

THE BIGGEST AND MOST OVER THE TOP TAILGATE OF ALL-TIME

A FREE EVENT
FOR 10,000
PEOPLE

Guy Fieri's
FLAVORTOWN
TAILGATE

BIG GAME SUNDAY
SUNDAY, FEBRUARY 12, 2023

LOCATED ADJACENT TO STATE FARM STADIUM
PHOENIX • ARIZONA

Medium
Rare



THE GAME PLAN

GUY'S WINNING RECIPE FOR THE ULTIMATE BIG GAME TAILGATE

BIG GAME SUNDAY The world's biggest & most fun tailgate — created and hosted by the one and only — Guy Fieri!

THE LOCATION Located adjacent to this year's Big Game stadium, Guy will be transforming a stadium parking lot into his very own Flavortown Tailgate!

IT'S FREE As a man of the people, Guy is inviting anyone and everyone for whole lot of FUN! Guy Fieri's Flavortown Tailgate is expecting 10,000+ attendees.

INCREDIBLE EATS Guy is recruiting 30+ nationwide food vendors including all of your favorite Diners, Drive-Ins, and Dives specials. Get ready for some of the most over the top Big Game Sunday eats!

THE MUSIC Prepare for a mix of superstar DJs and live bands to keep the party rocking on Guy's larger-than-life main stage.

THE DRINKS With 20+ interactive bars located throughout the event, none of Guy's attendees will ever go thirsty at his Flavortown Tailgate!

VIP CABANAS X WYNN NIGHTLIFE Kick back and relax at your very own WYNN VIP Cabana stocked with premium food and the most over the top - Las Vegas Style - bottle presentations!

BRAND ACTIVATIONS Experience large-scale branded activations like never before. From tailgate games - to pop-up performances - you never know what you might unlock!

LOCAL MARKET FOCUS Featuring some of Arizona's best restaurants and breweries - with an emphasis on highlighting minority owned businesses - plus a robust philanthropic program!

TAILGATE FAVORITES BBQ village, live chef battles, cornhole tournaments, lawn games, beer pong, mixology stations, dessert village and much more!





THE LOCATION

ADJACENT TO STATE FARM ARENA (BIG GAME STADIUM!) PHOENIX, AZ

- ★ One of the most unique features of this event is the unrivaled proximity to the BIG GAME - Guy Fieri's Flavortown Tailgate is just a stone's throw away from State Farm Stadium!
- ★ Guy plans to transform his new space adjacent to the stadium into an over-the-top tailgate experience.
- ★ Just a short walk to the stadium, you'll be at the big game in less than a few minutes.
- ★ With a strong desire to highlight local cuisine, Guy plans to embrace Phoenix with dozens of local restaurants and businesses serving at Guy Fieri's Flavortown Tailgate.



