



Atlanta United Atlanta Falcons



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*The Fan*

# TAILGATE CENTRAL

FROM ATHENS TO ATLANTA, 680 THE FAN IS THROWING  
THE THE BIGGEST & BEST TAILGATE PARTIES!

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GEORGIA BULLDAWGS



FOOTBALL AT THE DOME





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## 2022 Tailgate and Events Season Recap

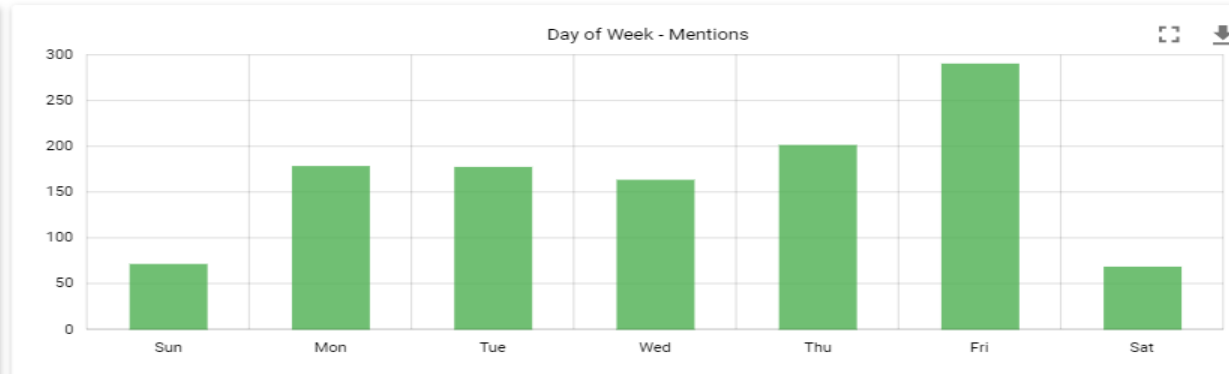
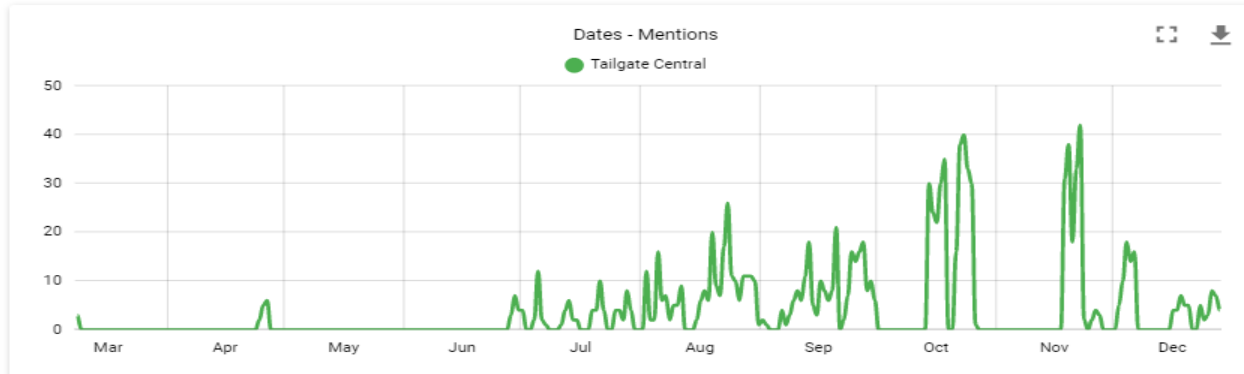
MENTIONS

