



Tailgater Towel™ Fundraising...made EZ

Stand out from the crowd with your own branded Tailgater Towel™. Start a new tradition with this proven fundraising product. The Tailgater Towel™ is a unique and turn-key approach to fundraising which gives your school organization/booster club the flexibility to maximize its potential. The concept is to sell logo placement sponsorships, on a football field, baseball field, basketball court, etc... designed sport/rally Tailgater Towel™, to local businesses & partners. These towels can also be a great traffic driver for your sponsor's business! You set both the price for the sponsorships and the resale ... then sell or hand out the Tailgater Towel™ at school games or events. The more sponsorships and towels you sell...the more dollars your organization can raise. It's that EZ.

1. You set the revenue goals, qty of towels and we customize the pitch sheets and towel layout for you. Sell sponsorships around a sports field designed, high-quality rally towel. (Ask your partners/sponsors to invest x number of dollars and they receive their logo on x number of Tailgater Towels™.) As added value, their logo and URL are featured on your website or school program...and you could also add in-game sponsor announcements.
2. Distribute the Tailgater Towels™ free to fans before your game, concert, or event. You could also sell these towels to generate even more revenue for your organization or booster club.
3. We also offer free training to your organization or booster club members to ensure they generate maximum fundraising revenue.

These towels have shelf life and don't get thrown away (thousands of impressions). Scan QR code to learn more and order yours today!

Here's a **sample** of the sponsorship costs, pricing & potential fundraising revenue based on 10,000 qty Tailgater Towels™ for your school organization/booster club (E.g., football field layout):

SIDELINE LOGO * SIDELINE LOGO * SIDELINE LOGO * SIDELINE LOGO * SIDELINE LOGO

<u>END ZONE LOGO</u>	<u>Company,TV/Radio Station Logo</u> <u>50-Yard Line Logo</u> <u>Tailgater Towel™ Logo</u>	<u>END ZONE LOGO</u>
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End zone sponsorships - (2) available - sponsor's logo in at least a 5.5" x 2.5" area - Cost: \$1,500.00 per sponsorship.

Sideline sponsorships - (10) available – sponsor's logo in at least 1.5" x 2" area - Cost: \$750.00 per sponsorship.

Side Line Sponsorship w/Coupon – this constitutes two side line sponsorship positions – Cost: \$1,500.00 each - see attached Tailgater Towel® for example (Dairy Queen & Domino's Pizza logos) – Great traffic driver to the sponsor's business!

50-yard line sponsor - (1) available - sponsor's logo in center position at least 3" x 3" area - Costs \$2,500.00.

Sponsorship Revenue - \$13,000.00 Resale Revenue (sell for \$5.00 ea.) = \$50,000.00 = \$83,000.00 Gross Revenue

Potential revenue:

Price includes 1-color, water-based screenprint. The front imprint area is 8" h x 11" w.

Ch09 towel (Rated Good) - rally towel (white) 11" h x 16" w. Whether it's 100 or 100,000 towels you need, our deep inventory and quick turnaround time make our rally towels ideal for last minute playoff games or events. Hemmed terry loop. \$83,000.00 gross profit (minus) est. costs for 10,000 qty Tailgater Towels™ \$1.28 ea. = \$12,800.00 (includes setup) = \$70,200.00 net profit (Ground shipping/sales tax /colored towels & attachments extra.)

Price includes 1-color, water-based screenprint. The front imprint area is 10" h x 12" w.

Ch15 towel (Rated Better) - oversized rally towel (white) 15" h x 18" w. This velour rally towel is woven with a high thread count that yields exceptional detail. With its larger imprint area, this towel is perfect for single or multiple logos. \$83,000.00 gross profit (minus) est. costs for 10,000 qty Tailgater Towels™ \$1.45 ea. = \$14,500.00 (includes setup) = \$68,500.00 net profit (Ground shipping/sales tax /colored towels & attachments extra.)

Price includes 1-color, water-based screenprint. The front imprint area is 11" h x 17" w.

Ch23 towel (Rated Best) Turkish Signature™ midweight sport towel (white) 16" x 24". There's a reason why this is our best-selling sport towel. Made from 100% Turkish cotton velour. Features dobby borders and double-sheared finishing for extra softness and luster. \$83,000.00 gross profit (minus) est. costs for 10,000 qty Tailgater Towels™ \$4.28 ea. = \$42,800.00 (includes setup) = \$40,200.00 net profit (Ground shipping/sales tax /colored towels & attachments extra.)



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