AN UNPRECEDENTED TAILGATE LOCATION





THE GRUB

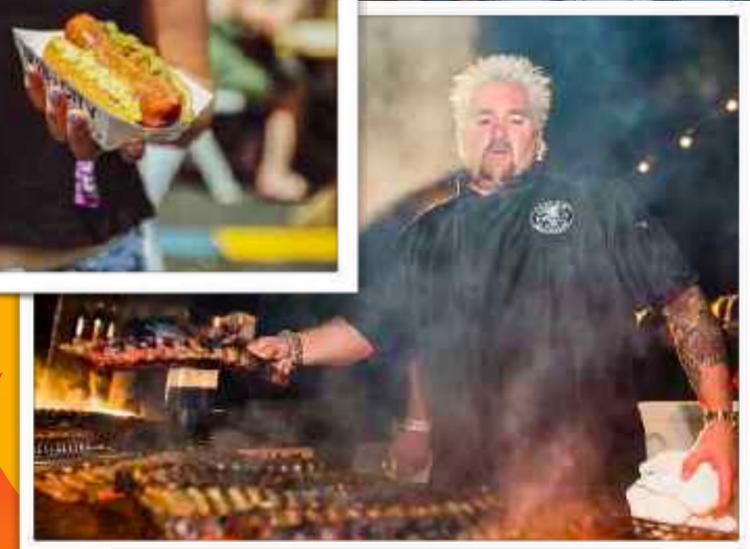
THE BIG GAME'S BEST CULINARY EVENT EVER

- ★ **ALL-STAR FOOD LINEUP** Guy is recruiting an all-star lineup of food vendors, chefs, BBQ pit masters, and more for the world's best and biggest tailgate!
- ★ **GUY'S PERSONAL FAVORITES** Guy has hand selected his preferred restaurants and breweries to serve his favorite items at Guy's Flavortown Tailgate.
- ★ **NATIONAL FOOD VENDORS** Specialty vendors from around the USA - including Diners, Drivers, and Dives restaurants - will serve their most iconic dishes at Guy Fieri's Flavortown Tailgate.
- ★ **BIG GAME CLASSICS** Guy will put his own spin on classic Big Game snacks and bites ranging from Chicken Wings to Nachos!
- ★ **EXPERIENTIAL ACTIVATIONS** Fun experiential activations will be located all around the tailgate including Guy's BBQ Town and Guy's Dessert Village.
- ★ **CUSTOM FOOD + DRINK PAIRINGS** Opportunity to create custom food and beverage pairing combinations
- ★ **CUSTOM COCKTAILS** Tons of bars will be located around Guy's Flavortown Tailgate featuring Guy's speciality cocktails an mixology experiences

Diners

DRIVE-INS

DIVES





THE VENUE

WELCOME TO GUY FIERI'S FLAVORTOWN TAILGATE!





THE MUSIC

- ★ **MORE THAN A FOOD FESTIVAL** Guy Fieri's Flavortown Tailgate is not just a food festival... it is the worlds largest tailgate experience! Prepare for incredible live entertainment as Guy Fieri dominates the biggest weekend in sports and entertainment!
- ★ **SUPERSTAR MUSICAL PERFORMANCES** Prepare for a mix of superstar DJs and live bands to keep the party rocking leading up right until the kickoff!
- ★ **MAIN STAGE PRODUCTION** Over the top festival-style main stage production featuring large scale staging, lights, video walls and more all with state of the art pyrotechnics.
- ★ **EXAMPLE TALENT:** Diplo, Old Dominion, Kane Brown, Morgan Wallen, Dustin Lynch, LOCASH, Flo Rida, Ludacris, Steve Aoki, Nelly, etc





ATTENDANCE & TICKETING

- ★ **FREE ADMISSION** Guy Fieri's Flavortown Tailgate is FREE & open to the general public at a first come, first serve basis.
- ★ **PRE REGISTRATION** Fans will have the opportunity to pre-register online to guarantee their access to the event in advance.
- ★ **VIP TICKETS** VIP Tickets will be available for purchase providing access into Guy's VIP Tavern with all-you-can-eat-and-drink offerings, premium views of the main stage, private restrooms, expedited entrance, specialty food & drinks, and more.
- ★ **VIP BOTTLE SERVICE** In partnership with The WYNN Las Vegas, Guy will offer VIP Cabanas for groups looking to experience the ultimate form of luxurious hospitality! Enjoy the best of Flavortown in a premium environment with Las Vegas style VIP bottle service delivered right to your table!
- ★ **ATTENDANCE** Guy Fieri's Flavortown Tailgate will host 10,000+ general admission attendees, 500 VIP attendees and custom build 50x WYNN VIP Cabanas.





