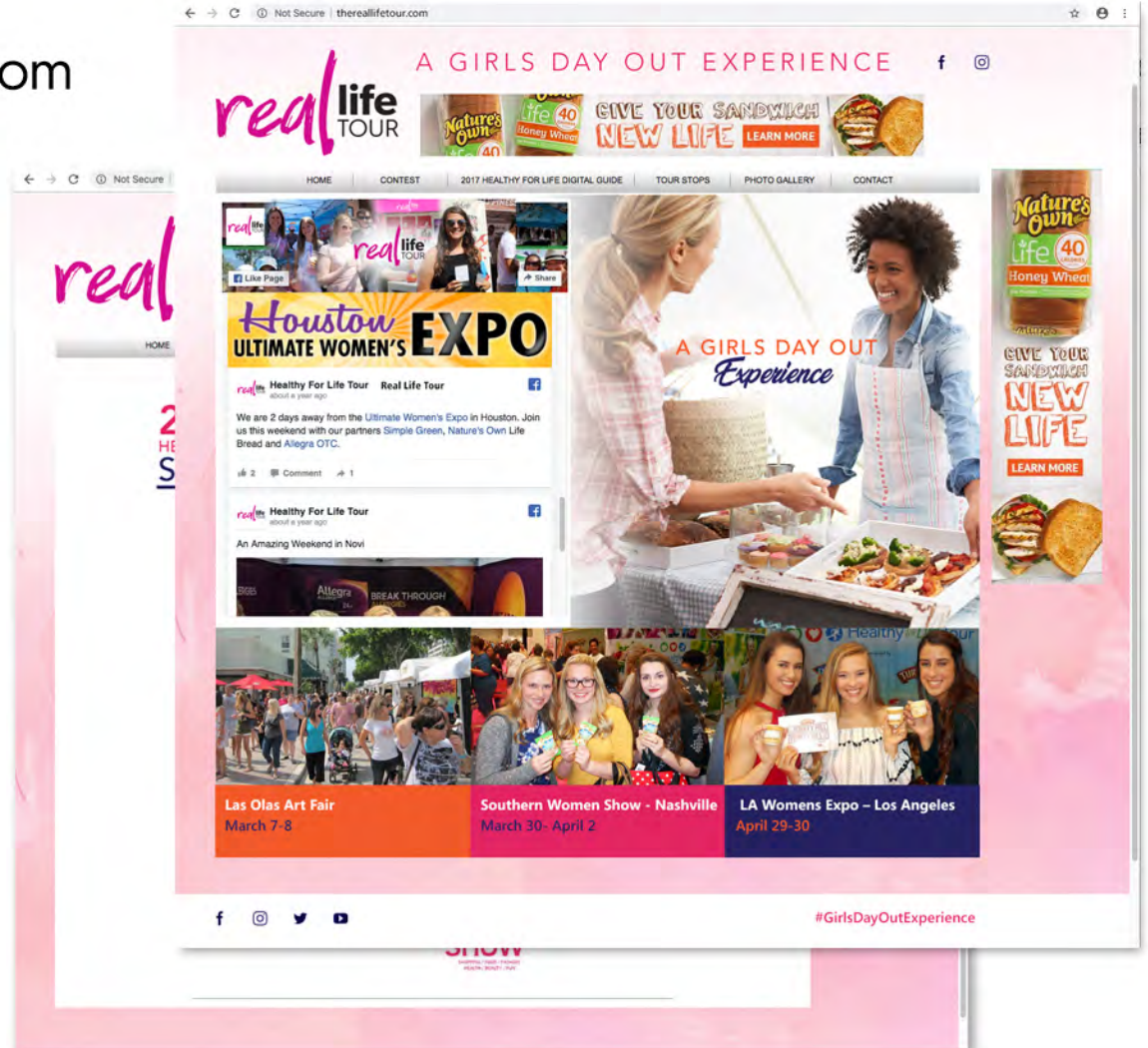
real life
TOUR

THE *real* LIFE TOUR.com



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

The Tour is active all season long connecting with hundreds of thousands of consumers and active health focused consumers across all of our social channels.

