

**THE GREAT YINZER TAILGATE  
GAME DAY EXPERIENCE**

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THE GREAT  
**YINZER**  
*Tailgate*



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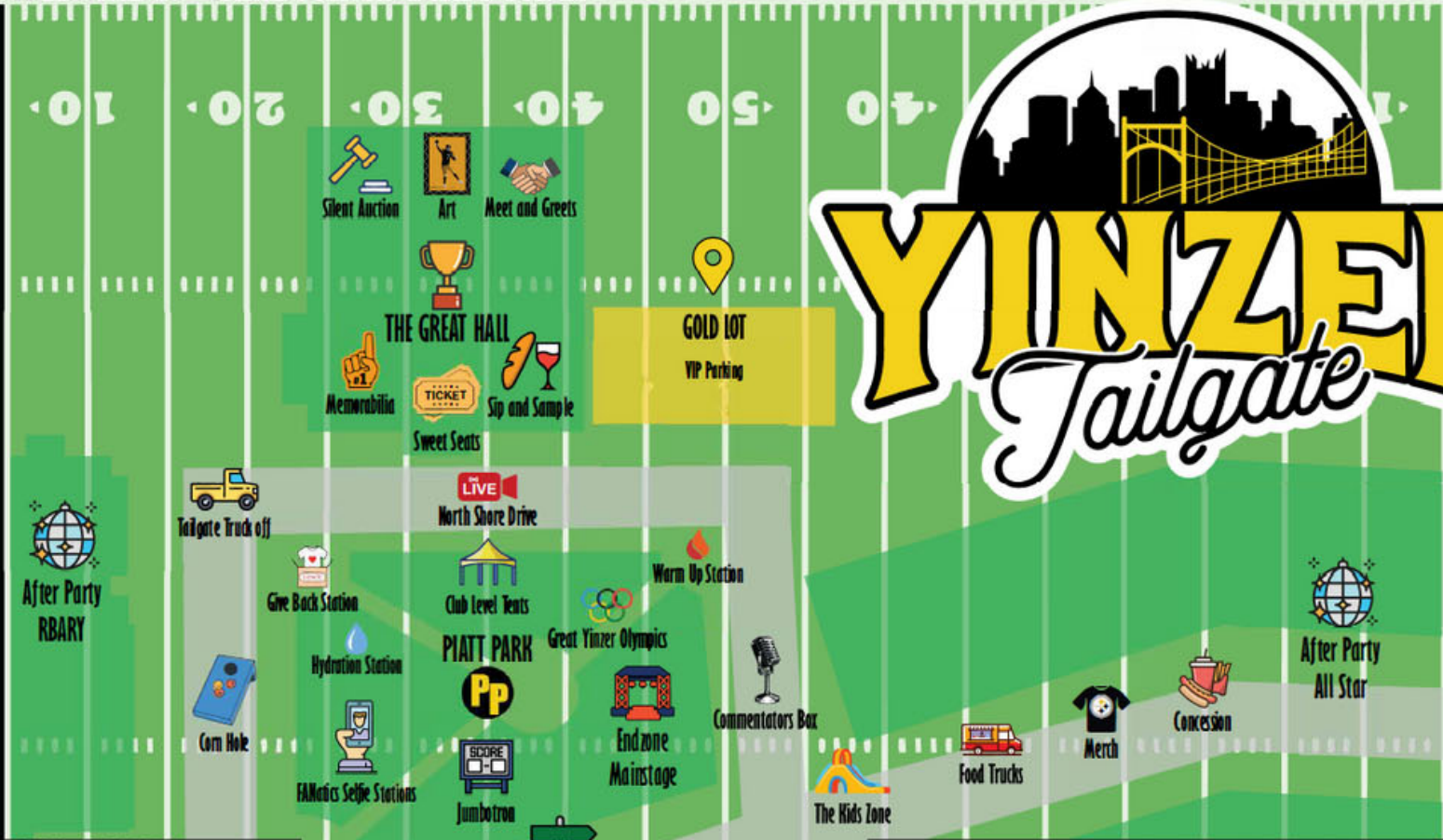


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# THE GREAT YINZER TAILGATE GAME DAY EXPERIENCE At SOUTHPOINTE TOWN CENTER

WELCOME TO GAME DAY AT PIATT PARK

THE GREAT



## ACTIVITIES

EVENTS	SPECIAL GUEST	ACTIVITIES	AFTER PARTY
Opening Pop Rally	Celebrity Hosts	Face Painting	ALL STAR
Parade	Alumni	Pumpkin Patch	R-Bar
Live Music and Entertainment	Influencers	Beer Pong	
The Yinzer Olympics	University Legends	Meet & Greet	
Prize Races	Media / Podcast Broadcasts	Relives	
The Great Yinzer Guinness Book of World Record Challenge			
Awards presentation			
Closing Ceremony			

## LOCATIONS, FEATURES AND ATTRACTIONS

PIATT PARK	CLUB LEVEL	NORTH SHORE DRIVE	THE GREAT HALL	GOLD LOT	DAHNTAHN MARKET
Endzone Stage	Club Level	Media Broadcast and Podcast	Sweet Seats	VIP Parking	Concession Stands
The Yinzer Olympics	Relives Zone	Influencer Bar	Sip and Sample		Food Trucks
Jumbotron	Club Level Tent	Tailgate Truck Off	Meet and Greet Legends Art Show		Merchandise and More!
Commentators Bar	Warm Up Station		Memorabilia		
Relives Selfie Stations	Hydration Station		Silent Auction		
	Corn Hole Challenge				



**SOUTHPOINTE TOWN CENTER**

## **THE GREAT YINZER TAILGATE GAME DAY EXPERIENCE**

ON NOVEMBER 4TH, 2023, **THE GREAT YINZER TAILGATE** WILL TRANSFORM SOUTHPOINTE TOWN CENTER INTO THE ULTIMATE GAME DAY EXPERIENCE AND A LEGENDARY EVENT FOR ALL.

