

# TAILGATING

## Great Opportunities Before The Game



**\$500**

The amount the average tailgater spends on food and supplies per season.



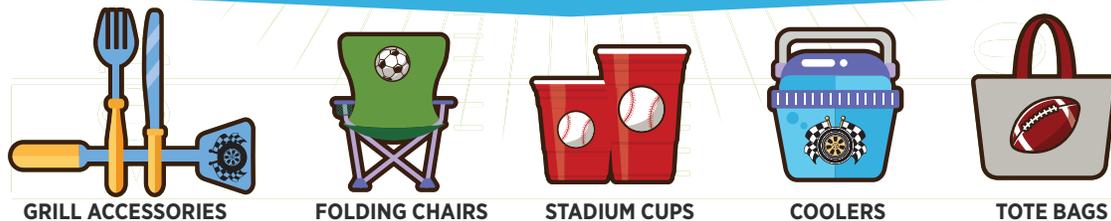
**1 in 5 Fans Tailgate Before The Game**



### Top Ranked Tailgating Supplies



### Winning Promotional Product:



Sources: RetailMeNot, Inc. Survey, Tailgating Industry Association Report, University of Minnesota Study and Weber GrillWatch Survey™