



2024 OVERVIEW



FOX
BIG NOON
SATURDAY

FOX
SPORTS
RADIO

THE LARGEST TRAVELING FAN EXPERIENCE IN COLLEGE SPORTS

25 YEARS STRONG

Produced By:
fuse 360
Entertainment
tailgatetour.com | itsbetterlive.co

What is The Tailgate TOUR?



#1 FAN EXPERIENCE

The Tailgate Tour is the largest and longest running mobile fan experience in college sports (25 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.

25 YEARS STRONG

We go where the fans are and with 24 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.



WHY PARTNER WITH US

- The Tailgate Tour is the largest and longest running fan experience in college sports (24 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.



25 YEARS STRONG

Longevity Speaks Volume



- The Tailgate Tour has become the LARGEST and LONGEST running fan experience in college sports.
- Over 200,000 Followers on Facebook and Instagram (which includes influencers) with an average weekly reach of 250,000 impressions.
- Has delivered over 250,000,000 impressions for its partners
- Maintains a consistent partnership with FOX SPORTS for 25 Years.
- Delivers over 1.5 million print impressions a year in the tours exclusive game day magazine
- The Tour has worked with over 300 global brands since the start across 50 categories of product and services
- No other experiential tour has ever delivered the longevity, consistency and depth of knowledge in the college football landscape.
- In 25 years, we have reached over 38 Million Fans at the top Division 1 schools in the US

PAST & CURRENT PARTNERS



Cottonelle



Captain Morgan



KINECT



Panasonic



Roloids



Cabela's



mentos



allegra

vanity fair



ANDRÉ



MATCHUPS FOR 2024

2024 Early Targeted Schedule for The Tailgate Tour

Week	Date	Option 1	Option 2	Option 3
Week 1	31-Aug	Miami @ Florida		
Week 2	7-Sep	CAL @ Auburn	Houston @ Oklahoma	Texas @ Michigan
Week 3	14-Sep	Texas A&M @ Florida	Rice @ Houston	LSU @ South Carolina
Week 4	21-Sep	USC @ Michigan	Marshall @ Ohio State	
Week 5	28-Sep	Oklahoma @ Auburn	Colorado @ UCF	TCU @ Kansas - Arrowhead Stadium
Week 6	5-Oct	Iowa @ Ohio State	Clemson @ FSU	Ole Miss @ South Carolina
Week 7	12-Oct	Cincinnati @ UCF	Florida @ Tennessee	Ole Miss @ LSU
Week 8	19-Oct	Alabama @ Tennessee	South Carolina @ Oklahoma	Georgia @ Texas
Week 9	26-Oct	Michigan State @ Michigan	Nebraska @ Ohio State	Notre Dame v Navy (NJ)
Week 10	2-Nov	Florida v Georgia		
Week 11	9-Nov	Florida @ Texas	Mississippi State @ Tennessee	Purdue @ Ohio State
Week 12	16-Nov	LSU @ Florida	Ohio State @ Northwestern	Texas @ Arkansas
Week 13	23-Nov	Texas A&M @ Auburn	Alabama @ Oklahoma	Wisconsin @ Nebraska
Week 14	30-Nov	Oklahoma @ LSU	Florida @ Florida State	
Week 15	7-Dec	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. The tour will also be focused on key SEC, BIG 12 and ACC Match ups once the schedules are released in 2024.



CROWDS



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



CROWDS



DEMOGRAPHICS

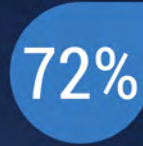
GAME DAY AVERAGES



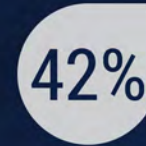
100,000 to
150,000 Fans



Median HHI
\$72,956



72%
Attended
some college



42%
Graduated
College

GENDER

52%
Male

48%
Female

RACE

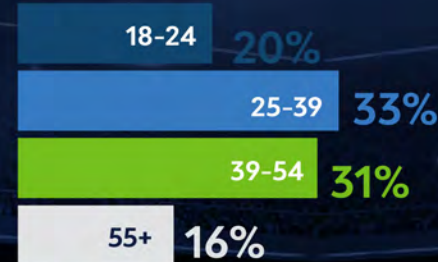


White 83%

Black 11.3%

Other 5.7%

AGE



18-24 20%

25-39 33%

39-54 31%

55+ 16%

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



STATS & FACTS

We've Got Women!