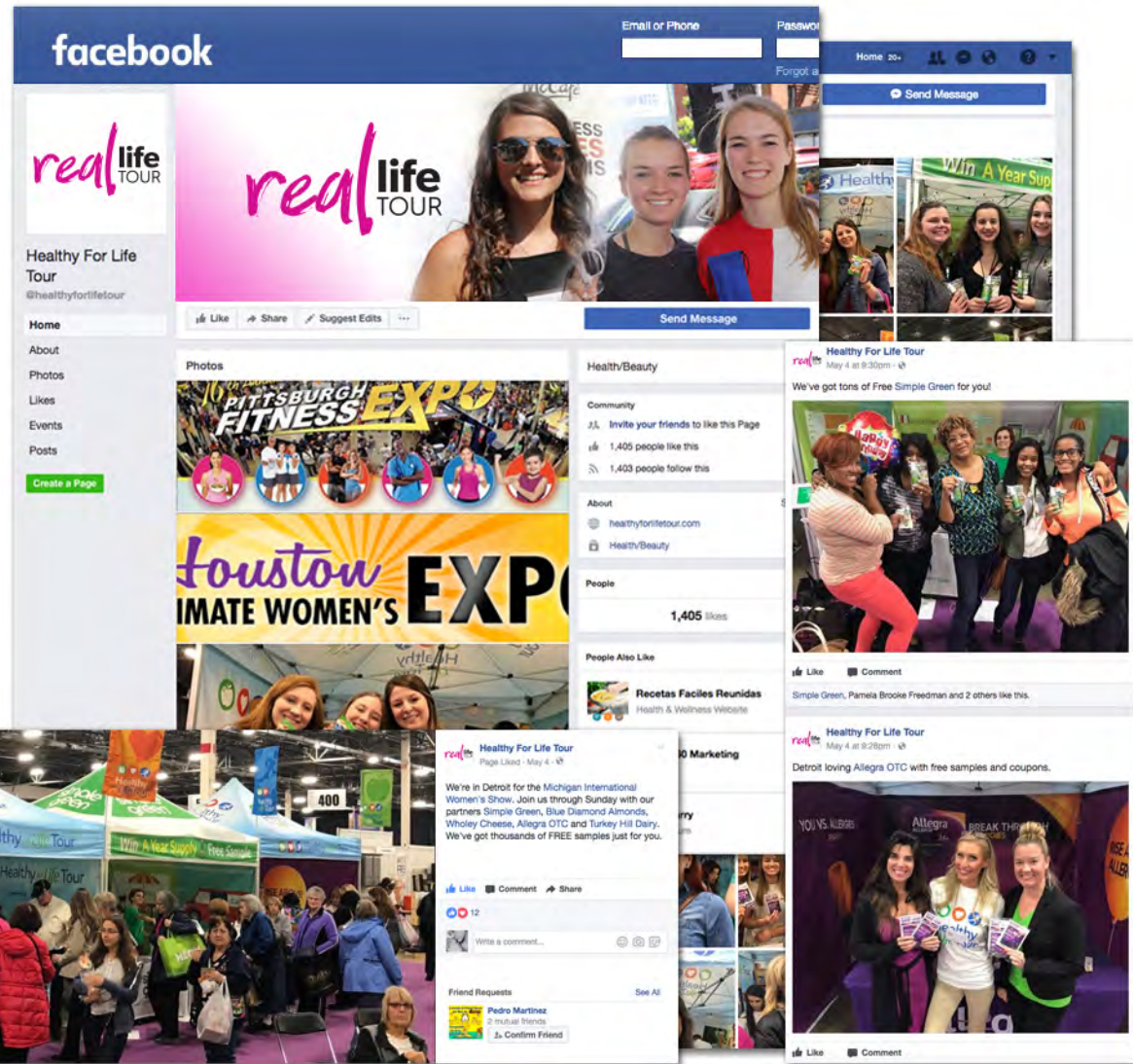


Social Media

The Real Life Tour is active all season on Facebook connecting with hundreds of thousands of Consumers nation wide.

Features include guest appearances from Media partners and contests.