LOCAL COMMUNITY GIVEBACK

- ★ **TASTE OF LOCAL PHOENIX** Featuring some of Phoenix's best restaurants while highlighting minority owned restaurants within the area.
- ★ **SMALL BUSINESS HIGHLIGHTS** Highlighting local and minority owned businesses in the area to showcase their products, work, and impact.
- ★ **PHOENIX ARTS AND MUSIC** Local artists from Phoenix's music and arts scene will take center stage to showcase their talent to a crowd of thousands.
- ★ **FREE TICKETS AND HOSPITALITY** As a token of Guy's appreciation to the local community he is personally offering free tickets to everyone within a half mile of the stadium so they can take part in a once in a lifetime Big Game experience that is occurring right in their backyard.
- ★ **PHILANTHROPY** Aligning Guy Fieri's Flavortown Tailgate with a local charity is vital to Guy. Following the event, we will donate leftover goods and services to our charity partner.
- ★ **STAFFING** Guy is hiring local production and hospitality staff to assist in the creation and execution of the event.
- ★ **SUSTAINABILITY** Going green through implementing sustainable practices such as ample recycling stations, elimination of single use plastic, and more to ensure we are leaving the site a better place than it once was.
- ★ **COMMUNITY OUTREACH** Working with leaders within the community to ensure that Guy Fieri's Flavortown Tailgate is the most inclusive tailgate of all time endemic to Phoenix culture.





MEDIA & MARKETING

THE LARGEST NEW SUPER BOWL EVENT OF 2023



- ★ **NATIONAL PRESS CONFERENCE** - Guy Fieri will host a national press conference with top media outlets around the world (Eater, CNBC, Inc, Infatuation, Forbes, etc) to discuss the event, its partners, and how he is inviting EVERYONE to his free event.
- ★ **PRESS RELEASE**- Official press release to be distributed to the top publications detailing the new event, food vendors, musical talent, and participating brand partners.
- ★ **PR FEATURES & EDITORIALS** - Interviews with Guy Fieri promoting the Flavortown Tailgate and Guy's brand partners.
- ★ **LIVE TV APPEARANCES** - Guy Fieri to promote the event and his brand partners. Previous TV airings on: Entertainment Tonight, Extra, TMZ & more.
- ★ **CUSTOM CONTENT WITH GUY** - Guy Fieri to personally visit your brands physical activation naturally producing some incredible content for your approved use.
- ★ **CO BRANDED PR INTERVIEW** - Opportunity to have your PR team work hand-in-hand with Guy's to personally invite leading outlets and personal connections to Guy Fieri's Flavortown Tailgate.
- ★ **MEDIA INVITATIONS** - Guy is inviting dozens of top national media outlets to experience the first ever Flavortown tailgate in person for themselves!
- ★ **BRAND INVITATIONS** - Ability to invite your brand ambassadors, celebrities, corporate executives and others to the tailgate and VIP Red Carpet (*invite only*).
- ★ **PHILANTHROPY** - Articles to include Guy Fieri's Flavortown Tailgate's philanthropic mission and state how Guy's brand partners are making an impactful difference.
- ★ **PR HIGHLIGHTS** - PR team to disseminate event highlights to top national media outlets. Clips to specifically include speakers, breakthrough moments, and brand partner segments
- ★ **EVENT RECAP & HIGHLIGHTS** - Offered to top national media outlets showcasing brand partner activations and content

PARTNERSHIP OPPORTUNITIES

PARTNER WITH GUY FIERI THIS BIG GAME WEEKEND!

“I have been going to Big Game Weekend every year for over a decade now, but can never find something exciting enough to do before the Big Game. That's why I am creating - Guy Fieri's Flavortown Tailgate - located right next to the stadium! The world's biggest and most fun tailgate ever will feature incredible eats hand picked by me, superstar musical performers, and plenty of cocktails! Best of all, my Flavortown Tailgate will be FREE, you heard that right, FREE for 10,000 guests on Super Sunday! Jump on my bus to Flavortown and let's work together to activate your brand Big Game Weekend!”