According to Scarborough Sports Marketing, avid female college football fans represent a unique niche marketing opportunity as being "more likely" than the average adult to own, maintain and remodel a home, support technology, and to have contributed to a healthcare, social care/welfare or religious nonprofit organization during the past year.

"While the advertising space has been dominated with focus on men, more and more marketers are seeing the wide open opportunity to capture women in an untapped environment".

80% of Female Football Fans live in a single-family home and are:

- 12% more likely than the average adult nationally to own their home
- 22% more likely to own a second home
- 14% more likely than all adults nationally to have an energy saving appliance in their household
- 12% more likely to have HDTV and a video game system
- 17% more likely to have a Satellite TV subscription



2023 RECAP

Overall Attendance – 1.4 Million

The Tailgate Tour Attendance – 1 Million

Featured 12 Top 20 Division 1 Schools/Teams

Out of Home Programming – 96 Hours

The Tailgate Tour Magazine Distribution – 1.1 Million

Over the Road Impressions – 2.4 Million (New Record)

Street Team – 380 Hours of Direct Marketing

National Syndicated Radio Promotion – 256 Minutes

Local Radio Promotion – 445 Minutes

Social Media Reach – 2,575,870 Impressions (New Record)

Web – 3.7 Million

Total Reach without Broadcast & National Print – 10,103,024 (New Record)



FANS



We've Got Millennials



BRAND LOYALTY



When you see a sponsor or brand supporting your favorite school or team, are you more encouraged to buy their product than someone who does not?

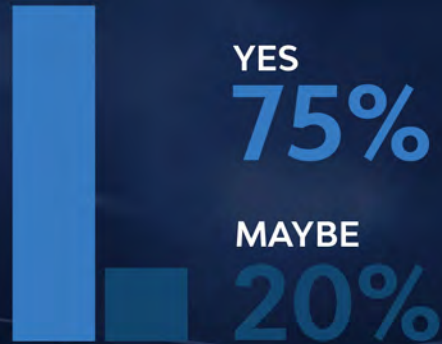
85%
YES



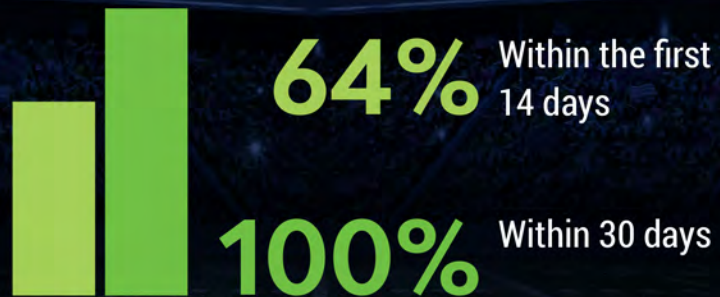
BRAND LOYALTY



If you participated in an activation outside of the stadium, if you liked the product, would you purchase?



If yes, how soon would you purchase?



FOX BIG NOON SATURDAY



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



PRINT MEDIA

XXIV The TAILGATE TOUR
 24 YEARS CELEBRATING
**THE LARGEST TRAVELING
 FAN EXPERIENCE
 IN COLLEGE FOOTBALL**

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WE'VE GOT THE BEST FANS IN THE NATION
 Join The Tailgate Tour and Men's Journal all season long at the greatest games and tailgates or online for the most interactive coverage.
 We've got the best recipes to tackle your tailgate with the ultimate flavors from Weber Sauces & Seasonings and special offers from our partners.

