



# STRATEGIC BRAND PROPOSAL 2016

# ELEVATE

## YOUR TAILGATE

GTE is a traveling tailgate event that aggregates all of the individualized and piecemeal components of the typical tailgate and provides fans with a one stop, one price all-inclusive pre-game event on a scale that has never been seen before.



**A BRODY JENNER endorsed company.**

# Celebrity Partners



## **BRODY JENNER**

- Reality TV Star
- World Renowned DJ
- Entrepreneur



## **JENNY DELL**

- CBS NFL/NCAA Football Reporter
- BTN Campus Eats Host
- Former NESN Sideline Reporter



## **DAVE ROTHENBERG**

- ESPN-NY 98.7 FM Radio Host
- Former ESPN Fantasy Focus Host
- Sports Announcer and Analyst



# Sponsorship

## *A Vision for Our Strategic Collaboration*

- GTE travels to a variety of sporting events, making stops once a season at each target venue to establish its tailgate as a staple and ensure maximum attendance at each event. Enclosed in a tented area, highlights for some 2000 attendees include complimentary food and beverages, flat-screen TVs, musical entertainment, games, memorabilia, former athletes as well as celebrity hosts.
- To become a sponsor of GTE is to create a whole new fan experience. Brands become true partners in a collective endeavor to build memorable and completely customized environments for fans prior to their in-stadium experience.
- A sponsorship with GTE will position your brand to influence and interact with our active and engaged community of young adult professionals who set lifestyle standards. GTE's largest audience is among the ages of 21-36 and goes out on average 3.3 times per week; 97% tell their friends about social happenings.
- Sponsors will be provided with opportunities to reach this target demographic and better define how our customers see your brand and product.



# Sponsor Opportunity



Exclusive access to our members, maximum exposure and tailored packages are key to sponsor success.

## Platinum Sponsorship Package — \$10,000

- Company logo and link to company website to remain on GTE website for 2016 calendar year
- Company logo on GTE digital event flyer
- Company banner displayed at event (sponsor to provide)
- Ability to distribute promotional material at event (sponsor to provide)
- Live mention of sponsorship in stage announcement at event by celebrity partner (sponsor to be approved by celebrity partner)
- Box ad (300x250) + banner ad (728x90) in rotation on GTE website for one hundred and twenty (120) days
- Promotion of sponsorship on GTE social media accounts
- Invitation for 6 to GTE event
- Access to GTE consumer information database

## Gold Sponsorship Package — \$5,000

- Company logo and link to company website to remain on GTE website for 2016 calendar year
- Company logo on GTE digital event flyer
- Ability to distribute promotional material at event (sponsor to provide)
- Live mention of sponsorship in stage announcement at event by celebrity partner (sponsor to be approved by celebrity partner)
- Box ad (300x250) + banner ad (728x90) in rotation on GTE website for ninety (90) days
- Promotion of sponsorship on GTE social media accounts
- Invitation for 4 to GTE event

# Sponsor Opportunity



## Silver Sponsorship Package — \$2,500

- Company logo and link to company website to remain on GTE website for 2016 calendar year
- Live mention of sponsorship in stage announcement at event by celebrity partner (sponsor to be approved by celebrity partner)
- Box ad (300x250) + banner ad (728x90) in rotation on GTE website for sixty (60) days
- Promotion of sponsorship on GTE social media accounts

## Bronze Sponsorship Package — \$1,000

- Live mention of sponsorship in stage announcement at event by celebrity partner (sponsor to be approved by celebrity partner)
- Box ad (300x250) and banner ad (728x90) in rotation on GTE website for thirty (30) days
- Promotion of sponsorship on GTE social media accounts

As an add on to a sponsorship package, for an additional fee, sponsors can choose from the following:

## Bar Takeover Add-On — \$1,750

- Company logo on bar materials i.e.: bar rails, condiment caddies, cups, napkins, ice buckets, etc. (sponsor is responsible for the cost of bar products)

## Step & Repeat Add-On — \$1,500

- Company logo on step & repeat (celebrities and guests to be photographed in front of step & repeat)

# Sponsor Responsibilities



GTE will set the stage for our community to connect with your brand and provide a collective experience that will impact all involved. The sponsorship packages listed are offered exclusively for the GTE Launch Party.