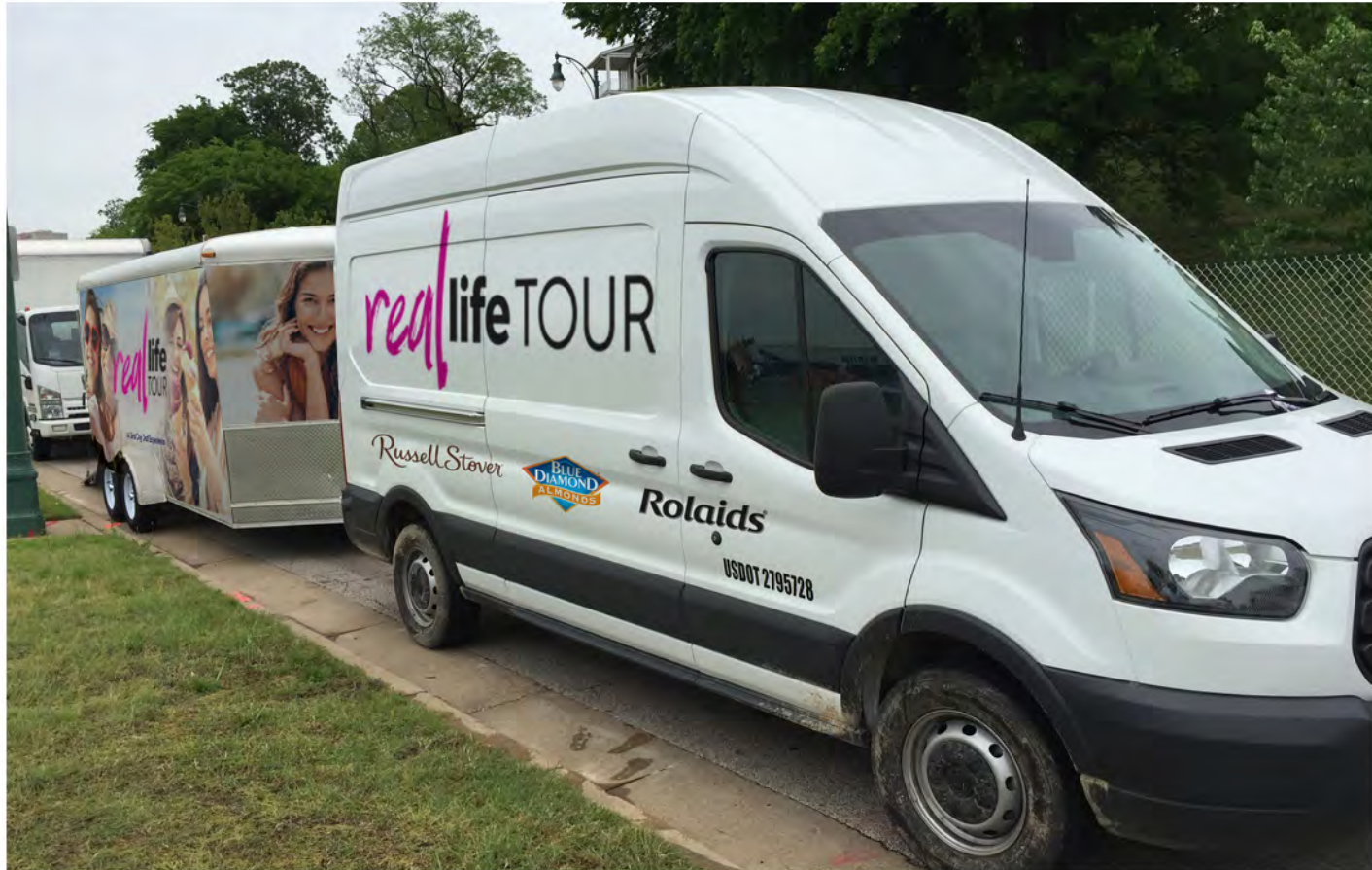
Tour sponsors are featured in on going chatter as well as with pictures from the various events which drives ongoing shares.



Over 330,000 impressions in 12 weeks



Over the Road Assets



We take all our partners assets on the road on NFuse managed vehicles.

All partners are part of our over the road experience. Average impressions to exceed 1 million over two months. We carry so much gear, where the only thing missing is the live band!



We've got Millennials!



We've got Kids!



Why Partner with Us

- The Real Life Tour is modeled after our former retail pharmaceutical tour that was presented by Rite Aid and our long time evergreen tours Big Bite and The Tailgate Tour. For over 20 years we have been providing the largest partners a 360 turn-key approach to reaching consumers out of home.
- 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 rights with the largest event promoters in the nation.

Q&A

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 Real Life 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.

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



Deliverables in Partnership

- Full page with ad in Tour Guide
- 1 additional page in Tour Guide used for advertorial
- Real Estate for all or specific events on tour
- Brand Ambassadors to run onsite activity
- NFuse to supply specific onsite banners to promote and include brand in all overall signage on tour.
- Distribution of all collateral
- Digital impressions on tour website
- Sampling
- On-site data capture and provide database to Sponsor for future marketing needs
- Weekly posts on social media
- Transportation of assets.
- Rights Fee's
- Tickets to events
- Inclusion in tour promotion and contests
- Over the road branding on tour vehicles
- Full turn key management of program
- Ideation and concept development for tour program

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 \$6,000 per weekend*

Sponsorship Opportunities available include:

- Presenting Partnership – The Real Life 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:

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