**THE GREAT YINZER TAILGATE** IS MORE THAN JUST A TAILGATE, IT IS A PITTSBURGH-INFUSED MARKETPLACE WHERE UNIQUE CULTURE AND REMARKABLE HISTORY COME TOGETHER TO MAKE HISTORY AND CELEBRATE ALL THINGS WESTERN PENNSYLVANIA HAS TO OFFER!

WHETHER YOU'RE A LIFELONG RESIDENT OR JUST PASSING THROUGH, YOU'RE SURE TO FEEL THE WARMTH AND PRIDE THAT DEFINES THIS REGION AND ITS PEOPLE!

## **EVENT FEATURES + ATTRACTIONS**

### **PP PIATT PARK**

On Gameday, you will find iconic locations, featuring fan favorite attractions, historic events and more!

- Endzone Stage
- Celebrity Hosts
- Jumbotron
- Commentators Box
- FANatics Selfie Stations



### **DAHNTAHN MARKET**

Walk around main street and find everything from sports memorabilia to favorite game day foods and more.

- Concession Stands
- Food Trucks
- Merchandise
- and More!



### **CLUB LEVEL**

Experience the best of the North Shore and more in our Club Level location.

Live Broadcast and Podcasts  
Influencer Row

- Give Back Tent
- Warm Up Station
- Hydration Station
- Tailgate Truck Off



### **THE GREAT HALL**

Sip, Sample, Shop with our Sweet Seat VIP Pass.

This is a ticketed exhibit is for guest 21 and over full of history and culture.

- Sip And Sample
- Meet And Greet
- Legends
- Memorabilia
- Art
- Silent Auction



### **Kids Zone**

Entertain the Lil' Yinzer with some WQED favorites.

- Face painting,
- Smiley cookies.
- Mascots
- And more

# THE GREAT YINZER *Tailgate*

**BREAKING INVISIBLE BORDERS  
BRINGIN' GOOD PEOPLE TOGETHER  
FOR GREAT TIMES.**

**The Great Yinzer Tailgate will bring the best of the Burgh to Southpointe for this daylong event and feature all the fan favorites Western, PA has to offer.**

SHOW OFF YOUR BLACK AND GOLD AND HANGOUT WITH HOMETOWN FAVORITE SPORTS LEGENDS, MEDIA PERSONALITIES, INFLUENCERS, BUSINESS MOGULS, CELEBRITIES, AND ENTERTAINERS. CELEBRATE THE DAY AS YOU ENJOY THE BEST OF PITTSBURGH'S FOOD, WINE, AND SPIRITS, AS WELL AS ARTISANS, VENDORS, AND MORE. THE OUTDOOR AREAS WILL FEATURE FAMILY FUN, COMMUNITY EVENTS AND ACTIVITIES, AND IS FREE TO THE PUBLIC. INDOORS, OUR VERSION OF THE GREAT HALL IS FOR VIP GUESTS 21 AND OVER AND REQUIRES A PAID ADMISSION WITH THE PURCHASE OF OUR VIP SWEET SEATS TICKET. THIS TICKETED EXHIBIT IS FULL OF HISTORY AND CULTURE, YOUR FAVORITE PLAYS, AND INTERACTIVE DISPLAYS. SAMPLE FINE WINES, CRAFT BEER AND COCKTAILS FROM BEST-IN-CLASS RESTAURANTS TO HOMETOWN FAVORITE BREWERIES. MEET YOUR FAVORITE CELEBRITIES AND HAVE THE OPPORTUNITY SHOP AND BID ON ONE-OF-A-KIND SPORTS MEMORABILIA WITH THIS ALL-ACCESS PASS.



**Endzone Stage**



**Commentators Box**



**The Yinzer Olympics**



**Jumbotron**



**NORTH SHORE DRIVE**

## EVENTS + ACTIVITIES

- OPENING PEP RALLY
- PARADE WITH MASCOTS AND BANDS
- LIVE MUSIC AND ENTERTAINMENT
- THE YINZER OLYMPICS
- PIEROGI RACES
- GUINNESS BOOK OF WORLD RECORD CHALLENGE
- RENEGADE SHOWDOWN
- BEST IN THE BURGH CHALLENGES (BABUSHKA, PITTSBURGHESE)
- CORNHOLE CHALLENGE
- AND SO MUCH MORE TO COME!



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## LOCATION SOUTHPOINTE TOWN CENTER

BRIDGING THE SHORT DISTANCE BETWEEN PIBURGH AND LIL' WASHINGTON  
SOUTHPOINTE IS HOME TO THE FIRST ANNUAL GREAT YINZER TAILGATE;  
BRIDGING THE BEST OF WESTERN, PA TO SOUTHPOINT TOWN CENTER.



