

# ***RALLYTIME*** **TAILGATES**



## **MARKETING PLAN**

**2024-25**





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# EXECUTIVE SUMMARY

## ABOUT THE BUSINESS

**RallyTime Tailgates (RTT)** prioritizes convenience for fans by creating a stress-free, immersive tailgating experience. Upon arriving to the sporting event of their choice, the customer is met with a fully equipped trailer containing a private restroom and essential tailgating equipment including games, chairs, TVs, food, tables and tents. This ensures a seamless experience for customers. By doing this, fans are able to enjoy even the smallest parts of the tailgating experience, like spirited cheers, cold beverages, and the anticipation of yet another exciting game day.

## COMPANY OVERVIEW

**RTT** operates from two key warehouse locations: its headquarters in Greenville, South Carolina and a secondary warehouse in Tampa, Florida. These locations are strategically selected for their strong sports culture and frequency of events, aligning with the company's vision of enhancing the fan experience. Greenville, located between two major athletic hubs, Charlotte and Atlanta, fosters a passionate sports fan base making it an ideal market for **RTT**. Tampa, a city renowned for its professional sports teams and high-profile events provides **RTT** with a diverse clientele seeking unforgettable tailgating experiences.

### OUR MISSION

**RallyTime Tailgates** delivers seamless, stress-free tailgating and makes gatherings simple and fun, ensuring our fans enjoy every moment without the hassle!

**RallyTime Tailgates** takes pride in giving back to those who have served or are currently serving the country. Through a partnership with the Fisher House Foundation, **RTT** supports veterans and active service members by aiding military families affected by illness, disease, and injury.



**RallyTime Tailgates** is structured as an S-Corporation, offering advantages such as pass-through taxation, limited liability protection, and the ability to raise capital through equity financing. This structure ensures that personal assets are shielded from business debts while avoiding double taxation.



# EXECUTIVE SUMMARY

## BUSINESS RATIONALE

According to the National Consumer Panel, 80% of people tailgate at least once a year and 60% tailgate at least five times during a season. When the **RTT** sales team asks customers about the worst part of tailgating, the unanimous answer is the hassle associated with preparation.

### PROBLEM



Convenience is highly valued in American culture. According to a survey conducted by Forbes, 70% of customers are willing to pay more when confident about receiving a convenient experience. Tailgating remains a beloved tradition in sports and entertainment, but the hassle of setting up tailgates diminishes the joy of the experience. The stress of securing parking, setting up equipment, and preparing large quantities of food is discouraging many fans from participating.

### SOLUTION



**RallyTime Tailgates** offers the perfect solution by delivering complete tailgate setup and breakdown services, taking the hassle out of the process. The company offers a variety of all-inclusive packages, each featuring a fully equipped tailgate trailer, catering, necessary equipment, and a reserved parking spot. By handling every detail from start to finish, **RallyTime** ensures a seamless, stress-free experience, allowing customers to enjoy the ultimate tailgate without lifting a finger.

## ORGANIZATIONAL STRUCTURE



**RallyTime** operates under a top-down hierarchical structure, organizing employees into separate departments based on their areas of expertise. The Director of Communications plays a key role in streamlining cooperation between these departments.





# TARGET MARKET



**RallyTime** primarily targets middle-class adults ages 25 to 44 who are enthusiastic about sports, concerts, and large-scale events. This core market, often including families or groups of friends, values creating memorable experiences and appreciates the ease of a hassle-free tailgating service. While the firm's primary focus is on adults ages 25 to 44, older generations also enjoy tailgating, making middle-class adults ages 44 to 60, who have a deep passion for their sports teams, an important secondary market.



## PSYCHOGRAPHIC

**RallyTime Tailgates** appeals to customers who value community, camaraderie, and team spirit. This psychographic aligns with the company's values.

## DEMOGRAPHIC

**RallyTime** attracts adults who are searching for that perfect pregame party without the hassle of having to set it up. The business has the tools and the materials to make the customer's tailgating experience unmatched.



## GEOGRAPHIC

**RallyTime** serves customers in both suburban and urban areas within the United States. The business has locations in the Southeastern United States and plans to expand to the Northeast by the end of the fiscal year.