Produced by **ifuse360 Entertainment**
facebook.com/TheTailgateTour
tailgatetour.com | ifuse360.com

The Tailgate TOUR
 Presented by **BRUK DUNKIN' SAUCES & SEASONINGS**, **Hefty**, **GEICO**, **FOUR POINTS BY GREENWOOD**

We've cooked up something special for you on game day.
 Join us for a tour of some of the biggest college football showdowns!

Produced by **ifuse360 Entertainment**
tailgatetour.com | ifuse360.com

a complete listing of games and more information on all of the food and fun, visit:
Facebook.com/TheTailgateTour
Tailgatetour.com

Presented by **EveryDay with Patrick Day** and **TRADE**

WE'VE GOT THE BEST FANS IN THE NATION
 Join The Tailgate Tour all season long at the greatest games and tailgates or online for the most interactive coverage.
 We've got the best recipes to tackle your tailgate with the ultimate flavors from Weber Sauces & Seasonings and special offers from our partners.

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Tailgate Tour Media



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.



← Tweet

 **The Tailgate Tour**
@TheTailgateTour

Hey @NCState Football Fans!
We're coming this weekend for
your big ACC matchup with
[@Seminoles](#)



SIGNAGE



PROMOTION

FOX BIG NOON SATURDAY **THE TAILGATE TOUR** **FOX SPORTS RADIO**

TEXAS vs BAMA
Block Party & Pep Rally



Featuring:
UT's Own DJ Mel
Cheer & Spirit Squads

FREE Drink Samples from
 Captain Morgan GUINNESS Seagram's

FREE FOOD & SNACKS
TONS OF FREE PRIZES

FRIDAY, SEPTEMBER 9th 6:30 P.M. - 10 P.M. Corner of San Jacinto Blvd. & 17th Street (Across from Scholz Garten)

Please Drink Responsibly

THE TIDE ROLLS IN DT



Ranked Longhorns take on Alabama on Saturday.

GET THE **BIG TICKET** 
 TEXASSPORTS.COM/BIGTICKET

SCORE BIG ALL SEASON LONG

THE LARGEST TRAVELING FAN EXPERIENCE IN COLLEGE SPORTS



THE TAILGATE TOUR

LEARN MORE >>



XXIII The TAILGATE TOUR



THE ULTIMATE TAILGATE BLOCK PARTY
 (ON CHAMPIONSHIP WEEKEND)

FREE DRINK SAMPLES & FOOD

 Uptown on tryon street in front of the bechtler museum

SATURDAY, DEC 3RD, 12PM-7:45PM

FOX BIG NOON SATURDAY **THE TAILGATE TOUR** **FOX SPORTS RADIO**



MICHIGAN vs 

TEXAS vs ALABAMA
Block Party & PEP Rally

TONIGHT
 Corner of San Jacinto Blvd. & 17th Street (Across from Scholz Garten)



FOX BIG NOON SATURDAY **THE TAILGATE TOUR** **FOX SPORTS RADIO**

THE TAILGATE TOUR

FOX BIG NOON SATURDAY **FOX SPORTS RADIO**



 **vs** 



Sponsors in Action



Electrolit



BlueDiamonds



Hellmann's



Takis



Pringles



BeyondMeat

SPONSORS IN ACTION



Kraft – Wheat Thins Crew



Xbox – Halo Reach Launch



Ralph Lauren - Fragrance



Dish – Video Lounge



Dockers – Photo Booth



Wendy's (Heisman)



21+ Promotions



SAMPLING



TOUR TRANSPORTATION





SAMPLING



The team has the ability to sample pre-packaged product or wet sample with bulk. We can even expand game day to hit on campus and off campus student housing.



The Tailgate Patrol



We go beyond the event displays and canvas the parking lots with our Brand Ambassadors. Great for one on one sampling, content generation and surveys.

DATA COLLECTION & CONTEST REGISTRATION



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



Full Service Design

NFuse 360 Marketing is a full service agency with complete design, ideation and build out capabilities. We can assist you from start to finish without the heavy lifting or big expense. A sample of our work includes...



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 Tailgate 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

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