### ABOUT SOUTHPOINTE

- JUST 25-MINUTE DRIVE FROM PITTSBURGH
- EASY ACCESS AND EXIT WITH AN ON/OFF RAMP ACCESS TO INTERSTATE 79 AND US HIGHWAY 19
- MON/FAYETTE EXPRESSWAY AND SOUTHERN BELTWAY PROJECTS WILL CREATE ABOUT 98 MILES OF NEW LIMITED-ACCESS HIGHWAYS SOUTH AND WEST OF PITTSBURGH IN ALLEGHENY, WASHINGTON AND FAYETTE COUNTIES.
- NEAR INTERSTATE 79, WHICH AVERAGES MORE THAN 64,700 VEHICLES PASSING BY DAILY
- OVER 67,900 RESIDENTS
- 40,500 DAYTIME EMPLOYEES IN SOUTHPOINTE ALONE
- WITH AN ANNUAL AVERAGE HOUSEHOLD INCOME OF \$130,081



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## LOCATIONS, FEATURES AND ATTRACTIONS

PIATT PARK	CLUB LEVEL	NORTH SHORE DRIVE	THE GREAT HALL	GOLD LOT	DAHNTAHN MARKET
Endzone Stage	Kids Zone	Media Broadcast and Podcast	Sweet Seats	VIP Parking	Concession Stands
The Yinzer Olympics	Give Back Tent	Influencer Row	Sip And Sample	Drone Show	Food Trucks
Jumbotron	Warm Up Station	Tailgate Truck Off	Meet And Greet Legends Art Show	Merchandise	<i>and More!</i>
Commentators Box	Hydration Station		Memorabilia		
FANatics Selfie Stations	Corn Hole Challenge		Silent Auction		

## BE A PART OF HISTORY IN THE MAKING

THERE ARE MANY WAYS TO HAVE YOUR COMPANY BE PART OF THIS ACTION-PACKED EVENT.



WE HAVE **GAMEDAY SPONSORSHIP PACKAGES** THAT INCLUDE NAMING RIGHTS, PRE-EVENT PROMOTION AND FEATURES, ONSITE EXPOSURE AND POST-EVENT WRAP UP INCLUSION.

WE WILL HAVE **DAHNTAHN MARKET MERCHANT PACKAGES** THAT ENABLE YOUR BUSINESS TO BE PART OF THE BIG DAY WITH THE ABILITY TO SELL OR DISTRIBUTE PRODUCTS DURING THE EVENT.

AND WE WILL HAVE **SAMPLING PACKAGES** THAT FEATURE “BEST BITES AND SIPS” FOR OUR 21 AND OVER FANS WHO PURCHASE “SWEET SEATS” THAT ENABLES YOUR BUSINESS SET UP AN EXHIBIT IN OUR GREAT HALL WHERE YOU CAN OFFER TASTINGS AND SHOW OFF TO ALL!

ALL OF OUR PACKAGES ARE DESIGNED TO PROVIDE AN EXPERIENCE FOR YOU AND YOUR BUSINESS AND PROVIDE ADDITIONAL DISCOUNTS AND SAVINGS OPPORTUNITIES EXCLUSIVE TO THOSE PARTICIPATING IN THE GREAT YINZER TAILGATE THIS YEAR.



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**BE PART OF HISTORY  
IN THE MAKING**



**OUR PARTNERSHIP PACKAGES ARE DESIGNED TO MAXIMIZE EXPOSURE AND INTEGRATE YOUR BRAND WITH DIE-HARD ENTHUSIASTS, TRUE FANS OF PITTSBURGH; THE **YINZERS**.**

THERE ARE DIFFERENT LEVELS AND PRICE POINTS OF SPONSORSHIP PACKAGES AVAILABLE SO EVERY BUSINESS CAN AFFORD TO TAKE PART IN THIS ICONIC PITTSBURGH EXPERIENCE.

OUR SPONSORSHIP PACKAGES WORK IN THREE PARTS.

- FIRST, YOU GAIN INCLUSION IN THE INTEGRATED MARKETING CAMPAIGN PROMOTING THE EVENT.
- SECOND, YOU GAIN ON-LOCATION EXPOSURE DURING THE EVENT.
- THIRD, YOU WILL RECEIVE COPIES OF THE HIGHLIGHT PHOTOS AND VIDEO FROM THE EVENT.
- WE HAVE LIMITED SPONSORSHIP PACKAGES AVAILABLE THAT WILL BE SOLD ON A FIRST-COME BASIS.

FOR A CHANCE TO BE A PART OF THIS EXCITING OPPORTUNITY, CHOOSE THE LEVEL OF SPONSORSHIP THAT BEST FITS YOUR BUSINESS AND SIGN UP TODAY.

## **LET'S FIND THE RIGHT PACKAGE FOR YOU!**

### **Gameday Sponsorships**

WE HAVE GAMEDAY SPONSORSHIP PACKAGES THAT INCLUDE NAMING RIGHTS, PRE-EVENT FEATURES, ONSITE EXPOSURE AND POST-EVENT WRAP UP INCLUSION.

### **Merchant Packages**

WE WILL HAVE DAHNTAHN MARKET MERCHANT PACKAGES THAT ENABLE YOUR BUSINESS TO BE PART OF THE BIG DAY WITH THE ABILITY TO SELL OR DISTRIBUTE PRODUCTS DURING THE EVENT.

