

THE ST. LOUIS RAMS CHALLENGED OUR COMPANY TO PRODUCE A WEEKLY TAILGATE EVENT BEFORE EACH OF THEIR EIGHT HOME GAMES TO HELP GET FANS EXCITED ABOUT HEADING TO THE GAMES. EACH WEEK'S TAILGATE FESTIVITIES INCLUDED ENTERTAINMENT, CLIENT-BRANDED SPONSOR TENTS AND FOOD AND BEVERAGE OFFERINGS. THE TAILGATE PARTIES ALSO FEATURED A KID'S CORNER WITH GIVEAWAYS AND ACTIVITIES. WE PROVIDED MEET AND MINGLE AREAS DECKED OUT IN THE TEAM COLORS AND A VIP TENT FOR THE EVENT TITLE SPONSORS TO ENTERTAIN THEIR GUESTS. ACTIVITIES AND FEATURES ALSO CHANGED EACH WEEK DEPENDING ON THE THEMES OF EACH GAME.

