

The TAILGATE TOUR

1999 2019

2020 OVERVIEW



THE LARGEST TRAVELING FAN EXPERIENCE IN COLLEGE SPORTS

Produced By

nfuse360
Marketing

www.nfuse360.com

What is The Tailgate TOUR?



#1 FAN EXPERIENCE

The Tailgate Tour is the largest and longest running mobile fan experience in college sports (20 years) reaching 1.5 million fans over 14 weeks.

KEY DESTINATION

We are a key destination for fans on game day and set up the most interactive and talked about onsite program on campus.

ONE-ON-ONE

We touch consumers one on one as well as across Social, Digital, Print and Broadcast.

DRIVE TRIAL & DEMOS

We drive trial & demos at branded displays and direct to consumers at their private tailgate parties.

20 YEARS STRONG

We go where the fans are and with 20 years on the road, our team is dedicated in driving ROI for our branded partners.

COST EFFECTIVE

The Tailgate Tour is THE most cost effective way to reach fans out of home at the biggest games of the week.



What started as a platform for Fox Sports Radio & Iheartmedia to reach fans on game day, The Tailgate Tour continues to be the longest running fan experience in college sports. In 20 years, we have reached over 30 Million Fans at the top division 1 schools featuring over 150 global brands.

20 is not just a number... it speaks volume with 2 decades of success and confidence our partners have placed upon us.

- We handed out 15 million tour magazines
- Watched social media and fans like us to the tune of 26 million impressions
- Activated for over 1800 hours (75 days!)
- Traveled with a deliverable of 20 million over the road impressions
- Passed out over 8 million samples
- An estimated total reach of over 160 Million combining all assets

We are humbled by all the support over the years and 2019 looks to be our largest program yet.

In 2020, we will once again blaze the college trails and continue our great tradition as the largest and longest running fan experience.





The Crowds



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





XXX
The
TAILGATE
TOUR
1999 2019

Example Match Ups for 2020

- Sept 5 - Michigan @ Washington
- Sept 12 - Tennessee @ Oklahoma or Texas @ LSU
- Sept 19 - Colorado @ Texas A&M
- Sept 26 - Wisconsin @ Michigan
- Oct 3 - Wisconsin vs. Notre Dame (Lambeau Field) or Penn State @ Michigan
- Oct 10 - Iowa @ Ohio State or Tennessee @ South Carolina
- Oct 17 - Texas A&M @ Auburn
- Oct 24 - Alabama @ Tennessee or Ohio State @ Penn State
- Oct 31 - Florida vs. Georgia
- Nov 7 - Wisconsin vs. Northwestern (Wrigley Field) or Alabama @ LSU
- Nov 14 - TCU @ Texas
- Nov 21 - LSU @ Auburn
- Nov 28 - Florida @ Florida State
- Dec 5 - ACC Championship Game

The Tailgate Tour's schedule is decided by YOU our partners.

Once the schedules come out in April, we go where our brands want us to go.
All games are picked and voted on in late June / July.



Past & Current Partners



Why Partner with Us

- The Tailgate Tour is the largest and longest running fan experience in college sports (21 years) providing its partners a 360 turn-key approach to reaching consumers out of home.
- The Tailgate Tour is a Lifestyle experience first and foremost... targeting alumni, fans of the school and families with a core demo of 25-54.
- 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 universities in the nation.

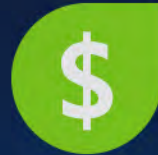


Demographics:

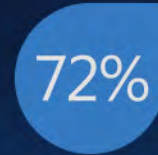
GAME DAY AVERAGES



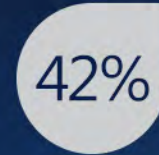
100,000 to
150,000 Fans



Median HHI
\$72,956



72%
Attended
some college



42%
Graduated
College

GENDER

52%
Male

48%
Female

RACE

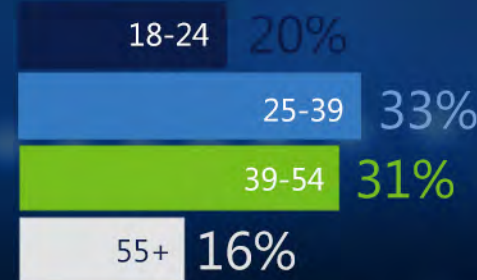


White 83%

Black 11.3%

Other 5.7%

AGE



We touch an average of 14,775 students between the ages of 18-21 per event game day or 221,628 total across the tour.

When you take into account the enrollment number, that is a large percentage of enrollment/participating.

48%

On average 48% of undergraduate student body attend games. Most of this is dictated by lottery or allotment available by school.

68%

On game day, 68% of students are participating in some kind of school spirited tailgate or campus



Power Packed Media Partners



MEN'S JOURNAL



SiriusXM
SATELLITE RADIO

rachael ray
every day



Tailgate Tour on facebook

The screenshot shows the Facebook profile for 'The Tailgate Tour'. The cover photo features the 'XXX The Tailgate Tour 1999 2019' logo with 'FOX Sports RADIO every day' branding. The page includes a navigation menu on the left with options like Home, About, Photos, and Events. The main content area displays a 'Photos' section with a 'REGISTER HERE TO WIN!' contest advertisement for 'Costa CRUISE' and 'TICKETS TO A BIG GAME!'. Below this is a post from 'The Tailgate Tour' dated September 7 at 1:52 PM, titled 'What a day in Austin ...'. The right-hand column shows 'Community' statistics (136,040 likes, 134,638 followers), 'About' information (website: thetailgatetour.com, location: Stadium, Arena & Sport), and 'Pages Liked by This Page' including American Red Cross and Yahoo Sports.