### **Sampling Packages**

OUR SAMPLING PACKAGES FEATURE THE "BEST BITES AND SIPS" FOR OUR FANS WHO PURCHASE "SWEET SEATS" THAT ENABLES YOUR BUSINESS TO SET UP AN EXHIBIT IN OUR GREAT HALL WHERE YOU CAN OFFER TASTINGS AND SHOW OFF TO ALL!



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# THE GREAT **YINZER** *Tailgate*

## THE GREAT YINZER TAILGATE **GAME DAY** SPONSORSHIP PACKAGES



### GAMEDAY SPONSORSHIP PACKAGES

OUR GAMEDAY SPONSORSHIP PACKAGES ARE DESIGNED TO MAXIMIZE EXPOSURE AND INTEGRATE YOUR BRAND WITH DIE-HARD ENTHUSIASTS, TRUE FANS OF PITTSBURGH; THE YINZERS.

THERE ARE DIFFERENT LEVELS AND PRICE POINTS OF SPONSORSHIP PACKAGES AVAILABLE SO EVERY BUSINESS CAN AFFORD TO TAKE PART IN THIS ICONIC PITTSBURGH EXPERIENCE.

#### OUR SPONSORSHIP PACKAGES WORK IN THREE PARTS.

1. FIRST, YOU GAIN INCLUSION IN THE INTEGRATED MARKETING CAMPAIGN PROMOTING THE EVENT.
2. SECOND, YOU GAIN ON-LOCATION EXPOSURE DURING THE EVENT.
3. THIRD, YOU WILL RECEIVE COPIES OF THE HIGHLIGHT PHOTOS AND VIDEO FROM THE EVENT.

#### THERE ARE 3 TYPES OF GAME DAY SPONSORSHIP PACKAGES AVAILABLE.

- NAMING RIGHTS OF OUR EVENT OR FEATURED LOCATION ATTRACTIONS.
- BROUGHT TO YOU BY PACKAGES FOR SPECIFIC EVENTS OR ACTIVITIES.
- MADE POSSIBLE IN PART BY PACKAGES THAT ENABLE YOU TO CONTRIBUTE TO MAKING THE EVENTS AND ACTIVITIES POSSIBLE.



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# THE GREAT YINZER TAILGATE GAME DAY SPONSORSHIP PRESENTING SPONSOR

## PRESENTING SPONSOR of THE GREAT YINZER TAILGATE NAMING RIGHTS TO ENTIRE EVENT

THE PRESENTING SPONSORSHIP PACKAGE ENABLES YOUR BUSINESS TO BE OUR PRESENTING SPONSOR. YOU WILL HAVE INCLUSION IN THE PRE-EVENT MARKETING WITH A CUSTOM CAMPAIGN FEATURE, ON-SITE EVENT PRESENCE, VIP / MEET AND GREET TICKETS, PARKING PASSES, DAY OF EVENT COVERAGE ALONG WITH POST-EVENT INCLUSION.

### PRE-EVENT:

- EXCLUSIVE MARKETING CAMPAIGN FEATURE
- PRESENTING SPONSOR RECOGNITION IN ALL EVENT
- MARKETING (INCLUDING INITIAL OUTREACH)• SPONSORSHIP RECOGNITION IN \$50,000+ EVENT PROMOTION: LOGO IN PRINT + SELECT DIGITAL ADS, RADIO ADS, BILLBOARDS, ETC.
- LOGO/BIO/LINK ON WEBSITE

### DURING EVENT:

- EXHIBIT SET-UP
- SIGNAGE
- 20 VIP TICKETS AND 10 PARKING PASSES
- SPECIAL OFFERS TO GUESTS, ITEM INCLUSION IN VIP GIFT BAGS, RECOGNITION FOR HOSTING A DRINK STOP OR SPECIAL EXPERIENCE, OR PRIZE RAFFLE FOR ATTENDEES, AS MUTUALLY AGREED.

### POST EVENT:

- POST-EVENT EMAIL MARKETING TO ATTENDEES
- COPY OF HIGHLIGHT FOOTAGE AND PHOTOS FROM EVENT
- FIRST RIGHT OF REFUSAL IN 2024



TOTAL VALUE: \$30,000  
**TOTAL COST: \$15,000**



## EVENT FEATURES + ATTRACTIONS



DAHNTAHN MARKET



CLUB LEVEL



THE GREAT HALL



Kids Zone



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# THE GREAT YINZER TAILGATE GAMEDAY NAMING SPONSORSHIP LOCATION OR FEATURED ATTRACTION SPONSORS

## LOCATION SPONSORS OF THE GREAT YINZER TAILGATE

WE HAVE ICONIC LOCATIONS AVAILABLE THROUGHOUT PIATT PARK ON GAME DAY.

OUR LOCATIONS SPONSORSHIP PACKAGE ENABLES YOUR BUSINESS TO NAME A LOCATION WITHIN THE EVENT.

YOU WILL HAVE INCLUSION IN THE PRE-EVENT MARKETING WITH A CUSTOM CAMPAIGN FEATURE, ON-SITE EVENT PRESENCE, VIP / MEET AND GREET TICKETS AND PARKING PASSES AND DAY OF EVENT COVERAGE ALONG WITH POST-EVENT INCLUSION.

