

FOR IMMEDIATE RELEASE

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WHAT'S IN-STORE FOR NATIONAL TAILGATE WEEKEND
NATIONAL TAILGATE WEEKEND KICKING OFF WITH NATIONWIDE CELEBRATION FROM RETAILERS

Indianapolis. Learfield Licensing Partners, a trademark management agency specializing in licensing and branding, and its schools, retailer and licensee partners are celebrating National Tailgate Weekend, Oct. 7-8 with over 850 retail stores nationwide. Participating retailers include Follett, Alumni Hall, Barnes & Noble, Rally House, Target, Cracker Barrel, Scheels, Lids, Advanced Online, and various independent campus bookstores. Retailers are marketing National Tailgate Weekend in various ways including incentivizing social media engagement with giveaways, offering discounts on tailgating products and providing in-store displays and other fan-centric activations.

"How quickly this holiday has grown is a testament to the hard work of our team, the much-appreciated adoption and promotion by our valued partner schools and the understanding by our retailers and licensees that the holiday is adaptive to their needs," said Ben Emmons, vice president of brand marketing. "It isn't even over and we're already excited for 2018."

The promotion of college's newest holiday is taking place in a several marketing channels, including in-store, online and in apps. Retailers were provided with over 300 customized social media graphics, website graphics and in-store signage by the Learfield Licensing marketing team.

The consumer experience offered by colleges, retailers and licensees is in addition to the National Tailgate Weekend kickoff celebration being held Saturday, Oct. 7 at Purdue University in West Lafayette, IN. Celebrity Chef Josh Capon is providing free samples and a live tailgating cooking demonstration outside of Ross Ade Stadium before the Boilermakers' 3:30 pm Big Ten game against Minnesota.

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About Learfield Licensing Partners

Learfield Licensing Partners is a world-class licensing firm whose services and success align perfectly with Learfield's history, strength and reputation. With industry-leading technology and a dynamic team of licensing and branding experts, we provide best practices and strategies to properly protect and promote our clients' brands, and build partnerships that help our clients succeed, with resources and strategies for growth from Learfield.

Learfield, which has a deep presence in the college athletics landscape, 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.

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 to 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.

For more information on National Tailgate Weekend, visit www.nationaltailgateweekend.com for a full list of participating schools and retailers. Follow National Tailgate Weekend on Twitter and Instagram @nationaltailgate and on Facebook at www.facebook.com/NationalTailgateWeekend.