



FSU vs. AUBURN

FAN-FAIR TAILGATE

SPONSORSHIP OPPORTUNITIES

PARTNER WITH THE FAN-FAIR TAILGATE

The Fan-Fair Tailgate blends community energy, college-sports hype, and local business engagement into one unforgettable pre-game experience. Sponsors will enjoy strong brand visibility, high foot traffic, and a lively, family-friendly environment.

SPONSORSHIP OPPORTUNITIES

PREMIUM SPONSOR

- Premium placement near the entrance, games, or high-energy hype zones
- 10×10 booth space
- Dedicated social media highlight post
- Logo included on event signage
- First opportunity to select and host an approved interactive activity—such as a spin wheel, mini-game, raffle, face painting, or similar activity—to engage attendees and showcase your business.
- Food or beverage activations are not permitted unless specifically approved and they do not interfere with event food service

\$300

STANDARD SPONSOR

- 10×10 tent space
- General-flow placement
- Social media mention
- Ability to distribute promotional items and/or samples with one approved interactive activity.
- Food or beverage distribution is not permitted

\$150

IN-KIND MEDIA PARTNER OPPORTUNITY

We welcome photographers, videographers, audio specialists, and content creators to partner with us in an in-kind capacity. This opportunity is designed for professionals who can help capture the excitement, energy, and community spirit of the Fan-Fair Tailgate.

OFFICIAL MEDIA PARTNER BENEFITS

- Premium booth placement
- Logo on event signage and social media
- Featured “Official Media Partner” recognition
- Access to hype zones for content capture
- Ability to distribute business cards, QR codes, or promotional items

WHY PARTNER WITH US?

- Connect your business directly with passionate college-football fans.
- Build brand awareness in a high-energy, community-focused setting.
- Create memorable face-to-face interactions with potential customers.
- Leverage event and social-media exposure before and during the tailgate.

EVENT GUIDELINES

- All activities and promotional materials are subject to event approval.
- Sponsors/vendors are responsible for their own tent, tables, chairs, displays, and supplies unless otherwise arranged.
- No food or beverage sales/distribution unless specifically approved by event organizers.
- Sponsors/vendors must maintain a clean, safe, and family-friendly presentation throughout the event.

SUPPORTING FSU CARES SCHOLARSHIPS

By becoming an Event Sponsor, you'll enjoy excellent exposure for your business while supporting the FSU Cares Scholarships. This scholarship supports first-generation students in the Center for Academic Retention & Enhancement (CARE) at FSU from Escambia and Santa Rosa Counties. All donations are matched 2:1 by the state of Florida. Your sponsorship will play a crucial role in transforming the lives of FSU students who are embarking on a new path by becoming the first in their families to graduate from college. Your support will help pave the way for their success and create lasting positive change for generations to come. We look forward to partnering with you for this exciting event!

BECOME A FAN-FAIR TAILGATE PARTNER

Put your brand in the middle of the excitement. Reserve your sponsorship or in-kind media partnership today.

Contact: _____ **Email:** _____