### PRE-EVENT:

- EXCLUSIVE MARKETING CAMPAIGN FEATURE
- PRESENTING SPONSOR RECOGNITION IN ALL EVENT
- MARKETING (INCLUDING INITIAL OUTREACH)• SPONSORSHIP RECOGNITION IN \$50,000+ EVENT PROMOTION: LOGO IN PRINT + SELECT DIGITAL ADS, RADIO ADS, BILLBOARDS, ETC.
- LOGO/BIO/LINK ON WEBSITE

### DURING EVENT:

- EXHIBIT SET-UP
- SIGNAGE
- 20 VIP TICKETS AND 10 PARKING PASSES
- SPECIAL OFFERS TO GUESTS, ITEM INCLUSION IN VIP GIFT BAGS, RECOGNITION FOR HOSTING A DRINK STOP OR SPECIAL EXPERIENCE, OR PRIZE RAFFLE FOR ATTENDEES, AS MUTUALLY AGREED.

### POST EVENT:

- POST-EVENT EMAIL MARKETING TO ATTENDEES
- COPY OF HIGHLIGHT FOOTAGE AND PHOTOS FROM EVENT
- FIRST RIGHT OF REFUSAL IN 2024



TOTAL VALUE: \$20,000  
**TOTAL COST: \$10,000**



## EVENT FEATURES + ATTRACTIONS



DAHNTAHN MARKET



CLUB LEVEL



THE GREAT HALL



Kids Zone



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# THE GREAT YINZER TAILGATE

## GAMEDAY NAMING SPONSORSHIP

### LOCATION SPONSOR



# THE GREAT HALL



Legends Art Show

## EXCLUSIVE SPONSOR OR OUR GREAT HALL



Sip And Sample

OUR VIP EXHIBITOR SAMPLING SPONSORS ARE SET UP IN OUR GREAT HALL. THE SPONSORSHIP INCLUDES AN INDOOR ONSITE PRESENCE AND OUTDOOR SIGNAGE AND MENTIONS. THE SAMPLING SPONSOR AGREES TO SAMPLE PRODUCT FOR OUR PAID GUEST INSIDE THE GREAT HALL. WE ANTICIPATE APPROXIMATELY 250 ATTENDEES.

**TOTAL COST: \$10,000**



Memorabilia

OUR VIP FANS SIP, SAMPLE, SHOP WITH OUR SWEET SEATS ALL ACCESS PASS.

## PACKAGES INCLUDE:

### PRE-EVENT:

- EXCLUSIVE MARKETING CAMPAIGN FEATURE
- PRESENTING SPONSOR RECOGNITION IN ALL EVENT
- MARKETING (INCLUDING INITIAL OUTREACH)• SPONSORSHIP RECOGNITION IN \$50,000+ EVENT PROMOTION: LOGO IN PRINT + SELECT DIGITAL ADS, RADIO ADS, BILLBOARDS, ETC.
- LOGO/BIO/LINK ON WEBSITE

### DURING EVENT:

- EXHIBIT SET-UP
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- SPECIAL OFFERS TO GUESTS, ITEM INCLUSION IN VIP GIFT BAGS, RECOGNITION FOR HOSTING A DRINK STOP OR SPECIAL EXPERIENCE, OR PRIZE RAFFLE FOR ATTENDEES, AS MUTUALLY AGREED.

### POST EVENT:

- POST-EVENT EMAIL MARKETING TO ATTENDEES
- COPY OF HIGHLIGHT FOOTAGE AND PHOTOS FROM EVENT
- FIRST RIGHT OF REFUSAL IN 2024

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_ COMPANY: \_\_\_\_\_



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# THE GREAT YINZER TAILGATE GAME DAY SPONSORSHIP BROUGHT TO YOU BY

## THE GREAT YINZER TAILGATE "BROUGHT TO YOU BY" SPONSORSHIPS

OUR "BROUGHT TO YOU" PACKAGES ENABLE YOUR BUSINESS TO BE ONE OF OUR EXCLUSIVE FEATURED EVENT OR ACTIVITY SPONSORS. THIS PACKAGE INCLUDES LOGO INCLUSIONS, A SPECIFIC SPONSORED EVENT BROUGHT TO YOU BY YOUR COMPANY, SIGNAGE THROUGHOUT THE EVENT, VIP / MEET AND GREET TICKETS AND PARKING PASSES AND EVENT COVERAGE ALONG WITH POST-EVENT INCLUSION. WE HAVE 2 PACKAGES FOR YOU TO CHOOSE FROM.

### FEATURES + EVENTS

OUR HIGHLIGHTED FEATURES AND EVENTS WILL BE PROMOTED AND NAMED IN THE MARKETING. YOU CAN CHOOSE ONE OF OUR EVENTS OR LET US HELP YOU BUILD CREATE A CUSTOM EVENT OF YOUR OWN.

### FEATURES + EVENTS:

- END ZONE STAGE
- JUMBO TRON/ GAMEDAY BROADCAST
- OPENING CEREMONY
- THE GREAT YINZER OLYMPICS
- MEET AND GREETs
- FANATICS SELFIE STATIONS

TOTAL VALUE: \$15,000

**TOTAL COST: \$7,500**

### STATIONS+ ACTIVITIES

THESE ARE STATIONS SET UP ON SITE THAT WILL INCLUDE A PROMOTED ACTIVITY THROUGHOUT THE EVENT.

