



**LOUISIANA
TAILGATE
& BBQ FESTIVAL**

2010

**Festival, Exposition & Educational Event
for the Tailgate & BBQ Industry**

August 12-15, 2010

**New Orleans Ernest N. Morial
Convention Center & Festival Grounds**

HOW IT ALL BEGAN

Who, you may ask, is Angela Pisani—wife of Dr. Anthony Pisani, team doctor for the New York Giants Football Team in 1960! Well, if you happen to be at Yankee Stadium when Mrs. Pisani set up her station wagon “tailgate” with sandwiches, other lunch items and drinks for her children, friends, and sports writers, you would have witnessed the creation of the concept known as Tailgating.

A reporter inquired about her "car picnic" and she said that it's actually more of a "tailgate" party. Ah, the beginning of an American institution, one that has steadily grown in popularity and has taken on a life of its own.



TAILGATING IN NEW ORLEANS

While Tailgating generally precedes sporting events such as football and baseball games and other sporting events as well as concerts, some people are so energized with the activity that they practice Extreme Tailgating, and here in New Orleans, we understand extreme.

The other thing we understand in New Orleans is a party and Tailgating is just another name for a party.

What makes the Tailgating experience in New Orleans more exciting and memorable than any other place on earth?

Because in New Orleans we love our “Lagniappe”...a little something extra, which provides a perfect excuse (not that we need one) to experience the pure entertainment of the Tailgate & BBQ Festival.



THE PEOPLE

The people in New Orleans have more spirit, enthusiasm and loyalty than any group of people supporting any other team or group of teams anywhere. True, other cities have gone through slumps and have had fans stick it out with them, but there is something truly unique about the people in New Orleans. This is not mere speculation—refer to the record-setting number of people around the world who tuned into the Super Bowl in January, 2010 to watch the New Orleans Saints play their first Super Bowl—and win.

Undoubtedly, people will attend the Louisiana Tailgate and BBQ Festival—it's a party after all. But what will keep them coming back year after year? They will watch or participate in BBQ competitions; sample the amazing food, watch demonstrations, see the latest tailgate products, visit exhibitions, and listen to music. Only in New Orleans!

Let's face it, in New Orleans, well the People just love a great festival!





CUISINE

The City is known worldwide for its cuisine served in the Big Easy. To take advantage of this reputation and incorporate BBQ into the Tailgating concept is nothing new, obviously, but an ingenious way to create a renewed interest in an old favorite—BBQ.

During the Louisiana Tailgate & BBQ Festival, the chefs of New Orleans are well represented and excited to participate. They will compete in BBQ contests but also teach people attending the exhibits how to add “flavor” to their own tailgating experience.



THE VIBE

"If music be the food of love, play on!"

New Orleans Jazz & Heritage Festival; French Quarter Festival; Essence Festival; Voodoo Music Experience; Satchmo SummerFest; International Arts Festival; etc. Need we say more?

New Orleans is known as the birthplace of Jazz and we even occasionally say goodbye to loved ones with Jazz with the “Jazz Funeral” so, yes, music is an integral part of our heritage and daily lives.

Incorporating live music into the Tailgating events planned will add an element that people have come to expect and love about any New Orleans adventure and will enhance the experience immeasurably.



COMPETITIVE NATURE

The spirit of competition is alive and well in New Orleans. Once people understand that there is a competition of anything—especially involving food—people will run, not walk, to the venue. Then, when they realize there will be sampling offered, well, the smell of success is in the air [it smells a lot like BBQ...Another tradition is born:

“THE BIG EASY CHALLENGE”

This competition will be the function of a sanctioned Kansas City BBQ Society BBQ contest held in New Orleans, taking place at the Louisiana Tailgate & BBQ Festival.

It takes a brave company to compete in New Orleans in a food category...

LOOKING FOR A GOOD TIME

We have it all and we enjoy it all, wholeheartedly. But because we have it all doesn't mean we stop looking for more ways to have fun. Perhaps it's because we work so hard that we are always looking for more ways to enjoy our free time.

Each opportunity that presents itself, whether media inspired, as with the tailgating exposure recently or locally inspired because of our incredible cuisine or diverse musical background, we continually seize any opportunity to create a venue for fun!



THE PERFECT BLEND

The Louisiana Tailgate & BBQ Festival has become a blend of several of the most enjoyable social events coupled with this country's most powerful business opportunity combined into one adventurous three-day extravaganza to the benefit and profit of each of our sponsors, and to the delight of our consumers.



SOUTHERN PRIDE

New Orleans - home of the 2010 Super Bowl Champions New Orleans Saints, host of the 2013 Super Bowl, and the nation's leading business conference city standing at the mouth of the mighty Mississippi; where better to galvanize an industry filled with fun, food and family....

The New Orleans Ernest N. Morial Convention Center with over 1 million sq feet of contiguous exhibit space hosts some of the largest and most prestigious conventions in the world. Annual attendance approaches 1 million attendees who have an impact of almost \$2 billion, supporting 24,000 jobs. Who Dat!

