

# BIG BITE TOUR



2024 OVERVIEW  
16 YEAR ANNIVERSARY





The big bite tour

**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.**

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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 21 year old program The Tailgate Tour, the program touches hundreds of thousands of local consumers in each city and overall in 2023 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. 16 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.

## BIG BITE TOUR

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# STATS

Overall Event Attendance – 4.5 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 – 7 Million



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

2023 Results over a shortened 12 week schedule

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# DEFINING ROI

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

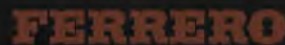
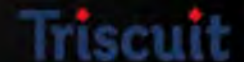
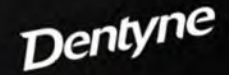
Our key objectives are to measure all touch points for a brand and their prospective consumer. Our focus is:

- 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



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# Targeted Events

- Pecan Festival – Austin, TX
- Beale Street Music Festival – Memphis, TN
- 9th Avenue Food Festival – New York City, NY
- Taste of Cincinnati – Cincinnati, OH
- Taste of Addison – Dallas, TX
- Wells Street Festival – Chicago, IL
- Manayunk Arts Festival – Philadelphia, PA
- Taste of Syracuse - Syracuse, NY
- Music City Bash – Nashville, TN
- Art in the Park – Plymouth/Detroit, MI
- Ann Arbor Arts Festival – Ann Arbor, MI
- Bastille Days – Milwaukee, WI
- Northalsted Festival – Chicago, IL
- Uptown Festival – Minneapolis, MN
- Piedmont Park Festival – Atlanta, GA



On track to reach over 5 million consumers in 2024





# SPONSORS IN ACTION



Life Cereal - Sampling



Kinect for XBOX



Voost - Sampling



Beyond Meat - Sampling



Gold Bond - Sampling



Sara Lee - Sampling





# Brand Engagement



Ball Aluminum  
Recycling/Sustainability



Hyundai Motor Company  
Kona Launch – Data Collection &  
Ride n' Drive



Microsoft - "Kinect"  
Kinect Console Launch – Game Play



Microsoft – "Bing.com"  
Side by side web searches



GEICO  
Data collection / consumer loyalty



Travel Channel – Man v Food  
Drive Tune-in and alignment with local  
cable networks





# BRANDING





# WE'VE GOT KIDS!





# WE'VE GOT MILLENNIALS!





# BRAND TO HAND COMBAT





# BRAND AMBASSADORS





# FACEBOOK







## Oatmeal Whoopie Pies

MAKES 1 DOZEN PREP 30 MIN BAKE 15 MIN

- 7/8 cups rolled oats
- 7/8 cups flour
- 7/8 tsp baking powder
- 7/8 tsp salt
- 7/8 cup (packed) brown sugar
- 7/8 cup granulated sugar
- 7/8 sticks butter, 4 tbsp, melted and cooled, 1 stick softened
- 7/8 cup unsweetened applesauce
- 1 egg
- 1 tsp pure vanilla extract
- 7/8 cup confectioners' sugar
- 7/8 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 tbsp. filling on half of the cookies; sandwich with the remaining cookies.



PHOTO BY OLIVIA ANGULO, FOOD STYLING BY AMERICA JAMESON, PROP STYLING BY HEATHER CHANDLER



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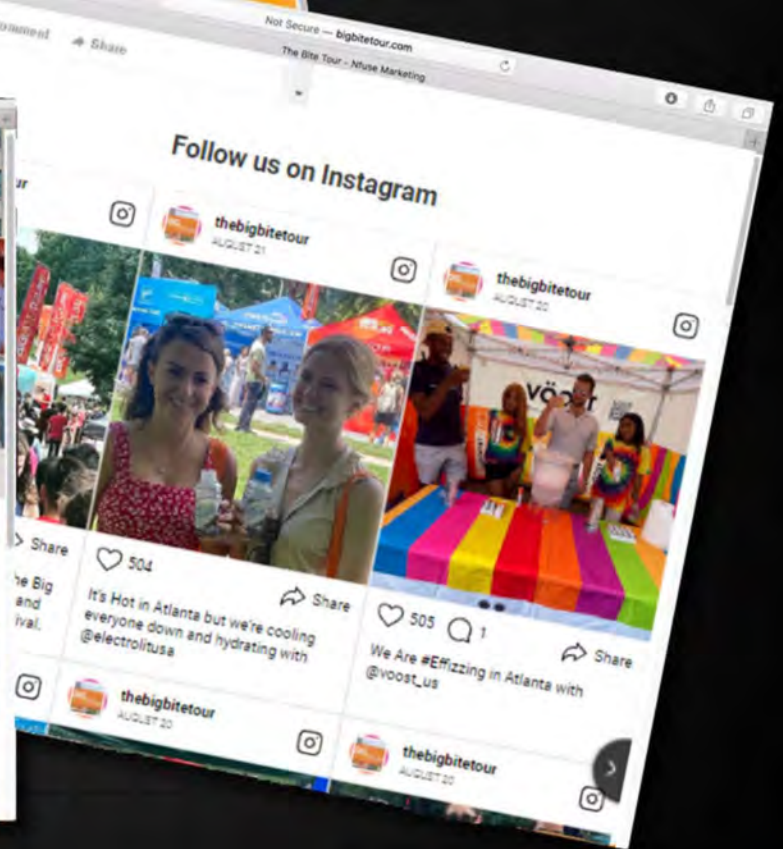
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# SHOPPER MARKETING



**meijer**

**GIANT EAGLE**

**Tops**  
Friendly Markets

**Giant**  
valley food people

**Jewel-Osco**

**Harris Teeter**  
Neighborhood Food & Pharmacy

**Kroger**

**STOP & SHOP**



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# TRANSPORTATION



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# 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.



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**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.



# 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





## 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:

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