### STATION + ACTIVITIES:

- SELFIE STATION
- GIVE BACK TENT
- FANATICS SELFIE STATION
- MEDIA AND PODCAST/ NORTH SHORE DRIVE
- MAKE YOUR OWN STATION + CONTEST OR ACTIVITY

TOTAL VALUE: \$10,000

**TOTAL COST: \$5,000**

## ALL "BROUGHT TO YOU BY" PACKAGES INCLUDE:

### PRE-EVENT

- EXCLUSIVE MARKETING CAMPAIGN FEATURE
- PRESENTING SPONSOR RECOGNITION IN ALL EVENT MARKETING (INCLUDING INITIAL OUTREACH)
- SPONSORSHIP RECOGNITION IN \$50,000+ EVENT PROMOTION: LOGO IN PRINT + SELECT DIGITAL ADS, RADIO ADS, BILLBOARDS, ETC.
- LOGO/BIO/LINK ON WEBSITE

### DURING EVENT

- BOOTH SET-UP
  - SIGNAGE
  - VIP TICKETS AND PARKING PASSES
- SPECIAL OFFERS TO GUESTS, ITEM INCLUSION IN VIP GIFT BAGS, RECOGNITION FOR HOSTING A DRINK STOP OR SPECIAL EXPERIENCE, OR PRIZE RAFFLE FOR ATTENDEES, AS MUTUALLY AGREED.

### POST EVENT

- POST-EVENT EMAIL MARKETING TO ATTENDEES
- COPY OF HIGHLIGHT FOOTAGE AND PHOTOS FROM EVENT

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# THE GREAT YINZER TAILGATE GAME DAY SPONSORSHIP BROUGHT TO YOU BY

## THE GREAT YINZER TAILGATE "BROUGHT TO YOU BY" SPONSORSHIPS

OUR "BROUGHT TO YOU" PACKAGES ENABLE YOUR BUSINESS TO BE ONE OF OUR EXCLUSIVE FEATURED EVENT OR ACTIVITY SPONSORS.

THIS PACKAGE INCLUDES LOGO INCLUSIONS, A SPECIFIC SPONSORED EVENT BROUGHT TO YOU BY YOUR COMPANY, SIGNAGE THROUGHOUT THE EVENT, VIP / MEET AND GREET TICKETS AND PARKING PASSES AND EVENT COVERAGE ALONG WITH POST-EVENT INCLUSION.

### FEATURED EVENTS

OUR HIGHLIGHTED FEATURED EVENTS WILL BE PROMOTED AND NAMED IN THE MARKETING.

YOU CAN CHOOSE ONE OF OUR EVENTS OR LET US HELP YOU BUILD CREATE A CUSTOM EVENT OF YOUR OWN.

TOTAL VALUE: \$15,000

**TOTAL COST: \$7,500**

### FEATURED EVENTS:

- OPENING CEREMONY AND PEP RALLY
- THE GREAT YINZER OLYMPICS
- GUINNESS BOOK OF WORLD RECORDS LARGEST PEIROGI CHALLENGE
- MEET AND GREET
- GIVE BACK TENTS
- FANATIGS SELFIE STATIONS
- BEST OF CHALLENGE- TAILGATE, RENEGADE, POLKA, BABUSHKA
- CORNHOLE CHALLENGE
- HAVE A UNIQUE IDEA- LET'S CREATE YOUR OWN EVENT

## ALL "BROUGHT TO YOU BY" PACKAGES INCLUDE:

### PRE-EVENT

- EXCLUSIVE MARKETING CAMPAIGN FEATURE
- PRESENTING SPONSOR RECOGNITION IN ALL EVENT MARKETING (INCLUDING INITIAL OUTREACH)
- SPONSORSHIP RECOGNITION REACHING OVER 50,000+ EVENT PROMOTIONAL IMPRESSIONS: LOGO IN PRINT + SELECT DIGITAL ADS, RADIO ADS, BILLBOARDS, ETC.
- LOGO/BIO/LINK ON WEBSITE

### DURING EVENT

- BOOTH SET-UP
  - SIGNAGE
  - VIP TICKETS AND PARKING PASSES
- SPECIAL OFFERS TO GUESTS, ITEM INCLUSION IN VIP GIFT BAGS, RECOGNITION FOR HOSTING A DRINK STOP OR SPECIAL EXPERIENCE, OR PRIZE RAFFLE FOR ATTENDEES, AS MUTUALLY AGREED.

### POST EVENT

- POST-EVENT EMAIL MARKETING TO ATTENDEES
- COPY OF HIGHLIGHT FOOTAGE AND PHOTOS FROM EVENT

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# THE GREAT YINZER TAILGATE GAME DAY SPONSORSHIP BROUGHT TO YOU BY

## THE GREAT YINZER TAILGATE "BROUGHT TO YOU BY" SPONSORSHIPS

OUR "BROUGHT TO YOU" PACKAGES ENABLE YOUR BUSINESS TO BE ONE OF OUR EXCLUSIVE FEATURED EVENT OR ACTIVITY SPONSORS.