A man and a woman are shown from the chest up, smiling and looking towards each other. They are wearing aprons; the man's is white with a purple pocket, and the woman's is plaid. The background is a warm, orange-toned collage featuring musical notes, a grill, and abstract patterns.

IS TAILGATING AN “INDUSTRY”?

- Yes! – a brief review of the numbers points to a huge economic engine.
- 300,000,000 – U.S. Population
- 80% of which tailgates and picnics at least once per year – that’s a target market of 240,000,000 people!
- 61% tailgate 5+ times per season
- 41% tailgate 8+ times per season
- 51% set up 3-4 hours before the event
- Tailgating events include: College Football, NFL Football, Concerts, NASCAR, High School Sporting Events, and Major League Baseball are just some of the leading tailgating events & venues.



WHO ARE THEY?

- 75% are men
- 81% are 25-54
- 71% have college and/or advanced degrees
- 71% have household incomes of \$100K, or more
- 82% are homeowners
- 69% have children
- 90% have broadband Internet connections
- 78% have direct purchase involvement
- 12% purchase tailgate supplies at hardware and home improvement stores
- 80% of all tailgaters purchase tailgate supplies in 2-5 stores
- With tens of millions more emerging consumers in college now, and/or on bubble of Gen Y spike (70 million strong). They are engaged, empowered and active. Their loyalties and preferences start now.

WHY THEY LOVE IT?

- People tailgate for the camaraderie. The opportunity to come together with family and friends as well as to meet other people in a like minded spirited atmosphere.
- Tailgating is described by some as an opportunity for stress relief, an escape from the real world, or in some cases a mini vacation.
- Affinity and Loyalty - Tailgaters are loyal to their Football team, NASCAR drivers, and the products and brands they enjoy.
- Tailgaters are the perfect consumers; feeding, fueling and funding their passion constantly



WHERE THEY SPEND IT?

- **What are the expenditures?**
 - \$35 billion spent on food & beverages for tailgating/picnics
 - \$115 million spent on sports licensed house wares
 - \$375 million spent on sports licensed paper goods
 - 13 billion tailgate/picnic meals eaten by fans, per year
- **What do tailgaters buy? Everything!**
 - Trailer-ready Vehicles, Trailers, Grills and Accessories
 - Licensed Sports Merchandise, Tickets to Events, Flags, Banners, Flagpoles, Games, Glasses, Mugs, Stadium Cushions and Stadium Seats
 - Coolers, Trays, Soft Drinks, Beer, Wine, Ice Buckets, Beverage Tub, Snack Foods, Meat, Poultry and Vegetables
 - Outdoor Outerwear, Portable Heaters, Stoves, Fuel, Lanterns, Lights, Picnic Baskets, Picnic Accessories, Inflatable Mattresses, Backpacks, Bags, Totes, Blankets and Throws
 - Televisions, Stereos, Computers, Camera Equipment, Mobile Broadband Access, iPods & Accessories, Satellite Dishes and Subscriptions



WHY THEY SPEND IT?

Tailgate purchasing decisions are heavily influenced by “experiential” factors, including seeing, tasting, smelling, and trying products first hand at tailgating events, promotional tours, and festivals along with with “word of mouth” referrals from trusted sources.

1. Tailgate Tour Events & Retail Display/Sampling – 34%
2. Word of Mouth – 25%
3. Print Advertising and PR – 15%
4. Online and E-media – 13%
5. Radio/TV – 13%

Study and Statistics produced by Tailgater Monthly Magazine



The Benefits of Partnering with Us.....CONNECTING

- Business to Business
- Business to Consumer
- Brand to Opportunity
 - Industry to Fun
 - Peer to Peer
- Competition to Classes
- Best Practices to Growth Strategies



AMERICA'S CUISINE

BBQ is both Tailgating and America's Cuisine

Did you know?

- BBQ is a multi-million dollar competition industry driving tens of millions of people to over 300 Kansas City Barbecue Society Sanctioned Events Annually.
- BBQ is both a staple and growing sampling, promotional, retail, brand, and food service opportunity.
- BBQ is a multi-billion dollar business, and the Kansas City Barbecue Society (KCBS) is the leader in the Business of Barbecue for over 25 years with thousands of members, hundreds of brand partners and millions of fans.
- The KCBS is the Official Barbecue Partner to the Louisiana Tailgate & BBQ Festival, providing world class business and consumer programming.



**KANSAS CITY
BARBEQUE
★ SOCIETY ★**

THE LOUISIANA TAILGATE & BBQ FESTIVAL

The next great National Cultural Festival and Comprehensive Industry Event with several programs at one time and in only one place – New Orleans, Louisiana, all targeted to *growing, shaping and celebrating* this \$50B emerging industry!

