

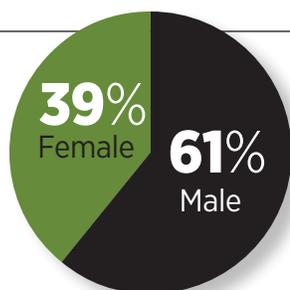


TASTE OF THE STADIUM

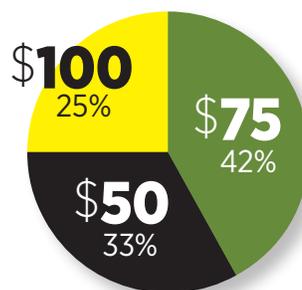
Product and Marketing Information

<p>Business Summary</p>	<p>Taste of the Stadium is a fun, novelty-based product designed to appeal to football enthusiasts WHO HOST PARTIES celebrating their favorite team and sport. Our product resembles a stadium and is designed to contain finger foods, sandwiches, snacks, dips, cookies, etc. It is intended to be a one-time use, made of food-safe printing and biodegradable cardboard with colorful graphic appeal. We believe this product will truly be the “Talk of the Party.”</p>
<p>The Team</p>	<p>Barbara Schlief and Dwain Osborne have been collaborating on projects together for ten years, since they were both Texas state employees. Since retiring from state government they have continued to work together, designing and creating.</p> <p>Dwain Osborne’s talents reach far beyond graphic design. He is an extraordinary artist. In his over 32 years of experience he has created beautiful works of art using every media available to him from the computer to metal to floral and more. Barbara Schlief has over 35 years of professional photography and media experience. In addition to photography she coordinates and designs websites, produces video tapings and multi-media presentations; working with many campaigns, professional associations, educational and non-profit groups.</p>
<p>Target Market</p>	<p>There are an estimated 40 million football enthusiasts in the world. We believe we have created a product in which all fans could potentially purchase and enjoy. We will target both the National Collegiate Athletic Association (NCAA) teams and the National Football League (NFL) teams. We are striving to see Taste of the Stadium at every Super Bowl and college football tailgate party. Our Taste of the Stadiums could be marketed for hometown high school football also. According to the National Football Foundation (March 2013) football ranked among the top most popular sports in the U.S. NCAA Football counts 103 million adults as “fans” or 44 percent of all U.S. adults. Among college football fans, 61 percent are male and 39 percent are female. Of these 61 percent 33 percent have an annual household income of \$50,000 or more, with 42 percent at \$75,000 or more and 25 percent with \$100,000 or more. According to ESPN marketing experts say women are a prized demographic for the NFL because of their value to advertisers. A female consumer is a consumer for life. They’re the ones more likely to become brand loyalists</p>

There are an estimated **40 Million** gridiron football enthusiasts in the world.



Gender of College Football Fans



College Football Fan Annual Household Income, 2013



Customers

We estimate that our primary customers will be **women**. An article in The New York Times suggested that the recent growth in pro football's female fan base (44 percent of NFL TV viewers are female, up from 34 percent in 2011) According to the Tailgating Industry Association, U.S. **tailgaters spend an estimated \$20 billion on food and supplies each year**. During the Super Bowl—one of America's most popular sporting events of the year—Americans on average consume more food than on any other day (except for Thanksgiving). As amateur and professional sports have continued to increase in popularity over time in our country, so has the tradition of tailgating. When it comes to the art of tailgating, there is far more to the experience than traveling to see a game. In fact, 30 percent of tailgaters don't even attend the game. What they do instead is engage in a rich cultural history of food, fun, games, and sharing

44%
of NFL TV viewers are female.

111.5 Million
TV viewership of Super Bowl, 2013

\$20 Billion
billion is spent each year by tailgaters on food and supplies.

\$12.37 Billion
Estimated Super Bowl related consumer spending in the U.S., 2013

Sales and Marketing Strategy

We plan to market our product through a number of sources, including the internet and our web site, word of mouth, corporate gift companies and catalogs, trade shows, grocery stores, party supply stores, sports and outdoors stores. In addition to these we plan to send a Taste of the Stadium to each NFL and NCAA team's marketing department. We plan to send samples to local radio and television stations as well as ESPN.

Business

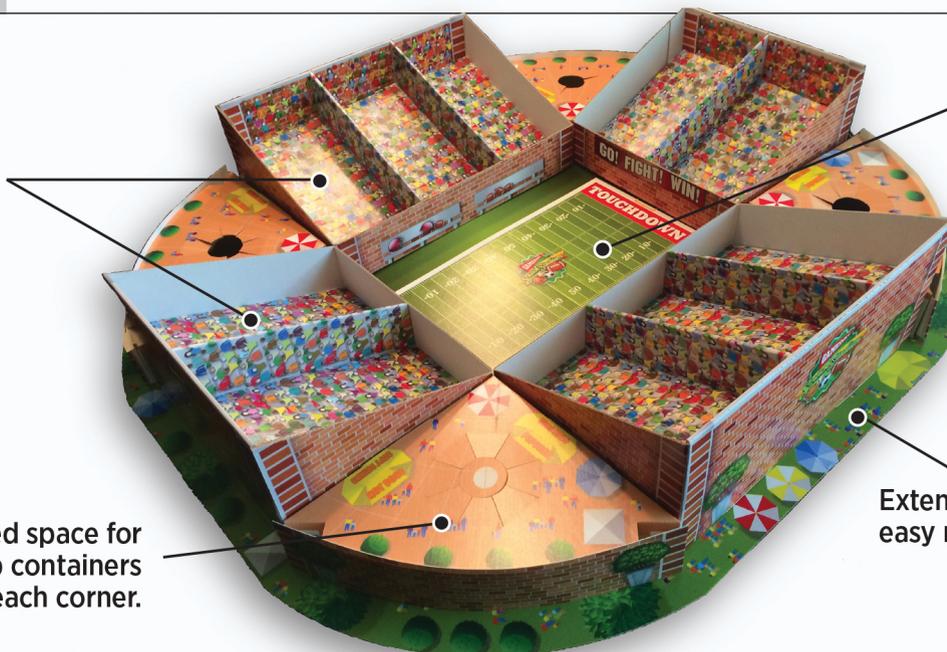
We estimate the product to sell at an affordable retail price of **\$39.99**. If purchased online the total cost of this product will increase due to shipping and handling fees. One marketing expert we spoke with mentioned that they could potentially see a national grocery chain ordering one million units of our product for sales in their stores.

Data Sources

Statista.com, Tailgating Industry Association, and Foodydirect.com.

Grandstand and endzone snack containers.

- Could contain such items as chips, popcorn, nuts, crackers, cookies, candy, fruits, vegetables, cubed cheeses, olives, etc.



Field area designed to hold a 9x13 inch baking container.

- Could contain such items as a 1/4 sheet cake, sandwiches, wings, hamburgers, hot dogs, layered dips, etc.

Slotted space for standard dip containers at each corner.

Extended base for easy movability.