- *Guy!*



FACEBOOK		
1.3M Followers	3.5M Followers	1.9M Followers



THE PRESENTING PARTNERSHIP



\$750,000

MARKETING AND MEDIA

- ★ Event to be renamed featuring the Presenting Partner in title “Guy Fieri’s Flavortown Tailgate Presented by ___”
- ★ New official event logo lockup created featuring your brand used across all marketing and media asserts
- ★ All owned mentions of Guy Fieri’s Flavortown Tailgate to include presenting partner both in logo and/or in text mentions
- ★ Social amplification from @GuyFieri:
 - 1x IG Feed Post, 2x IG Stories, 2x Tweets,
 - 2x Facebook posts tagging your brand
- ★ Social amplification from @GuysTailgate:
 - 5x IG Feed Post, 10x IG Stories, 5x Tweets,
 - 5x Facebook Posts tagging our presenting partner
- ★ Ability to leverage Guy Fieri to create custom content surrounding the event
- ★ Highest brand share of voice in official event press release, website marketing materials, trailer and recap videos
- ★ Lead brand inclusion on the official event website including placement on the masthead
- ★ Rights to create sweepstakes or similar initiatives around the event amplified by Guy Fieri
- ★ IP/Marketing rights surrounding the Flavortown Tailgate



THE LIVE EXPERIENCE

- ★ Presenting partner to be featured across main stage banners and LED screens
- ★ Dedicated on-site activation footprint for the presenting brand partner ie: ability to build a large scale on-site activation, custom cocktail experience, branded attraction, carnival experience, etc.
- ★ Presenting partner will have largest share of voice on event’s celebrity red carpet
- ★ Co-branded event logo featuring presenting partner used across large scale on-site branding, decor, menus etc.
- ★ Premium ticket bank and VIP ticket allocation
- ★ VIP Table with unlimited bottle service and premium food
- ★ Ability to bring media team to capture content alongside Guy Fieri
- ★ Presenting partner presence across backstage artist areas + opportunity for artist gifting

THE PRESENTING PARTNER WILL BE THE LEAD BRAND ACROSS @GUYFIERI SOCIAL CHANNELS, ALL MARKETING & PR, AND ON-SITE EVENT BRANDING



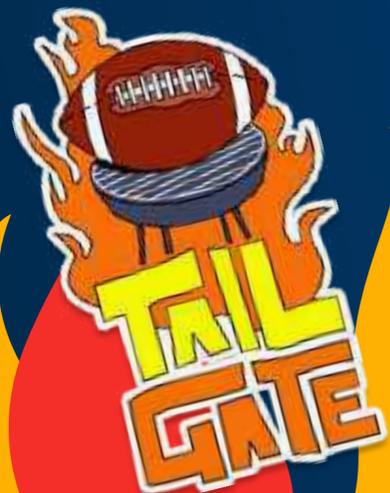


PARTNERSHIP OPPORTUNITIES



STARTING AT
\$150,000+

- ★ Liquor Exclusivity + Pouring Rights
- ★ Custom designed and created brand activation
- ★ Dedicated on-site activation footprint
- ★ Custom content with Guy Fieri
- ★ Custom social posts from Guy Fieri
- ★ Sweepstakes with your brand across Guy's channels
- ★ Dedicated & Branded VIP Hosting Area
- ★ Product Sampling to 10,000+ fans
- ★ Red Carpet Takeover
- ★ Artist/Celebrity Gifting
- ★ Product Launches
- ★ Custom PR Strategy and Amplification





PAST BRAND ACTIVATIONS





PAST BRAND ACTIVATIONS





PAST BRAND ACTIVATIONS

Medium
Rare



Medium
Rare

SHAQ'S FUN HOUSE

THE LEGACY

Shaq's Fun House was created by Shaquille O'Neal and Medium Rare in 2018 with the goal of bringing SHAQ's iconic over-the-top personality to life in a unique live event format.

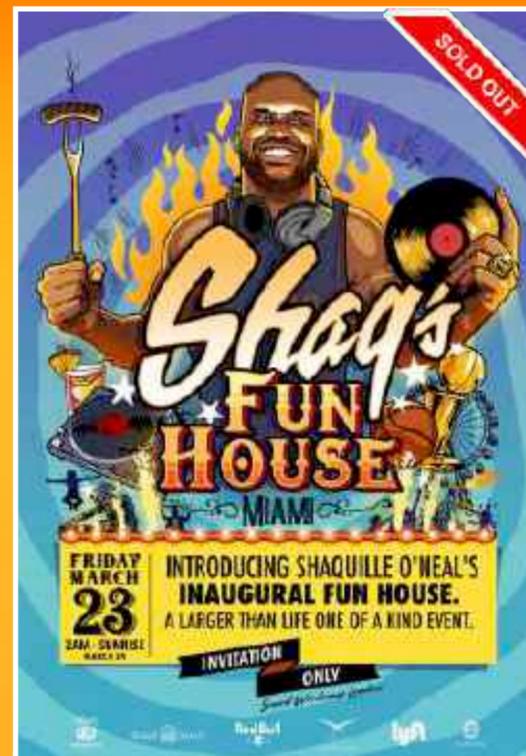
Part festival, part carnival, part circus, Shaq's Fun House has quickly become one of America's most in-demand and viral festival brands.

