



*2013 USA Football Tailgate Tour Presented by Tyson
Sponsorship Recap*



EVENT OVERVIEW

The USA Football Tailgate Tour presented by Tyson made 14 stops across the country to honor student-athletes selected to participate on U.S. National Teams.

Tour stops featured visits to high school games and pep rallies, pregame jersey presentations and tailgates where fans could sample Tyson Fresh Chicken and Stubb's Legendary Bar-B-Q Sauces.



2013 USA FOOTBALL TAILGATE TOUR

St. Rita High School (Chicago, IL)
Bishop Hartley High School (Columbus, OH)
Columbus High School (Miami, OH)
Southlake Christian High School (Charlotte, NC)
Lutheran High School North (St. Louis, MO)
Lakota East High School (Cincinnati, OH)
Ladue Watkins High School (St. Louis, MO)
Hillside High School (Durham, NC)
Montini Catholic High School (Chicago, IL)
Ravenscroft High School (Raleigh, NC)
Elsik High School (Houston, TX)
St. Pius X High School (Atlanta, GA)
Chancellor High School (Fredericksburg, VA)
MLK High School (Atlanta, GA)





RECAP VIDEO





NFL INTEGRATION

Each tour stop featured current and former NFL players, cheerleaders or team mascots:

FORMER PLAYERS

Desmond Clark – TE – Chicago Bears
Mike Doss – S – Indianapolis Colts
Brian Finneran – WR – Atlanta Falcons
Torry Holt – WR – St. Louis Rams
Mike Vrabel – LB – New England Patriots

CURRENT PLAYERS

Dannell Ellerbe – LB – Miami Dolphins
Josh Johnson – QB – Cincinnati Bengals
Roger Saffold – OL – St. Louis Rams

MASCOTS & CHEERLEADERS

St. Louis Rams (cheerleaders)
Carolina Panthers (Sir Purr; cheerleaders)
Washington Redskins (cheerleaders)
Cincinnati Bengals (Who Dey)
Miami Dolphins (T.D.)
Chicago Bears (Staley)
Atlanta Falcons (Freddy)





ROAD TO INTERNATIONAL BOWL

Players honored during the USA Football Tailgate Tour presented by Tyson will represent the United States as members of the U.S. National Football Team at the International Bowl vs. Team Canada in February.

Athletes visited on the tour are committed to play college football at many prestigious universities next fall, including:

- Ohio State
- Baylor
- Auburn
- North Carolina
- Iowa State
- N.C. State
- Virginia
- Kentucky
- Duke





U.S. NATIONAL FOOTBALL TEAM ALUMNI



James Winston
Florida State



Kevin Hogan
Stanford



Todd Gurley
Georgia



Jaxon Shipley
Texas



Stephon Tuitt
Notre Dame





USAFootball.com

- Branded home page header
- Banner Ads
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USA Football TAILGATE TOUR

PRESENTED BY **Tyson**

SUBMIT YOUR FAVORITE TAILGATE RECIPE FOR A CHANCE TO WIN A \$5,000 EQUIPMENT DONATION, TYSON® FRESH CHICKEN & STUBB'S® BBQ SAUCE FOR A YEAR!

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LOG

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Chicago moms learn Heads Up Football hands on

Heads Up Football! Excitement when it comes to learning about Heads Up Football

Heads Up Football! Heads Up Football builds confidence and a winning season in California

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Tailgate Recipe of the week - Citrus Chicken
10/11/2013

Heather Bremer

Don't tell Texas, but Florida knows how to do football right. From Pensacola to Pahokee, Friday nights are meant for playing under the lights. Saturdays are a riot of Hurricanes, Gators and Seminoles. And Sundays – well, those Dolphins are having a good year.

In homage to Florida's great football tradition, this week's tailgate recipe, courtesy Tyson Foods, includes another great product of the Sunshine State – oranges.

Get a great tailgate recipe of your own?

Then, what are you waiting for? Enter it in the Ultimate Tailgate Recipe Contest! You have a chance to win the Ultimate Tailgate Party, a year's supply of Tyson® Fresh Chicken and Stubb's® Bar-B-Q products and a \$5,000 equipment donation to the youth or high school football program of your choice!

Click here to enter!

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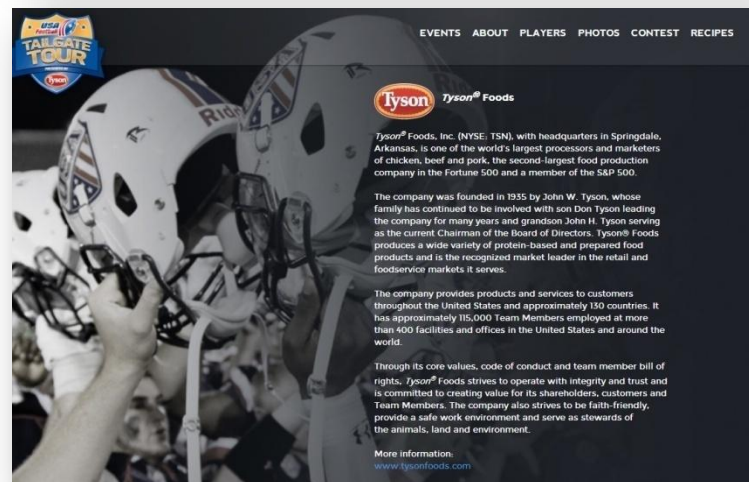
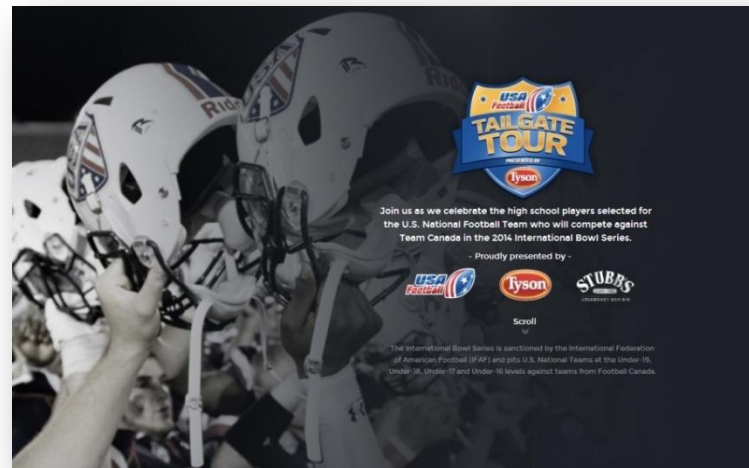
Upper Deck U.S. Under-19 alumni roundup: Furchess, Rose help Michigan stay unbeaten