THIS PACKAGE INCLUDES LOGO INCLUSIONS, A SPECIFIC SPONSORED EVENT BROUGHT TO YOU BY YOUR COMPANY,  
SIGNAGE THROUGHOUT THE EVENT, VIP / MEET AND GREET TICKETS AND PARKING PASSES AND EVENT COVERAGE ALONG WITH POST-EVENT INCLUSION.

### STATIONS+ ACTIVITIES

THESE ARE STATIONS SET UP ON SITE THAT WILL  
INCLUDE A PROMOTED ACTIVITY THROUGHOUT THE  
EVENT.

### STATION + ACTIVITIES:

- SELFIE STATION
- GIVE BACK TENT
- FANATICS SELFIE STATION
- MEDIA AND PODCAST/ NORTH SHORE DRIVE
- MAKE YOUR OWN STATION + CONTEST OR ACTIVITY.

TOTAL VALUE: \$10,000

TOTAL COST: \$5,000

## ALL "BROUGHT TO YOU BY" PACKAGES INCLUDE:

### PRE-EVENT

- EXCLUSIVE MARKETING CAMPAIGN FEATURE
- PRESENTING SPONSOR RECOGNITION IN ALL EVENT MARKETING (INCLUDING INITIAL OUTREACH)
- SPONSORSHIP RECOGNITION IN \$50,000+ EVENT PROMOTION: LOGO IN PRINT + SELECT DIGITAL ADS, RADIO ADS, BILLBOARDS, ETC.
- LOGO/BIO/LINK ON WEBSITE

### DURING EVENT

- BOOTH SET-UP
  - SIGNAGE
  - VIP TICKETS AND PARKING PASSES
- SPECIAL OFFERS TO GUESTS, ITEM INCLUSION IN VIP GIFT BAGS, RECOGNITION FOR HOSTING A DRINK STOP OR SPECIAL EXPERIENCE, OR PRIZE RAFFLE FOR ATTENDEES, AS MUTUALLY AGREED.

### POST EVENT

- POST-EVENT EMAIL MARKETING TO ATTENDEES
- COPY OF HIGHLIGHT FOOTAGE AND PHOTOS FROM EVENT

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# THE GREAT YINZER TAILGATE

## GAME DAY SPONSORSHIP

### MADE POSSIBLE BY

OUR “MADE POSSIBLE BY” SPONSORS HAVE AN ONSITE PRESENCE AND CONTRIBUTE TO MAKING OUR EVENTS AND ACTIVITIES POSSIBLE.

### EVENTS + ACTIVITIES:

**Be part of history with our iconic events.**

- OPENING PEP RALLY
- PARADE WITH MASCOTS AND BANDS
- LIVE MUSIC AND ENTERTAINMENT
- THE YINZER OLYMPICS
- PIEROGI RACES THE GREAT YINZER
- GUINNESS BOOK OF WORLD RECORD CHALLENGE
- RENEGADE SHOWDOWN
- BEST IN THE BURGH CHALLENGE (BABUSHKA, POLKA, PITTSBURGHESE)
- CORN HOLE CHALLENGE

### OUR PACKAGES START AT \$3,500 AND INCLUDE THE FOLLOWING:

#### PRE-EVENT

- SHARED EVENT SPONSORSHIP.
  - SPONSORSHIP INCLUSION IN THE EVENT
- PROMOTION: LOGO IN PRINT + SELECT DIGITAL ADS, RADIO ADS, BILLBOARDS, ETC.
- LOGO/BIO/LINK ON WEBSITE

#### DURING THE EVENT

- DURING EVENT
- BOOTH SET-UP

#### POST EVENT

- POST-EVENT EMAIL MARKETING TO ATTENDEES
- COPY OF HIGHLIGHT FOOTAGE AND PHOTOS FROM EVENT

TOTAL VALUE: \$7,500

**TOTAL COST: \$3,500**



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# THE GREAT YINZER TAILGATE MERCHANT PACKAGES



DAHNTAHN MARKET ON MAIN MERCHANT PACKAGES  
SET UP ON MAIN STREET AS FANS SIP AND SHOP  
EVERYTHING FROM SPORTS MEMORABILIA TO  
FAVORITE GAME DAY FOODS, BEVERAGES AND MORE.

**WE HAVE 2 DIFFERENT PACKAGES AVAILABLE:**



## CLUB LEVEL

• EXHIBITORS: SET UP IN CLUB LEVEL/ PARK (\$500)

• VENDORS: SET UP ON MAIN STREET (\$75)



**DAHNTAHN MARKET**

## PACKAGES INCLUDE:

### PRE-EVENT

LOGO/BIO/LINK ON WEBSITE

### DURING EVENT

BOOTH SET-UP

### POST EVENT

POST-EVENT EMAIL MARKETING TO ATTENDEES



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# THE GREAT YINZER TAILGATE SAMPLING PACKAGES



## THE GREAT HALL



Legends Art Show

### TASTE OF THE BURGH SAMPLING PACKAGE



Sip And Sample

OUR VIP EXHIBITOR SAMPLING SPONSORS ARE SET UP IN OUR GREAT HALL. THE SPONSORSHIP INCLUDES AN INDOOR ONSITE PRESENCE AND OUTDOOR SIGNAGE AND MENTIONS. THE SAMPLING SPONSOR AGREES TO SAMPLE PRODUCT FOR OUR PAID GUEST INSIDE THE GREAT HALL.