## SOCIOECONOMIC

**RallyTime** appeals to middle class households that have an annual income of over \$100,000. This group of people is the most likely to use our premium services.



# COMPETITIVE ANALYSIS

## VIRTUAL MARKET

In the VE Marketplace, **RallyTime Tailgates (RTT)** operates in the sports and entertainment industry, capitalizing on the growing trend of tailgating. As the only business in the virtual industry to focus on tailgating, **RTT** holds a unique position. While its indirect competitors, such as party planners, offer event-related services, they lack the sports-centered approach that sets **RTT** apart. This strategic focus, combined with **RTT's** debt-free operations, achieved by avoiding startup loans and purchasing all necessary equipment upfront, ensures cost-effective and efficient operations. This positions the company for strong profitability.



The sports and entertainment industry is one of the most vibrant sectors in the VE Marketplace. From August 1, 2024 to December 17, 2024, it recorded 22,160 transactions, making it the second-highest contributor in terms of transaction volume. During this period, the industry also ranked second in incoming revenue, generating \$37,497,822. Between September 2024 and December 2024 alone, the industry saw 13,385 transactions, solidifying its position as the most active sector. These statistics highlight the industry's



immense potential and solidify **RTT's** promising growth trajectory. Focusing on South Carolina's VE marketplace performance from September 2024 to November 2024, the state generated \$990,097 in revenue volume. Of this, **RallyTime Tailgates** contributed \$243,109, an impressive 25% of the total incoming volume among the 11 firms operating in the state.

This achievement not only reflects **RTT's** strong market presence, but also reaffirms its capacity to drive sustained success in the years ahead.



## REAL WORLD

In the real world, **RTT** faces competitive pressures from other tailgating companies like Tailgate Guys and GameDay Tailgate, which offer similar services in a multi-billion-dollar industry. However, **RTT** differentiates itself through its one-of-a-kind gameday trailer and unique offerings like the “Cadet Corner,” meant for kids. Based on industry trends, 30% of tailgaters attend with family, making the “Cadet Corner” an essential add-on. The company also recognizes the risk of another pandemic disrupting operations, as seen during COVID-19, and has implemented strict health and safety precautions to minimize the spread of germs.

However, surveys conducted by Tailgate Guys show that 70% of tailgaters were eager to return to large-scale events post-pandemic. The tailgate market was valued at \$5.3 billion in 2023, and is projected to reach \$8.2 billion by 2030, growing at a CAGR of 5.4%. This reaffirms the company’s decision to start a full service tailgate management business. Additionally, **RTT** encounters challenges when customers delay returning rented equipment, causing logistical issues. To mitigate this, the company enforces strict payment terms, late fees, and a clear return policy, ensuring smooth operations and accountability.

# COMPETITION AND MARKET

## COMPETITION

**RallyTime Tailgates** is the exclusive provider of full-service tailgating in the VE market. While there are no direct competitors, companies such as SimXsports and Stadium Pro can be considered indirect competitors due to their focus on sports-related entertainment. SimXsports specializes in sports simulation equipment, while Stadium Pro offers tickets and entertainment options for sporting events and concerts. However, neither of these companies provide tailgating services or deliver the same level of convenience and customer service that **RallyTime Tailgates** offers.



## MARKET



In the VE marketplace, there are approximately 22,000 employees spread out over 400+ firms, which means that there is a large number of prospective customers. The average salary per month for all of these employees is \$2,143, meaning they have the financial means to utilize **RallyTimes’** services. **RTT** has prices ranging from \$8 to \$2,698 meaning the average VE employee has the capability to purchase from the services the firm offers.





# SWOT ANALYSIS



## STRENGTHS

**RallyTime Tailgates** stands out with its efficient setup and takedown services, saving customers time and stress. The company delivers high-quality, personalized experiences with well-maintained equipment and catering, ensuring customer satisfaction. Known for reliability, **RallyTime** provides consistent, hassle-free service, which builds trust and loyalty. The company's cost-effective pricing makes premium tailgating accessible without sacrificing quality.