1,155

IMPRESSIONS

10,243,046

### On-Air Mentions for 15 Total Tailgates



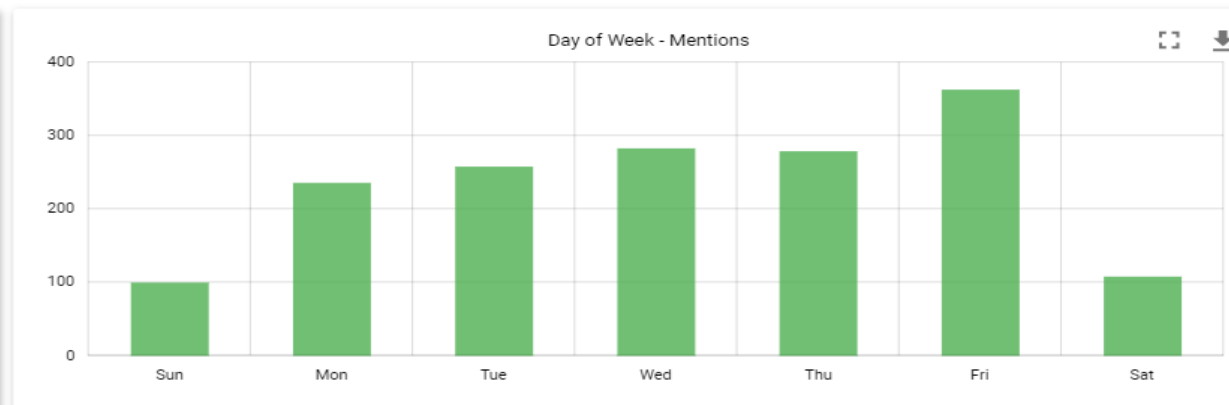
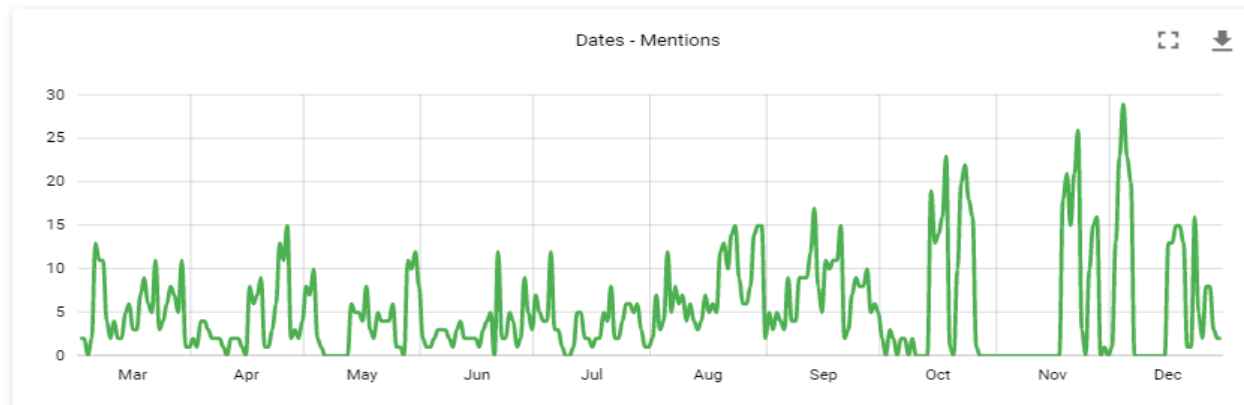
MENTIONS

1,627

IMPRESSIONS

13,837,129

### On-Air Mentions for 22 Total Tailgates and Events





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## 2023 Tailgate Schedule

<u>Date</u>	<u>Event</u>	<u>Location</u>
2-Sep	Kick Off Game Tailgate (Tech/Louisville)	123 Marietta
10-Sep	Falcons / Panthers	123 Marietta
16-Sep	UGA vs South Carolina	1 Press Place
17-Sep	Falcons / Packers	123 Marietta
7-Oct	UGA vs Kentucky	1 Press Place
8-Oct	Falcons / Texans	123 Marietta
15-Oct	Falcons / Commanders	123 Marietta
4-Nov	UGA vs Missouri	1 Press Place
5-Nov	Falcons / Vikings	123 Marietta
11-Nov	UGA vs Ole Miss	1 Press Place
26-Nov	Falcons / Saints	123 Marietta
10-Dec	Falcons / Bucs	123 Marietta
2-Dec	SEC Championship Tailgate	123 Marietta
29-Dec	Peach Bowl Tailgate	123 Marietta

GEORGIA BULLDAWGS FOOTBALL AT THE DOME



## Tailgate Central Sponsorship - Deliverables

### *Participating Sponsorship*

- Sponsorship of 14 Total Events
  - Up to a 10 x 10 experiential space at each event
  - Brand integration with Website and Social Pages
- Name inclusion as a sponsor in a minimum of twenty (20) live/recorded promos per tailgate
  - Up to 20 tickets per tailgate event as exclusive promo code

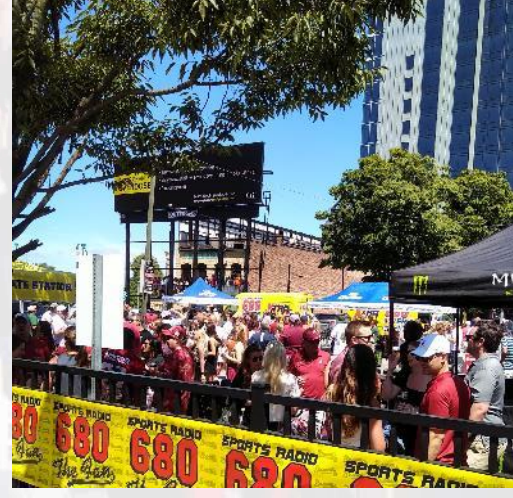
**Net Investment - \$30,000**

### *Presenting Sponsorship*

- Sponsorship of 15 Total Events
  - Up to a 10 x 20 experiential space at each event
    - Exclusivity in your respective category
  - Brand integration with Website, Social Pages, On-Site Signage, and Event Tickets
    - Ability to place two (2) printed signs at each event
- Name inclusion as a presenting sponsor in a minimum of twenty (20) live/recorded promos per tailgate
  - Up to 50 tickets per tailgate event as exclusive promo code

**Net Investment - \$50,000**







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*Free to attend! Live Music!*



*Positive, Fun environment!*



*Passionate Fans!*



*Fun Activations!*



*Free Drinks  
and Brand Samples!*



*Big Crowds!*



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## Tailgate Location for all games at Mercedes Benz Stadium

123 Marietta Street, Atlanta GA – 1/2 mile to Stadium



## Tailgate Location for all UGA Tailgates

200-298 N Thomas St, Athens, GA – 6/10 mile from Sanford Stadium

