



"Good Time Ready"

Boost Your Sales and Reach

Tailgateville.com is an unique platform for any company wanting to get in front of thousands of live consumers that enjoy sporting events, concerts and festivals. Combine that with our innovative web site and "Web Shows", Tailgateville.com could be a strong component to your company's marketing strategy.

Tailgate Trailer



Web Site



Event Set-up



Getting up-close and personal with consumers with a polished and "Ready-to-Go" **Experiential Marketing** product in a tailgate party environment is what Tailgateville.com offers. Tailgateville.com can stimulate all your consumer's senses – sight, sound, taste, touch... all in a carefully orchestrated positive impression of your product or service. Tailgateville.com can execute virtually any guerilla marketing plan to help you achieve your marketing goals, at any location or event. Our "Creative Team" can concept, design, engineer, and fabricate most anything to make Tailgateville.com a powerful tool to showcase your product or service.

- Multi-Site Events
- Entertainment & Show Production
- Product Sampling/Engagement
- One-on-One Consumer Interactions
- Influencer of Opinion
- Sensory Experience
- Large Return on Investment
- Believability and Trust
- Seamless Work with Ad Agencies or Marketing Teams
- Nearly 30 years of Live Event Production Experience



Ask Us About Our Newly Added Extreme Party Truck!

Call us Today at (352) 242-3870 or visit www.tailgateville.com

Contact: sales@tailgateville.com • 905 Jan Mar Ct. #C • Minneola, FL 34715





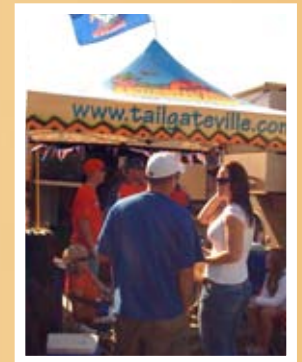
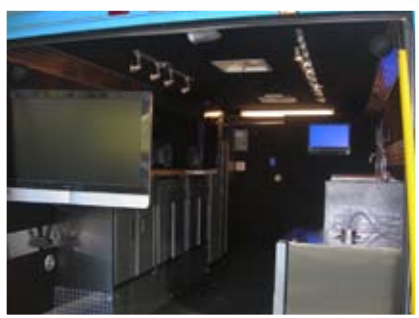
Go to the Consumers



Be it tailgating at your teams big game, a corporate event, company party or even a wedding...make it the Party Oasis that everyone will remember! Tailgateville brings the unique island atmosphere to you and your friends to enjoy... grab another cold one... MON!



Tailgate parties from 10 to 200 – for home, the track or the field, hospitality venues, corporate events, tradeshow/exhibits, charity fundraisers, golf tournaments, grand openings, sporting events, concerts, festivals, company picnics/parties, weddings or just to create a large spectacle.



Standard Package:

- Four Flat Panel TV's w/Enhanced Audio Sound System
- Dish Network Satellite System
- State-of-the-art Audio System
- Refrigerated Kegarator
- Honda 3000 watt "Super Quiet" Generator
- Microwave & Mini Refrigerator
- Gas Grill/Smoker & (3) 50 qt. Coolers
- 3 Gallon Fresh Water System
- (3) Shade Awnings on Trailer
- 10 x 10 Logoed Tailgateville Tent
- (4) Telescoping 20' Aluminum Flag Poles w/American Flags
- (2) 6' Tables with Logoed Tablecloths
- Popular Tailgating Games
- Digital Photography of Your Event

Deluxe Package: Includes all of basic package **plus**

- (8) Feather Banners
- Video Game - *Rock Band* Set-up (2 Guitars, Vocals and Drums)
- (4) Pair of Propane Fueled Tiki Torches
- (2) Deluxe Tiki Bars
- Professional DJ/Karaoke System w/ DJ
- Professional Disco Lighting System
- Seating for 24 with Tiki Umbrella Tables

Additional Options Available:

Catering and Beverages
Tenting and Seating
Power, Production and Restrooms

Décor Packages for Special Events
Entertainment and Sports Celebrities

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What You Get For Your \$

As "Title Sponsor" of Tailgateville.com, client gets exclusive branding of Tailgateville.com as "Sponsor presents Tailgateville.com." Vehicles and Set-up will be branded typical of example shown below. Web site will also carry the "Sponsor presents Tailgateville.com" branding with banner ads and links to sponsor's web site. Additional sponsorship opportunities of Tailgateville.com web show will be available.

Branding Example



To maximize sponsor brand awareness Tailgateville.com can provide the following for corporate branding of Event Product:

- (4) sides of trailer and (4) deck banners
- Custom branded/configured XPT vehicle
- Logoed feather banners, tablecloths and rugs
- Tiki bar signage
- Maximize Thru-Put per hour.
- *Can accommodate most sponsor requests
- (4) large flat panel TVs
- Sponsor's staff for live demos
- Airstar covers
- Joint merchandising efforts

Tailgateville.com retains all merchandising rights for Tailgateville.com and the "Lenny" character.

Demographics

More than 50 million people will tailgate at sporting events this season and tailgating is the fastest growing sport in the country.

75% are men

71% college graduate or advanced degree

69% have children

81% are 25-54 yrs. Old

82% are homeowners

90% have a broadband internet connection

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Pricing

Title sponsorship fees will be determined based on the duration of the sponsors commitment and number of event days attended by Tailgateville.com. Items such as web content, placement, links etc. will be negotiated separately from the event fees. Rates include staffing and are as follows:

UPW - One Time Up-Fit/Branding	\$35,000.00*	Day rate: \$5,000.00
XPT - One Time Up-Fit/Branding	\$50,000.00*	Day rate: \$7,500.00

*special client required equipment (ie. freezer, ovens, etc.) will be priced seperately.

In order to maintain the rights as Title sponsor, sponsor will commit to a minimum of 20 event days per quarter at the listed rates.

What You Get



- (6) logoed feather banners
- Feature logo on (4) roof panels
- Feature logo on trailer body(4) sides
- Feature banner ad on website
- (4) logoed tablecloths
- (2) logoed floor mats
- (1) logoed airstar cover
- (1) logoed tiki bar sign
- (4) logoed pole caddies
- (1) logoed 10x10 pop up tent
- (1) logoed area rug

- (6) logoed feather banners
- Feature logo on (4) sky deck panels
- Feature logo on truck body(4) sides
- (1) logoed 10'x20' pop-up tent
- Feature banner ad on website
- (4) logoed tablecloths
- (2) logoed floor mats
- (1) logoed airstar cover
- (1) logoed tiki bar sign
- (4) logoed pole caddies
- (1) logoed 10x10 pop up tent
- (1) logoed area rug

Logistics

Transportation is charged at \$3.00 per mile (includes, fuel, tolls, vehicle maintenance)
Per diems are \$65.00 per person per day
Lodging allowance of \$150.00 per person per day
Misc. travel expenses such as parking fees, permits, etc. will be billed as needed.

Tenative Event Schedule*

(SEE CURRENT EVENT SCHEDULE ON WEB SITE)

Events Can Be Added to Meet
Sponsor's Needs!

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