WE ANTICIPATE APPROXIMATELY 300-500 ATTENDEES INSIDE THE GREAT HALL.

**TOTAL COST: \$1,500**



Memorabilia



Silent Auction

OUR VIP FANS SIP, SAMPLE, SHOP WITH OUR SWEET SEATS ALL ACCESS PASS.

## Sampling PACKAGES INCLUDE:

### PRE-EVENT

- LOGO/BIO/LINK ON WEBSITE

### DURING EVENT

- BOOTH SET-UP
- SPECIAL OFFERS TO GUESTS, ITEM INCLUSION IN VIP GIFT BAGS, RECOGNITION FOR HOSTING A DRINK STOP OR SPECIAL EXPERIENCE, OR PRIZE RAFFLE FOR ATTENDEES, AS MUTUALLY AGREED.

### POST EVENT

- POST-EVENT EMAIL MARKETING TO ATTENDEES



**THEGREATYINZERTAILGATE.COM**



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# THE GREAT YINZER TAILGATE

## ADDITIONAL SAVINGS

### ADDITIONAL SAVINGS AND OPPORTUNITIES TO THOSE WHO PARTICIPATE WITH US.

AS A VALUED PARTNER OF THE GREAT YINZER TAILGATE, WE HAVE THESE EXCLUSIVE OFFERS JUST FOR YOU!

#### EXCLUSIVE SAVINGS AND DISCOUNTS OFFERS INCLUDE: ADD ON

##### MINC

CREATIVE SERVICES (\$5,000 VALUE) \$1,250

- ½ DAY IN STUDIO PHOTO SHOOT, PODCAST, OR VIDEO PRODUCTION

CREATIVE SERVICES (\$2,500 VALUE) \$750

- ½ DAY IN STUDIO PHOTO SHOOT, PODCAST, OR VIDEO PRODUCTION
- OR
- ½ EVENT COVERAGE- BROLL VIDEO AND PHOTOS

##### PG

- SELF-PROMOTION OPTIONS (\$4,000 VALUE) \$2,000

- SUNDAY FULL PAGE(2) HOME PAGE TAKEOVERS



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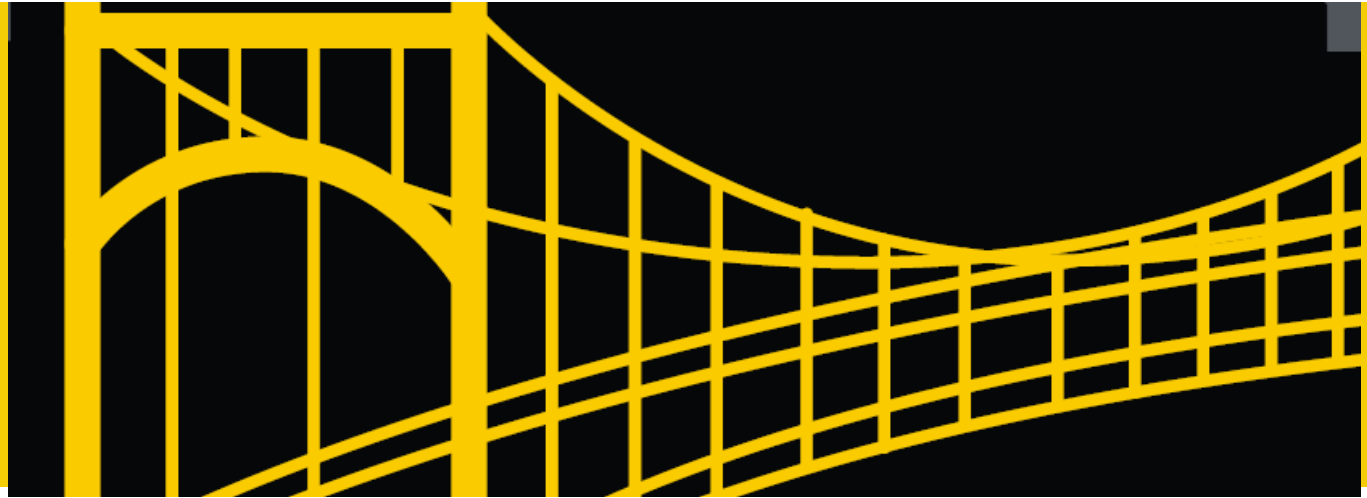


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**THE GREAT YINZER TAILGATE**  
**GAME DAY EXPERIENCE**  
**GET INVOLVED**

**GET INVOLVED:**  
THERE ARE MANY WAYS TO BE  
INVOLVED WITH THE EVENT.



FROM VOLUNTEERS AND BRAND AMBASSADORS TO CONTRIBUTORS AND ENTERTAINMENT.  
IF YOU ARE INTERESTED IN PARTICIPATING AT THE EVENT AND WANT TO BE INVOLVED MESSAGE US AT  
[THEGREATYINZERTAILGATE.COM](http://THEGREATYINZERTAILGATE.COM).



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**THE GREAT YINZER TAILGATE  
GAME DAY EXPERIENCE**

**11**

**4**

**23**

THE GREAT  
**YINZER**  
*Tailgate*

**FOR MORE INFORMATION CONTACT  
THEGREATYINZERTAILGATE.COM**

**SEE YINZ ON THE 4th!**



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