## WEAKNESSES

A major challenge that **RallyTime Tailgates** faces is that tailgating is commonly associated with football. Due to the fact that football is a seasonal sport, the company could experience slow periods after the football season ends, which may impact steady revenue and growth throughout the year. **RTT** overcomes this weakness by promoting tailgating services for concerts and other sporting events.



## OPPORTUNITIES

The entertainment industry offers **RallyTime Tailgates** the opportunity to collaborate with sports teams, expanding the company's reach to a broader audience. By partnering with teams, **RallyTime** can tap into new marketing channels, enhance brand visibility and attract more customers, boosting revenue and growth. For example, partnering with Clemson University would open **RTT** to offer a fully themed tailgating trailer permanently for all their sports and campus events year round. On football gamedays alone, over 100,000 people gather in Clemson, SC, tailgating and cheering on the Tigers. This along with year round campus events makes this exposure priceless for **RTT**, boosting brand recognition infinitely.



## THREATS

Inclement weather poses a significant threat to **RallyTime**, potentially leading to event cancellations, rescheduling, and decreased customer satisfaction. An additional threat to **RTT** is delayed equipment returns which can result in a backlog for subsequent customers, disrupting operations. Both of these factors contribute to lost revenue and fluctuating demand.





# MARKETING MIX

## PRODUCT

**RallyTime Tailgates** provides a premium, hassle-free tailgating experience with a fully equipped trailer featuring three TVs, a microwave, workbenches, a grill, and a fully stocked restroom. It even includes a "Cadet Corner" for the kids. The firm handles everything from setup to breakdown, ensuring customers can fully enjoy their event without any hassle. **RTT** also offers rental items including tents, fans, generators, heaters, speakers, tables, chairs, coolers, and corn hole boards.



## PLACE



**RTT** currently operates out of two locations: Greenville, South Carolina and Tampa, Florida. Customers can utilize **RTT** services by selecting their desired location and event on the firm's user friendly website. The team serves customers within a 200 mile radius of its locations. Another option is to message the firm through social media to inquire about specific games and events. The **RTT** team is available to help with all logistics for a premier tailgate.

## PRICE

**RallyTime Tailgates'** pricing is competitive and ranges from \$8 to \$2,698, depending on the package or product selected. Prices were determined through a thorough analysis of competitors and strategically end with the number "8", which symbolizes victory and prosperity. This pricing strategy aligns with **RTT's** mission to deliver quality while maintaining a positive brand association with customers.



## PROMOTION



**RallyTime Tailgates** employs a robust promotional strategy led by the marketing team. Social media platforms play a pivotal role in **RTT's** branding and advertising efforts, allowing the company to engage directly with its target audience by pushing out exclusive deals and promotions, helping to build a community of loyal tailgaters. **RallyTime** currently has 307 followers across Instagram and Tiktok. **RTT** also attends trade shows to boost brand awareness and develop business-to-business sales contracts. **RTT** has already attended two trade shows with plans to attend two more by the end of the 2024-25 fiscal year, further expanding company outreach.

## POSITIONING

Being the top choice, **RallyTime Tailgates** provides hassle-free tailgating that focuses on convenience, family engagement, and community support. **RallyTime** stands out from competitors such as REVELxp, Tailgates USA, and Ultimate Tailgating by managing all parking logistics, offering larger set up, and featuring a kids play area, also known as the "Cadet Corner." On top of all this, **RTT** provides a fully loaded trailer, with all necessary equipment for a premium tailgating experience. The firm handles the entire set up and break down process. Along with all of this, **RallyTime** finds time to give back, by partnering with the Fisher House Foundation to support military families.



# GOALS

Setting and achieving goals is a core value of any company. Currently, **RallyTime** is focused on growth and enhancing the fan experience.



## SHORT TERM

**RallyTime** is working to expand its presence into New York, a major hub for sports and events, to connect with passionate fan bases and boost brand recognition. The company aims to have a fully operational location by the end of March 2025 in New York. **RTT** is also excited to develop a broader range of branded merchandise, from apparel to tailgating essentials, giving fans more ways to express team spirit and upgrade their experience. Additionally, **RallyTime** plans to increase support for charitable causes by hosting charitable events, such as a Fisher House Tailgate where proceeds go to the charity. By April 2025, **RTT** hopes to donate \$5,000 in addition to the monthly donation to the Fisher House Foundation. This reinforces the company's commitment to veterans and their families.

