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NATIONAL TAILGATE WEEKEND RETURNS

College Football's Newest Holiday Returns with Hundreds of Schools Across the U.S. Set to Participate, Reaching Millions of Fans via a Multi-Billion Dollar Tailgating Industry

INDIANAPOLIS, IN – May 23, 2017 - Learfield Licensing Partners, a trademark management company specializing in collegiate licensing and branding, announces that **National Tailgate Weekend** will return for another year on **October 7-8, 2017**. The annual holiday, which made its debut in Fall 2016, was created to give college football fans a proper platform to celebrate a favorite pastime: tailgating. In its inaugural year, the holiday garnered more than 100 participating colleges across the U.S.

Building off the success of last year, Learfield Licensing has created a variety of updated packages for retailers, licensees and sponsors to bring the spirit of tailgating and the holiday to life. Participants can customize how they utilize and promote the holiday to their own audiences by leveraging the tools Learfield Licensing provides. Like last year, this year's participants are given brand identity systems and aided in adopting the holiday for use in digital and social media.

"For the inaugural year, our goal was to create a simple platform, which allowed fans to share their passion and creativity for tailgating with great products, traditions and tips together in one holiday," said Eric Johnson, COO of Learfield Licensing. "We look forward to expanding the concept this year in tailgate areas, in-game, retail, online and with big brands, all while building the comradery of loyal fans over sizzling grills."

National Tailgate Weekend's website will constantly evolve with new content and will provide visitors with links to retailers, products, tailgate tips and more. All social media will be anchored with #nationaltailgate.

For more information on National Tailgate Weekend, visit www.nationaltailgateweekend.com for a full list of participating schools and follow National Tailgate Weekend on Twitter and Instagram @nationaltailgate and on Facebook: <https://www.facebook.com/NationalTailgateWeekend/>

ABOUT NATIONAL TAILGATE WEEKEND

Before the seats are filled, the coin is flipped or the ball is kicked off, the real gameday experience begins when thousands congregate to pay respect to their beloved team through the timeless tradition of tailgating. Founded and created by Learfield Licensing Partners in 2016, National Tailgate Weekend is an annual holiday that celebrates tailgating. For fans across the country, tailgating is just as important as gameday as the actual game. It provides fans opportunities to showcase their school spirit in some of the most fun and creative ways. Looking to celebrate the rabid fanbases of college football's love of tailgating, Learfield Licensing Partners developed the holiday and will be celebrated annually during the first weekend in October.

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ABOUT LEARFIELD LICENSING

Learfield Licensing Partners is a world-class licensing firm whose services and success align perfectly with Learfield's history, strength and reputation within the industry. We strive to provide the best practices and strategies in the industry to properly protect and promote our clients' brands, and couple that with new resources and strategies for growth with help from Learfield, which has a deep presence in the college athletics landscape. Learfield manages the multimedia and sponsorship rights for more than 125 collegiate institutions, conferences and arenas, and supports athletic departments at all competitive levels as title sponsor of the Learfield Directors' Cup. For more than four decades, Learfield has connected brands to the excitement, passion, tradition, fun and fans of college sports and now leverages multiple platforms and partnerships through distinct offerings through its affiliated companies.

For additional information on National Tailgate Weekend please contact:

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