

WATCH PARTY



MUSIC. FAMILY. FOOTBALL. AMERICA.

TAILGATE WATCH PARTY



TOYOTA



HALL OF GIANTS
CELEBRATING 250 YEARS



TOYOTA



★ CELEBRATING 250 YEARS ★





THE ULTIMATE GAME DAY EXPERIENCE



The U.S. 250 Tour Tailgate Watch Party brings fans together for an unforgettable celebration of football, music, patriotism and community.



The BIG Game on The BIG Screen



Live Concerts & Entertainment



Family Fun & Activities



Fireworks Finale



Honoring Our Heroes



Pre Game Hype Dance Party



Hall of Giants Experience



1 BIG DAY • 1 BIG MEMORY • 1 BIG CELEBRATION • 3 BIG SCREENS



CHOOSE HOW YOU CELEBRATE



FOOTBALL

The BIG Rivalry LIVE on
the BIG SCREEN



MUSIC

Headlining Performances
& Entertainment



KIDS ZONE

Games, Inflatables &
Family Fun All Day Long



BEN FRANKLIN

Talk Through History
with Real-Time
Responses



TAILGATE VILLAGE

Food Trucks, Cold Drinks
& Local Vendors



HERO ZONE

Honoring Our Military,
Veterans & First
Responders



DANCE PARTY

Pre-Game, High-Octane
Hype-Up Dance Party



FIREWORKS FINALE

An Explosive Patriotic
Finale to Close the Night

MUSIC. FAMILY. FOOTBALL. FREEDOM.

EVENT HIGHLIGHTS



FESTIVAL OPENS

Tailgate Village, food trucks, games & family fun



OPENING CEREMONY

National Anthem, welcome & sponsor recognition



GAME 1 KICKOFF

College football live on the big screen

HALFTIME

LIVE MUSICAL PERFORMANCE



GAME 1 RESUMES

College football live on the big screen

POST-GAME

HEADLINING ENTERTAINMENT & MUSIC



FIREWORKS & DANCE PARTY

Patriotic fireworks and a high-energy dance party



ONE DAY. ONE MOMENT. ONE UNFORGETTABLE CELEBRATION.



35,000+ ATTENDED & COUNTING

★ TAILGATE WATCH PARTY ★




TOYOTA
OF
SYLACAUGA

WORTH THE DRIVE.
AND WE'LL PROVE IT.


TOYOTA
OF
SYLACAUGA

WORTH THE DRIVE.
AND WE'LL PROVE IT.



★ CELEBRATING 250 YEARS ★




35,000+
ATTENDEES


GIANT LED SCREENS
FOR MAXIMUM IMPACT


ALL-DAY ENTERTAINMENT
FOOTBALL, MUSIC & MORE


FIREWORKS
GRAND FINALE

WHY SPONSOR

MASSIVE EXPOSURE

Your brand seen by thousands in person and online

ENGAGED AUDIENCE

A loyal, high-energy crowd ready to interact

COMMUNITY IMPACT

Support veterans, first responders & local families

PROVEN RESULTS

Our sponsors see real business growth

“We sponsored the dance party at a 250 show and signed up over 200 new patients in one day!”

— Kids First Dentistry, Bakersfield CA



THIS IS MORE THAN SPONSORSHIP. IT'S AN INVESTMENT IN YOUR COMMUNITY AND YOUR BUSINESS.



SPONSORSHIP OPPORTUNITIES

LEVEL	INVESTMENT	BENEFITS
 MAIN STAGE PRESENTING SPONSOR	\$35,000	Premier entertainment stage partner • Logo on stage & video wall • 30-second commercial • Premium Freedom Village booth • Web/social recognition • Includes lower-level benefits
 PRESENTING SPONSOR	\$25,000	Official presenting sponsor • Logo on marketing, stage & video wall • 30-second commercial • Premium Freedom Village booth • Web/social recognition • Includes lower-level benefits
 FREEDOM VILLAGE SPONSOR	\$20,000	Exclusive Freedom Village sponsor • Entrance signage • Village branding • Premium booth location • Stage recognition • Website/print/social recognition
 HEADLINING MUSIC & ENTERTAINMENT	\$15,000	Headline entertainment sponsor • Concert promotion logo • Main stage recognition • LED screen presence • Host mentions • Web/social recognition
 FIREWORKS FINALE SPONSOR	\$12,500	Exclusive finale sponsor • Fireworks promotion logo • LED screen recognition • Host mentions • Premium visibility • Includes lower-level benefits
 PRE-GAME HYPE DANCE PARTY	\$7,500	Exclusive pre-game dance party sponsor • Logo during activation • LED screen recognition • MC mentions • Premium booth location • Web/social recognition
 FUELED BY SPONSOR	\$5,000	Exclusive MC/interview sponsor • Logo during interview segments • Premium booth location • MC recognition • Website/social recognition • Lower-level benefits

CUSTOM PACKAGES AVAILABLE TO FIT YOUR GOALS AND BUDGET.



SPONSORSHIP OPPORTUNITIES

LEVEL	INVESTMENT	BENEFITS
 DUNK TANK	\$3,500	Exclusive dunk tank sponsor • Attraction branding • Freedom Village booth • Partner-page recognition • Social media recognition • Supports military nonprofit
 FRIENDS OF FREEDOM	\$2,500	LED-screen sponsor logo • Partner-page recognition • Freedom Village booth • Social media recognition • Includes lower-level benefits
 HOLOGRAM SPONSORSHIP	\$1,500	Only 3 available • Logo or mascot on Proto hologram • Main-stage LED recognition • 10 x 10 booth • Social media recognition
 FOUNDING FRIEND	\$1,000	Logo on event page • Main-stage sponsor recognition • 10 x 10 booth • Social media recognition
 HERITAGE SUPPORTER	\$500	Main-stage LED sponsor logo • 10 x 10 booth
 FREEDOM SPONSOR	\$250	Main-stage LED sponsor recognition
 PATRIOT DONATION	Up to \$250	Support the mission • Community contribution • Patriot-level support

TOGETHER, WE HONOR OUR PAST, SUPPORT OUR HEROES, AND INSPIRE OUR FUTURE.



OUR AUDIENCE & REACH



35,000+
ATTENDEES & COUNTING



1M+
VIEWS & SOCIAL MEDIA REACH



500,000+
TV, RADIO & DIGITAL IMPRESSIONS



ALL AGES
FAMILIES, YOUNG ADULTS, ALUMNI &
LOCAL COMMUNITY



REACH MORE PEOPLE. BUILD YOUR BRAND.

• ONCE-IN-A-GENERATION CELEBRATION •

LETS MAKE HISTORY TOGETHER



- ✓ **LIMITED SPONSORSHIPS AVAILABLE**
- ✓ **CUSTOM ACTIVATIONS ENCOURAGED**
- ✓ **BE PART OF AMERICA'S 250TH CELEBRATION**
- ✓ **SECURE YOUR SPOT TODAY!**

FOOTBALL. MUSIC. FIREWORKS. FREEDOM.



CONTACT US TODAY TO BECOME A SPONSOR!

📞 256-369-1122

✉ sponsorships@us250tour.com

🌐 us250tour.com