

Ultimate Tailgate Sampling & Fan Engagement Program



Brands score BIG with NFL Fan Interaction!

The official **2025/2026 NFL season schedule** drops in May—secure your spot now with our **exclusive Tailgate Program!** This high-impact opportunity puts your brand directly in front of **thousands of passionate fans**— both in person and online.

How it works:

High-Energy Tailgate Sampling: Fans interact with your product in real-time

- **20,000 sample bags** distributed at two major NFL tailgates (10K per stadium) in September 2025
- **Instant Connection** – Face-to-face sampling builds trust and excitement

Official Team Yearbooks: Premium, Multi-Channel Platform

- **1M+ Impressions:** Reach a large audience via home game distribution and online access all season
- **Premium Placement:** Feature your brand in a trusted, fan-favorite publication
- **Multi-Platform Presence:** Exposure across team websites, social media, and more

Interactive sweepstakes: fan engagement that works!

- **On-Site Interaction:** Fans scan QR code to enter
- **Ad View Conversions:** Fans watch your ad for an extra entry, ensuring exposure
- **Social Amplification:** Encourage fans to share and expand your brand's reach



Digital Ad Interaction Sweepstakes

Team Yearbook Ad Space

ARTWORK DUE 5/1/25 | SAMPLES DUE 8/6/25

PARTICIPATION LEVELS & COST

Hall of Fame Sponsor: \$35,000

- Main Feature ad in yearbooks
- 15-second video ad on sweepstakes landing page
- Full product sample participation
- One coupon book page

\$65K VALUE

MVP Sponsor: \$25,000

- Sub Feature ad in yearbooks
- 15-second video ad on sweepstakes landing page
- Full product sample participation
- One coupon book page

\$45K VALUE

All-Pro Sponsor: \$15,000

- Logo in yearbooks
- Static ad in sweepstakes
- Full product sample participation
- One coupon book page

\$30K VALUE

Game Day Sponsor: \$10,000

- Product sample in all bags
- One coupon book page

\$11K VALUE