In addition to the sponsorship packages listed, GTE can work with your brand to frame a custom sponsorship package that best suits your company's interests and goals.

Sponsor responsibilities include:

- Sponsorship package fee
- Sponsor support of GTE event on sponsor's social media accounts

*\*\*\*All sponsors to be approved by team and celebrity partners prior to signing agreement.*



## Metrics

### *Designing Data Into Meaningful Information*

Measurable, positive outcomes are expected in exchange for sponsorship commitment. GTE will collect data and metrics will be delivered in a recap designed to showcase the following quantifiable areas of influence.

- Delivery: Track age, sex, marital status, location, and number of event attendees
- Call-to- Action: Measure the success of campaigns in terms of reach of target audience and call to complete a positive action
- Impact: Track press and social media mentions mentioning event and sponsorship



# Company Progress



## NFL/NCAA Football Teams

Signed agreements with:

- o Jacksonville Jaguars
- o University of Miami Hurricanes
- o University of Los Angeles, California Bruins

## Event Calendar 2016

- o 9/15 | NYC | Official GTE Launch & New York Jets @ Buffalo Bills Viewing Party
- o 10/29 | MIA | Miami Hurricanes @ Notre Dame Fighting Irish Viewing Party
- o 11/26 | LA | UCLA Bruins @ California Golden Bears Viewing Party
- o 12/11 | JAX | Minnesota Vikings @ Jacksonville Jaguars Tailgate

## Celebrity Partners/Endorsers

- o Brody Jenner
- o Jenny Dell
- o Dave Rothenberg

## Current Valuation

- o \$2.5 Million valuation

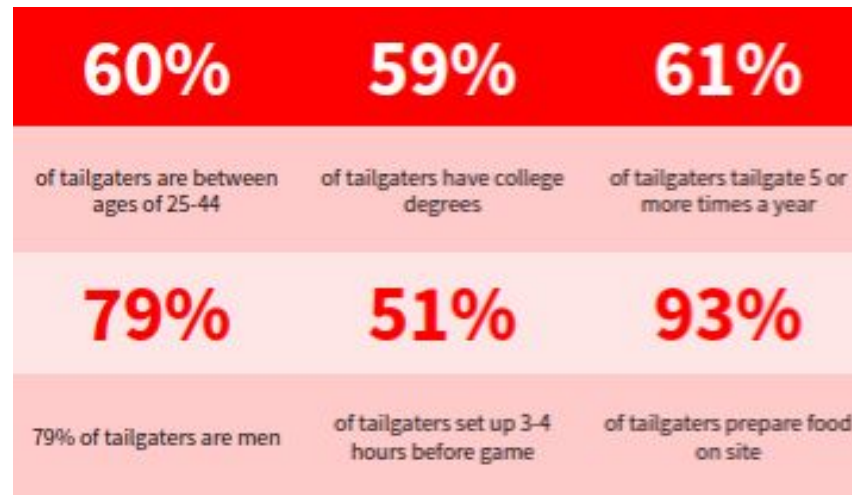
# Market Research



**“It is almost *incalculable* to put a number on the money spent tailgating.”**

—Mark Stewart, former executive of the Tailgating Industry Association, speaking on the tailgating market across all sports and events

- Between \$10-\$20 Billion spent on tailgating for football alone
- 80% of Americans (240 Million) tailgate each year
- 50 Million Americans tailgate football every year
- 30% of fans come to the stadium solely to tailgate and do not even attend the game itself



## Sources

[quenchagency.com/2014/10/21/ours-is-a-tailgating-obsessed-nation-but-your-brand-join-the-part/](http://quenchagency.com/2014/10/21/ours-is-a-tailgating-obsessed-nation-but-your-brand-join-the-part/);  
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# THANK YOU

We look forward to building a long-term partnership, taking root in 2016 and extending as GTE branches out into other event categories and markets in the years to come. In doing so, both brands will be rooted in the mission of co-creating interactive experiences that give your brand a visual identity and integration into the GTE community.

For more information, please contact:

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