



***RAB's Nontraditional Revenue
Proposal Collection: Volume #7***

Proposal #34:

A Taste of Tiger Tailgating

Contributor: Guaranty Broadcasting





“A TASTE OF TIGER TAILGATING”
TITLE SPONSORSHIP

Coming Friday, August 23rd
7:00 – 10:00 p.m. Pete Maravich Assembly Center

South Louisiana’s greatest restaurants, caterers and clubs will offer up a night of food and wine tasting to remember at the inaugural *“TASTE OF TIGER TAILGATING”* celebration presented by Guaranty Broadcasting on Friday, August 23rd at the Pete Maravich Assembly Center from 7:00 p.m. to 10:00 p.m. The *“TASTE OF TIGER TAILGATING”* event will feature sampling booths in which businesses have the opportunity to display and sample their products to the hundreds of LSU fans attending the event. A portion of the ticket sales from the *“TASTE OF TIGER TAILGATING”* event will go to the Tiger Athletic Foundation and their *“I Like Mike”* Campaign benefiting Mike the Tiger’s new on-campus habitat.



Submitted by Darrell Picou

“A TASTE OF TIGER TAILGATING”

TITLE SPONSORSHIP

As the TITLE SPONSOR, you will enjoy the following opportunities:

- **Featured as the TITLE SPONSOR in all promotional advertising surrounding the event on all five Guaranty Broadcasting radio stations from Monday, July 22nd through Friday, August 23rd. Campaigns on each individual station will provide a minimum of 12 promotional mentions per day for a four-week period. A minimum of 336 promotional announcements will air on each station providing participating restaurant, caterers and clubs a share in over \$75,000.00 in LOCAL advertising.**
- **Two (2) live remote broadcasts with your station of choice to give away event tickets and promote upcoming event.**
- **Name (as title sponsor) and logo on *all event tickets*.**
- **Featured as TITLE SPONSOR in radio remotes “live” from the PMAC on event day (value of \$8,000.00).**
- **A prominent exhibit space at the event to display your products/services.**
- **Recognition on main stage during event.**
- **50 admission tickets.**
- **Recognition as TITLE SPONSOR in all print ads promoting event.**
- **TITLE SPONSOR of the “Best of Tiger Tailgating” voting ballots. Promotional activities prior to the event and during the event will feature an opportunity for the public to vote for the “BEST OF ” in over 20 categories. “BEST OF” winners will receive a special recognition plaque and certificate with TITLE SPONSOR logo included.**

Title Sponsorship Investment: \$XX,000.00

Client Name

Date

Authorization

Proposal sold for over \$10,000 and sponsor was a Wireless provider.