Shaq's Fun House is an immersive experience featuring a state-fair sized carnival, superstar music artists, incredible eats, oversized art installations, memorizing circus performers, and interactive partner activations.

Shaq's Fun House has cemented itself as Big Game Weekend's most viral event with media coverage from the likes of: CNN, The Tonight Show starring Jimmy Fallon, ESPN, Rolling Stone, Forbes, LA Times, Entertainment Tonight, TMZ, and many more.

As the ringleader of the event, SHAQ helps curate every detail and amplifies all of the highlights across media interviews and social media channels. SHAQ truly is the CFO (the Chief Fun Officer)!

THE MOST VIRAL BIG GAME EVENT EVERY SINGLE YEAR!



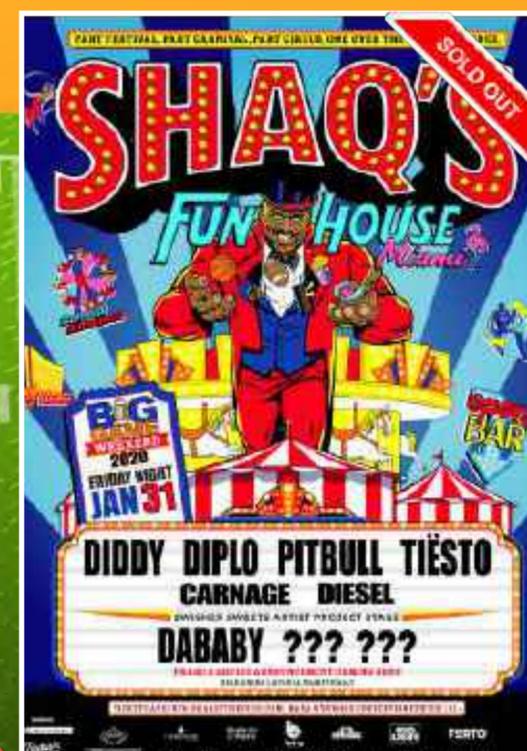
Miami, FL | 2018



Atlanta, GA | 2019



Miami, FL | 2019



Miami, FL | 2020



Los Angeles, CA | 2022



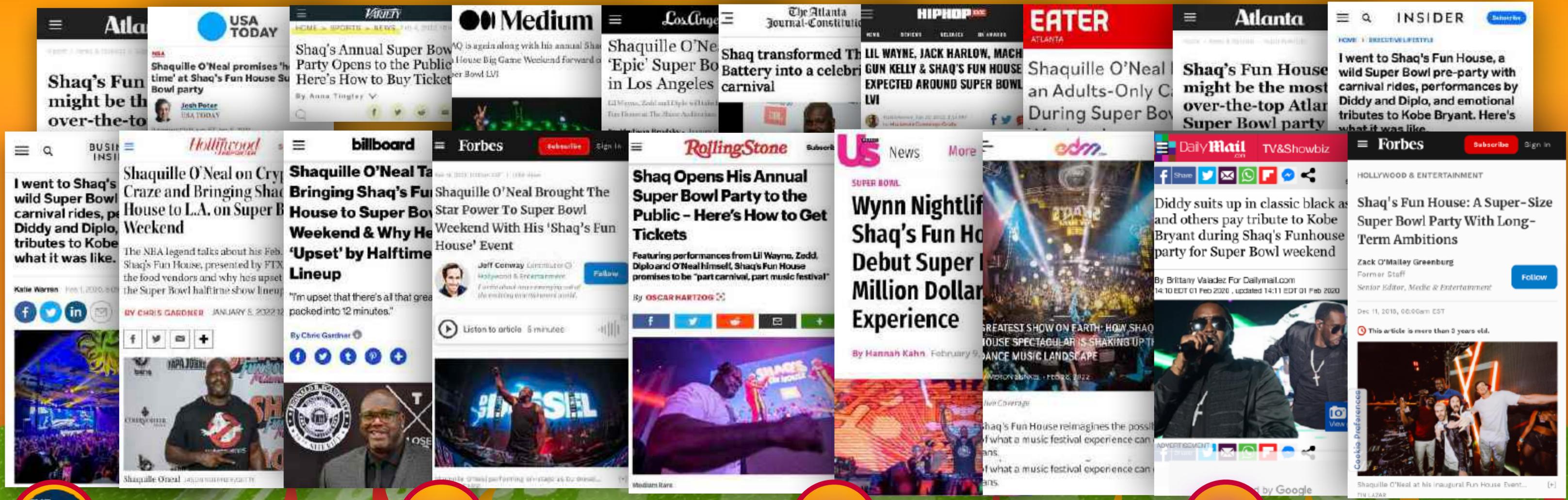
SHAQ'S FUN HOUSE



MEDIA HIGHLIGHTS OVER THE YEARS

BIG GAME CASE STUDY

ONE OF AMERICA'S MOST VIRAL & IN-DEMAND EVENTS!



GRONK Beach

THE LEGACY

Future Hall of Famer and 4X Super Bowl champion Rob Gronkowski teamed up with Medium Rare to create Gronk Beach - GRONK's personal live event platform. More than a music festival, Gronk Beach brings Rob's iconic personality to life with his favorite artists, beachside decor, luau performers, his favorite food & drinks, and much more. The inaugural Gronk Beach Miami 2020 was a viral sensation with huge cultural impact - its announcement was the lead story on ESPN for 24 hours helping to sell out 3,000 tickets in just 10 minutes.

Rob Gronkowski recently took over Encore Beach Club for a Gronk Beach Draft Weekend! A Draft event like never before, Gronk Beach featured The Chainsmokers and sold out of all 5,000 tickets and 150 VIP Tables solidifying the event as the most popular Friday event ever at The Wynn.

With celebrity guests including Travis Kelce, Russell Westbrook, Julian Edelman, Debo Samuel, Martin Garrix, and more, the event was a viral media sensation with coverage from ESPN, Bleacher Report, Fox Sports, NY Post, CBS, Barstool, and many more.