The Tailgate Tour is active all season long connecting with hundreds of thousands of fans and active tailgaters on athletic sites nation wide.

Features include guest appearances from Fox Sports and contests. Tour sponsors would be featured weekly in on going chatter as well as polls and pic votes for best tailgaters from the past weekend.

This screenshot shows a Facebook post from 'The Tailgate Tour' dated September 7 at 10:13 AM. The post text reads: 'We're LIVE in Austin... Join us at 17th and San Jacinto for the largest FREE Tailgate Party.' The post includes a photo of a large outdoor tailgate event with many people and a 'FOX Sports RADIO' banner. Engagement metrics show 480 reactions, 8 comments, and 12 shares. The post is most relevant to Ed Perkins, who commented: 'Great job Fox Sports. Keep up the support and good work.'

This screenshot shows a Facebook post from 'The Tailgate Tour' dated September 7 at 10:13 AM. The post text reads: 'The Tailgate Tour added 2 new photos to the album: The Tailgate Tour at Miami vs FSU.' The post includes two photos: one showing people at a tailgate event with a 'GO CANES!' sign, and another showing a large crowd of people at a tailgate event.



TailgateTour.com



Tailgatetour.com features event highlights, game recaps, video, sponsor driven contests and more.

Over 2.5 million page views in 2019!



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

150 YEARS OF COLLEGE FOOTBALL



SMIRNOFF
-ICE

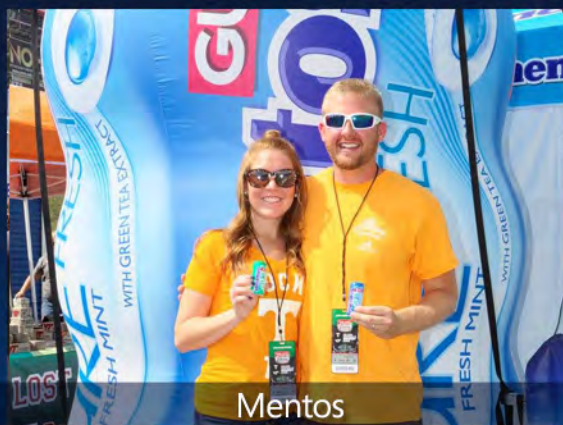
HUDDLE UP
WITH FLAVOR



Sponsors in Action



Four Points



Mentos



Cobblestone Bread – Sampling



Hefty



Weber Sauces & Seasonings



McCafé – Sampling



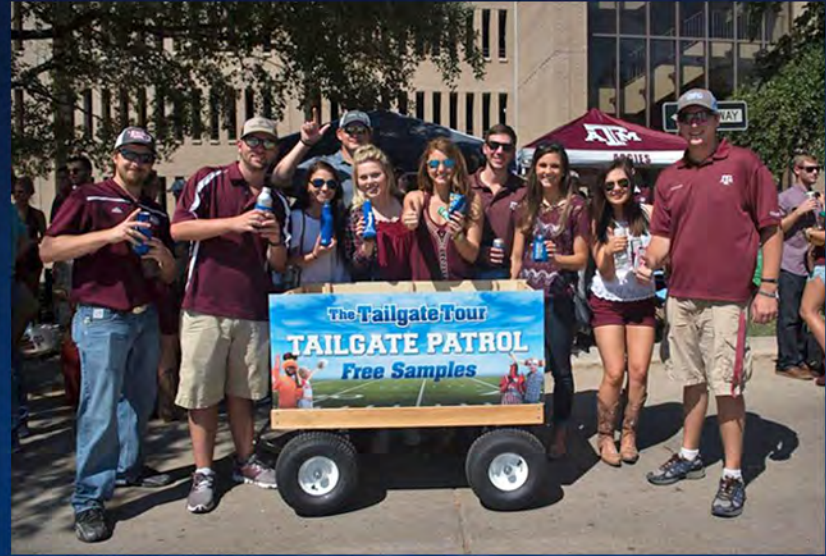
Faces of The Tailgate Tour



Tour Transportation



Tailgate Patrol



21+ Promotions



99



George Dickel Tennessee Whiskey



Seagram's 7



Smirnoff Ice



Look Who's Talking

"Ford does a great deal of experiential work. I have never experienced a team like NFuse 360 that has so much experience and reach into the college market" – Andrew Rebhun, Global Product Marketing / Ford Motor Company

"Great Results. The partnership amplified awareness of the F-150 beyond expectations"
– Peter Stroh, SVP Ford Truck Content & Alliances/ Team Detroit | Mindshare

"Wow! You took our product launch of Ralph Lauren Big Pony to a new level. Never in the history of our company has a company achieved what you all did for us in the college market. You got Ralph and David Lauren's attention!"
– Emmie Salaj, VP Marketing / Ralph Lauren Fragrance – L'Oreal

"Your team has become a very powerful resource for Momentum and our clients. Thank you for all your exceptional support with Kraft & Wendy's this year. We look forward to recommending your services to all our other divisions"
– Brian French, Vice President / Momentum Worldwide

"How often can someone say they have done business for 13 years with the same people? Thank you for all your support through the years (both as a Clear Channel company) and now. You have taken Fox to a new level during Football season and truly made the "We Are There" a reality"
– Don Martin, Vice President of Programming / Fox Sports Radio

"The Value proposition you bring to brands is unlike anything out there. I don't know how you do it, but it's brilliant"
– Tony Novia, Vice President / Ryan Seacrest Productions

"Not everyone can sample 1,000,000 bottles in a short period of time to the right consumers...Thank You for all your hard work" – Chris Peterson, Product Brand Marketing / Scope – P&G



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