- ***The Louisiana Tailgate & BBQ Festival***
Music, Food, Fun
 - ***The Big Easy BBQ Challenge***
Sights, Smells, Competitors, Creativity
 - ***The Great American Tailgate Expo***
Products, Brands, Retailers, Demo Labs
- ***The Business of Tailgating and BBQ Conference***
Experts, Ideas, Business Growth Strategies

BAR B Q

THE LOUISIANA TAILGATE & BBQ FESTIVAL

- World Class New Orleans consumer festival drawing attendees from around the country and down the street
- Projected attendance: 10,000+
- Entertainment featuring National and Local music acts, along with New Orleans/Louisiana/Regional/National Artisans
- The very best barbeque competition and sampling event in the country
- Tailgating demonstrations, tailgating competitions and the largest interactive Product Fan Lab in the country
- The largest indoor Tailgate and Barbeque Exposition anywhere in the world
- A must for your 2010 Tailgate & BBQ marketing strategy

THE BIG EASY BBQ CHALLENGE

- *A Kansas City BBQ Society (KCBS) sanctioned event
- 100+ National & International BBQ Teams will compete to win big prize money and bragging rights
- Leading BBQ competitors mixing with consumers and industry insiders during the three day festival
- BBQ pros demonstrating their expertise, sharing their secrets, and showing off their equipment – a must see for anyone in the food service, food product, or cooking and kitchen lifestyle business!
- An entertainment spectacle for consumers

*The KCBS is a nonprofit organization dedicated to promoting and enjoying barbeque. The world's largest organization of barbeque and grilling enthusiasts with over 10,000 members worldwide. KCBS sanctions over 300 barbeque contests world-wide

GREAT AMERICAN TAILGATE EXPO (GATE)

- Hundreds of industry retailers, exhibitors, brand managers and corporate decision makers
- Opportunity to showcase your product and services to both consumers and industry representatives
- Thousands of innovative products that Tailgate and BBQ consumers are currently purchasing, or will be soon....
- Hundreds of manufacturers with their groundbreaking products and accessories showcasing to retail business executive buyers, brand managers and passionate consumers.
- Demonstrations of products and services inside the convention center and outside in the world's largest Fan Demo Lab

THE BUSINESS OF TAILGATING & BBQ CONFERENCE

- Leading conference for the Tailgating and BBQ business
- The Business of BBQ – KCBS delivering cutting edge educational & programming content
- The Business of Tailgating – Industry Leading programming from the experts
- Meet with Industry leaders and peers - learn how to be a pioneer in this emerging commerce
- Best Practices on the “how to” in the new “Tailgating Industry” from leading Mobile Marketers, Advertising Agencies, Marketing Firms, Food Service Leaders, and Brand Giants
- Business Growth Strategy Sessions
- Learn how to develop a multi platform promotional marketing campaign including live promotions, logistics and data capture
- As an event promoter or venue, gain knowledge in BBQ competitions and BBQ Festival operations

SPONSORSHIP OPPORTUNITIES

The Louisiana Tailgate & Barbecue Festival

- Presenting Sponsorship
- Entertainment Sponsor including VIP Event(s)
- Themed/Customized Interactive Experiences
- BBQ 101 – KCBS' Consumer BBQ Classes and Demonstrations

The Great American Tailgate Expo & Business Conference

- Trade Show Presenting/Title Sponsorship
- Trade Show Floor Sponsorships
- Presenting Business Conference Sponsorships
- Subject Matter Presenting Sessions Sponsors in:
 - Retail – merchandising, advertising & marketing
 - Food Services – party planners, event planners, caterers & restaurants
 - Mobile Marketing – promotional tours & branded live experiences
 - Advertising & Marketing – Building your brand

SPONSORSHIP OPPORTUNITIES

Tailgate & BBQ Fan Demo Lab

- Presenting Sponsorship
- Product Category Sponsorships
- Best of the GATE Product Awards Sponsorship

Big Easy BBQ Challenge

- Presenting Sponsorship including naming rights
- Brand Integration Programs
- Themed/Customized Interactive Experiences

Thursday Evening Charity Event

- The Roast & Toast

Media Partnerships

Marketing Sponsorships

MARKETING CAMPAIGN

The Louisiana Tailgate and BBQ Festival will invest in National, Regional and Local multi platform multi media marketing campaigns to over 10,000 business decision makers and passionate consumers .

The mediums to include tv, radio, direct marketing, on-line, print, outdoor, in-store, social media and grassroots marketing.



SUMMARY

Tailgating represents the single most compelling and untapped opportunity for brands, manufacturers, retailers, marketers, and supporting service industries – that will become increasingly lucrative and competitive over the next several years.

As with other industries, “early adopters” will reap the long-term rewards as the business potential of the Tailgating industry continues to grow, develop and materialize.

The Louisiana Tailgate & BBQ Festival will draw business decisions makers and consumers from around the world as well as locals in our own backyard. Annually, this gathering will unite us all through the potential and our passion for Tailgating and BBQ.

We invite you to join us for three days of big business, live music, great food, competitions, demonstrations, and education on the business and industry of Tailgating and BBQ!



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