## LONG TERM

**RTT** aims to establish strong partnerships with sports teams and event venues, like MetLife Stadium, to strengthen their presence in the sports and entertainment industry, with plans to complete this by the end of fiscal year 2025-26. **RTT** plans to elevate the tailgating experience by introducing at least three new team-themed and personalized options. Starting in the 2025-26 fiscal year, **RTT** intends to position trailers in other parts of the country to increase visibility and sales. By the end of **RTT's** second fiscal year, the company hopes to purchase six more trailers. The locations of the trailers have not yet been determined, but will be strategically located to optimize sales.



# STRATEGIES AND TACTICS

**RallyTime Tailgates** sends out weekly email campaigns to other VE firms. These campaigns feature special promotions, such as a 10% off holiday deal, to encourage purchases. In addition, the company places a strong emphasis on exceptional customer service, ensuring that clients remain loyal and continue to return.

Innovation is a key focus to staying ahead of the competition. Diversifying the **RTT** product line and coming up with new designs helps **RTT** reach more customers. The firm uses data analytics accumulated from surveys and website data to make informed decisions on what marketing strategies work best. This is then shared with the marketing team to promote in the most effective way possible.



## TRADE SHOWS

RALLYTIMETAILGATES.SC@VEINTERNATIONAL.ORG



## WEB SALES



The firm plans to invest \$500 to purchase this advertisement in the VE Hub. In 2025, it will be strategically scheduled on high-traffic days to maximize visibility and boost customer engagement.

## FUTURE OUTLOOK

While tailgating is most commonly found in the Southeastern region of the US, recent trends have found the tailgating trend has spread rapidly over the past decade. To accommodate for this, **RTT** is expanding to the Northeast with a new location in New York set to open in March 2025. This effort will allow **RallyTime** to reach a new fan base, positioning **RTT** as a leader in the tailgating industry. Additionally, **RallyTime** is gearing up for something truly unforgettable! The company is going to release a game-changing surprise for this year's Super Bowl, tapping into one of the most exciting marketing opportunities of the year. Get ready for an unforgettable moment that will make the biggest sports event of the year even more spectacular!





# MARKETING BUDGET

## MARKETING EXPENDITURES



Proper expense allocation is necessary for future success. RTT works collaboratively to determine marketing budgets for different aspects of the company. In September and October 2024, RallyTime Tailgates spent a total of \$708 on all marketing necessities. In November 2024, there were no marketing-related purchases or fees. Due to there being a surplus of funds, the firm plans to purchase ad space on the VE Hub website for \$500. This advertisement is planned for January 2025 in anticipation of the CFP National Championship and Super Bowl to maximize visibility and customer engagement. These monthly adjustments demonstrate RTT's focus on balancing current marketing activities with future goals.

## TOTAL PROMOTIONAL EXPENSES

At trade shows, the company distributes promotional items to enhance brand recognition. These items were purchased with the goal of increasing visibility and engagement. The costs for these promotional materials are as follows:

- Koozies and cups: \$165
- Pens, business cards, and stickers: \$111
- Brochures: \$47

In addition, the company invested in high-quality decorations, contributing to RTT's achievement of 2nd place overall at the Southern Region Leadership Competition for Trade Show Booth Design. The associated costs for these items are as follows:

- A miniature grill, lights, a football field rug, miniature cornhole, football flags, and table cloths: \$133
- Banner (backdrop): \$150

Furthermore, \$102 was spent on the development of the company's interactive website. Notably, there are no recurring monthly expenses associated with maintaining the website.



## CONCLUSION

Ultimately, RallyTime Tailgates is well-positioned for growth in the sports and entertainment industry. RTT specifically targets sports fans who value both convenience and a sense of community. With minimal competition and plans to expand into new markets like New York, RTT's success is on the horizon. The company's focus on innovation, customer service, and charitable causes will drive brand loyalty and future growth, making RallyTime #1 in the sports and entertainment industry.

