



# Generate Non-Traditional Revenue with the Tailgater Towel™

Stand out from the crowd with your own branded tailgater towel™. This is a proven, non-traditional, revenue generator for your business or TV/radio station.

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/advertisers to spend x number of “incremental” dollars in a certain period of 2024 and they receive their logo on x number of tailgater towels™.) As added value, their logo and URL are featured on your website or on promotional announcements a few weeks before the event.
2. Distribute the Tailgater Towels™ free to tailgaters before your local college football game, concert, Festival, or event.
3. We also offer free training to your sales or marketing team to ensure they generate maximum incremental 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 and pricing based on 10,000 qty Tailgater Towels™ for a college football game:

**SIDELINE LOGO \* SIDELINE LOGO \* SIDELINE LOGO \* SIDELINE LOGO \* SIDELINE LOGO**

<b><u>END ZONE LOGO</u></b>	<b><u>Company,TV/Radio Station Logo</u></b>  <b><u>50-Yard Line Logo</u></b>  <b><u>Tailgater Towel™ Logo</u></b>	<b><u>END ZONE LOGO</u></b>
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**SIDELINE LOGO \* SIDELINE LOGO \* SIDELINE LOGO \* SIDELINE LOGO \* SIDELINE LOGO**

End zone sponsorships - (2) available - sponsor's logo in at least a 5.5" x 2.5" area - Spend a minimum of \$35,000.00 more than you did in 3q-4q of last year.

Sideline sponsorships - (10) available – sponsor's logo in at least 1.5" x 2" area - Spend a minimum of \$25,000.00 more than you did in 3q-4q of last year.

50 yard line sponsor - (1) available - sponsor's logo in center position at least 2" x 2" area - Spend a minimum of \$50,000.00 more than you did in 3q-4q of last year.

### **Potential revenue:**

Price includes 1-color, water-based screenprint. 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. \$370,000 gross profit (minus) est. costs for 10,000 qty Tailgater Towels™ \$1.28 ea. = \$12,800.00 (includes setup) = **\$357,200.00 net profit (incremental dollars)** (Ground shipping/sales tax /colored towels & attachments extra.)

Price includes 1-color, water-based screenprint. 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. \$370,000 gross profit (minus) est. costs for 10,000 qty Tailgater Towels™ \$1.45 ea. = \$14,500.00 (includes setup) = **\$355,500.00 net profit (incremental dollars)** (Ground shipping/sales tax /colored towels & attachments extra.)

Price includes 1-color, water-based screenprint. 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. \$370,000 gross profit (minus) est. costs for 10,000 qty Tailgater Towels™ \$4.28 ea. = \$42,800.00 (includes setup) = **\$327,200.00 net profit (incremental dollars)** (Ground shipping/sales tax /colored towels & attachments extra.)



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