



## **Don't Miss The Bus: Tailgateus.com Set to Launch Unique Tour to 40 Football Games**

*Before investing too much time and money on sampling, promoting or advertising new brands and products, check with TailgateUS.com. TailgateUS.com is bringing together a promotional concept to expose your products and company to mainstream America. A dream come true for brand managers: visuals, audience interaction, sampling and national exposure. Don't Miss The Bus:*

Fort Pierce, FL ([PRWEB](#)) May 23, 2005 -- Before you invest too much time and money on sampling, promoting or advertising new brands and products, check with [www.TailgateUS.com](http://www.TailgateUS.com).

SUPERBOWL has just passed and we're ready for the road to SUPER BOWL XLIII: TailgateUS.com is bringing together a promotional concept to expose your products and company to mainstream America. A dream come true for brand managers: visuals, audience interaction, sampling and national exposure.

The 2008/2009 Tailgate America Promo Tour travels more than 35,000 miles and offers product sampling, coupon and promotional give-aways at more than 40 football stadiums. The promotional campaign lasts five months and is expected to produce more than 10 million live customer impressions. The PROMO tour will kick-off September 4th in New York and will do most of its events before the major holidays in order to capitalize on these lucrative periods.

The tour uses a Deluxe 36-foot recreational vehicle to capture the audience's attention at more than 40 tailgate parties before NFL and College Football games as well as getting exposure during the week while traveling in the GIANT moving billboard. The goal is to interact and give away up to 10,000 samples of different kinds at every game. The schedule is already out and dictates between three and four marketing events per week leading to the finale in Tampa Bay, Florida for Super Bowl XLIII.

To break into the market, TailgateUS.com has tailored marketing campaigns which will let advertisers and marketing organizations push/promote their brands or products for budgets as low as \$20,000 for the entire initial tour of 20 weeks. This works out to be less than \$500 per event for national exposure.

Instead of having a single person promoting your brands at the giant retail store on Saturday morning, you can have a staff in front of thousands in the parking lot Saturdays, Sundays as well as Mondays before the big games, and also reap the benefits of having a moving billboard the rest of the week; not bad for a limited budget!

The tour will be supported with a "way cool" website with Tailgate recipes, checklists, tips, updated pictures and other tailgate information. We will provide banner space as well as customized space such as recipes from sponsors. Ideal advertisers, will be food, beverages, restaurant chains, internet, communications (cell phone) companies, sports and outdoor organizations, financial services as well as the pharmaceuticals (OTC) that target the 18-49 year-old audience.

After the start of the 2008/2009 season, the ultimate goal for TailgateUS.com is to have three staffs with three different PROMO RV's to do similar tours throughout the year for PGA, NASCAR, Tennis as well as other



major sports events including Kentucky Derby.

There is limited time to contact us to get your campaign on the way. The TailgateUS.com staff is very open to sponsor ideas, flexible, sponsor driven and there's still time to wrap the RV with your colors.

For information: <http://www.TailgateUS.com> or

Contact: feedback @ TailgateUS.com

Phone: 917-224-1231 or dial 1-4SUPER-BOWL

[www.TailgateUS.com](http://www.TailgateUS.com) is owned and funded by [www.Superbowl-Rooms.com](http://www.Superbowl-Rooms.com)

###



**Contact Information**

**Alan D. Bachand**

TailgateUS.com

<http://www.TailgateUS.com>

772-409-2214

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).