WATCH RECAP VIDEO 



MIAMI, FL | 2020

WATCH RECAP VIDEO 



LAS VEGAS, FL | 2022

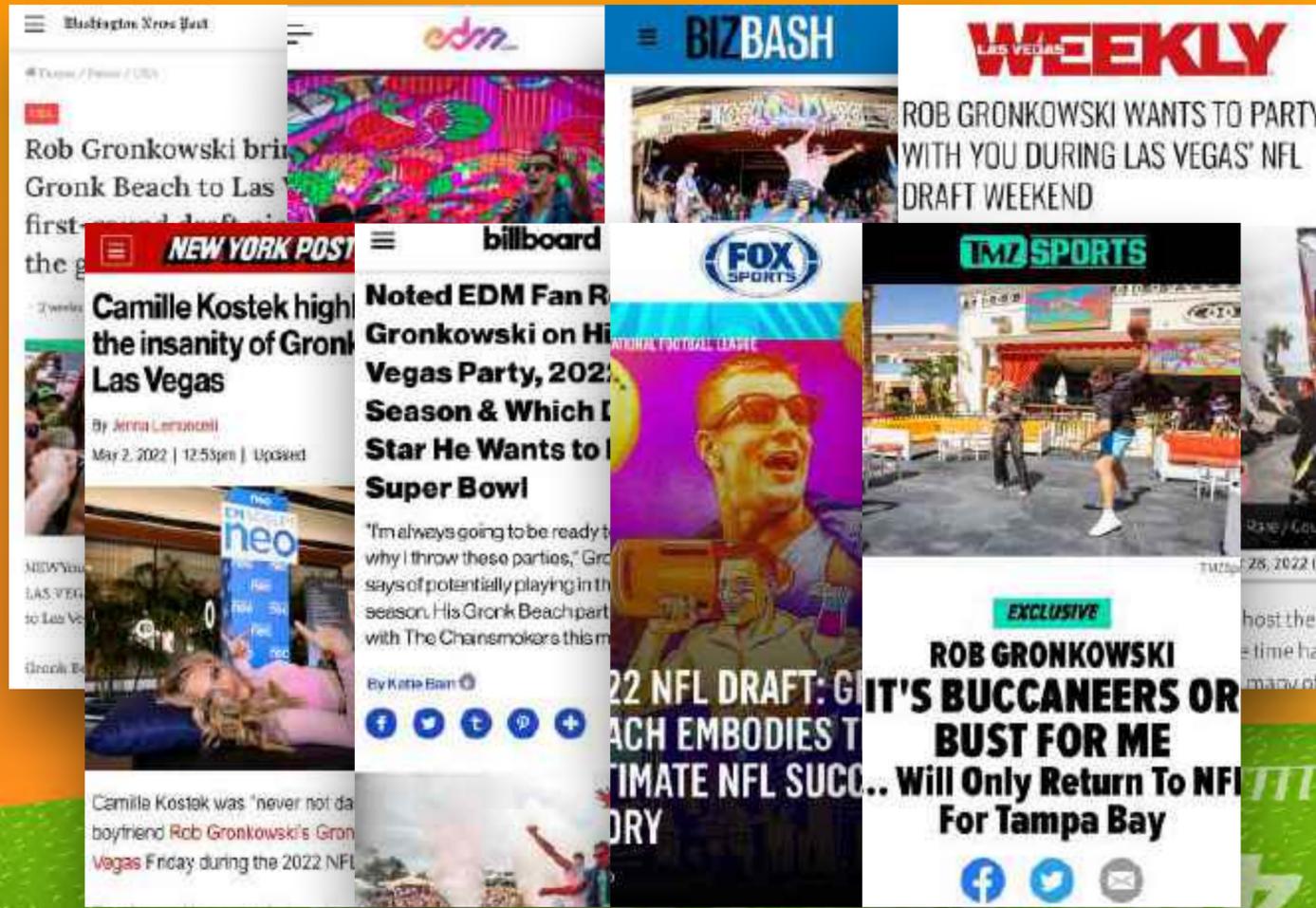




GROUNK Beach



PRESS HIGHLIGHTS



“Behold: The Gronkiest party that’s ever Gronked” **ESPN**

“The high-end event fostered an intimate vibe, thanks in part to its tropical location and fabulous hosts. The rain brought everyone closer together and at the end, it truly felt like we were all part of the Gronk family.” **billboard**

“The beach bash of the century” **yahoo! entertainment**

“Everyone looks famous, even if I don’t know who they are... at one point Lizzo makes a brief appearance.” **Sports Illustrated**

“Besides drinking one’s fill on cocktails, Bud Light, Babe bubbled wine cans, and Monster energy drinks, revelers ravaged the endless noms, provided by local vendors including Bodega Tacos, STK Steak House sliders, and top-notch pastries from Salty Donut. Wendy’s was there treating everyone to new breakfast items.” **billboard**

“Gronk is a next-level marketing genius. A bigger, faster, Don Draper.” **BARSTOOL SPORTS**

“Gronk, Diplo & Belichick...only in Miami!” **GOOD MORNING FOOTBALL**

LIVE SEGMENT DURING SUPER BOWL LIV!



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PHOENIX • ARIZONA

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STRONGER
TOGETHER

PRESENTS

Guy Fieri's

**FLAVORTOWN
TAILGATE**



Ryan McCallum

rmccallum@canadasportmarketing.com

*Medium
Rare*