TOUR MICRO-SITE

A micro-site was created www.usafootball.com/tysonontour to showcase the Tailgate Tour and featured a map of each tailgate location, tidbits on the selected players, sponsor information and a recipe contest.





SOCIAL MEDIA

FACEBOOK

Posts	17
Clicks	3,973
Total Reach	85,848
Likes	443
Comments	14
Shared	33
Engaged	4,253

TWITTER

Tweets	65
Re-Tweets	54
Impressions	1,499,149
Avg. Audience/Tweet	23,063
Link Clicks	363

PINTEREST

Recipe Re-pins	18
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USA Football
September 13

Sep 13, 2013 7:00pm
Take a tour of #TysonTour! USA Football, along with Tyson Foods and Stubb's Bar-B-Q Sauce, is excited to bring the USA Football Tailgate Tour to 14 high schools this fall to honor members of the U.S. National Football Team. Stay tuned for more exciting news around #TysonTour!

Like · Comment · Share

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USA Football

The USA Football Tailgate Tour presented by Tyson® Fresh Chicken and supported by Stubb's® Legendary Bar-B-Q stopped at Lutheran High School North in St. Louis on Sept. 21. The tour will make stops at 14 high school football games this fall to celebrate the selection of 45 high school student-athletes to the Under-19 U.S. National Football Team that will compete against Team Canada in the 2014 International Bowl.

Have a great tailgate recipe? Submit your recipe and photo for the Ultimate Tailgate Recipe contest! You have a chance to win chicken and Stubb's Bar-B-Q products for year, the Ultimate Tailgate Party and a \$5,000 equipment donation. Click here to enter: <http://bit.ly/19laexI> — USA Football Tailgate Tour -- Lutheran HS North (12 photos)

Like · Comment · Share · 41 · 1 · 16 hours ago · 48

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ENTER FOR A CHANCE TO WIN THE ULTIMATE TAILGATE PARTY: Share your recipes with Tyson Foods & @stubbssbbqsauce -- bit.ly/19laexI

Reply Retweet Favorite More

1 RETWEET

8:30 PM - 24 Sep 13

usafootball @usafootball 30 Oct

The deadline is drawing near! Don't miss your chance at a year's supply of chicken: bit.ly/19laexI #TysonTour pic.twitter.com/3QPtmxegy

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USA FOOTBALL TAILGATE TOUR PRESENTED BY TYSON RECIPE CONTEST

Promoted on USA Football social media channels and at each Tailgate Tour event

- 53 eligible entries into the contest
- 2,080 total votes for the finalists
- Winning recipe received free Tyson Chicken and Stubb's BBQ sauce for a year and a \$5,000 equipment donation



Vote for your Favorite Entry

Search Entries

Sweet & Sassy Grilled Pineapple Mustard Wings

Sherrill Williams



Stuffed chicken Herb

Kayellen Ambrondio



Enter your recipe here.

Clean breast & wash clean, slice middle of breast to open into a split breast season with lavender's spice, fresh Basil, thyme, rosemary (slice into small pieces)

Super Bowl Beef

Nancy Boyce



Enter your recipe here.

Bacon Gator Chili Cheese Hot Dogs

Andrew Schmitt



CHICKEN FOR A YEAR! THE ULTIMATE TAILGATE PARTY! A \$5,000 EQUIPMENT DONATION!

It could all be yours from USA Football and the makers of Tyson® Fresh Chicken and Stubb's Bar-B-Q Sauce if you have the ULTIMATE tailgate recipe! Enter for a chance to win here: <http://bit.ly/19laexI>



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8:30 PM - 24 Sep 13





SIGNAGE & BRANDED GIVEAWAYS

SIGNAGE

- Pop-up tents and backdrop
- A-frames and wing banners
- Cornhole games
- Table skirts

GIVEAWAY ITEMS

- Tyson/Stubb's branded koozies
- Cheer cards (Weak Sauce/Dead Meat)
- Hand fans
- Mini-American flags
- Tyson/Stubb's branded tattoos





EARNED MEDIA

Newspaper articles highlighting the USA Football Tailgate Tour presented by Tyson appeared in numerous local media outlets.

SOUTHTOWNSTAR
A CHICAGO SUN-TIMES publication

Home News Sports Business Opinions Lifestyles Blogs Entertainment Travel Eber

Chicago Sports | Pro Sports | High Schools | Columns & Blogs | Golf Guide | McLegends |

Football: St. Rita drubs St. Laurence 55-14

By Dan Ruane For Sun-Times Media September 13, 2013 10:06PM

Updated: September 15, 2013 2:15AM

St. Rita 55, St. Laurence 14

THE SKINNY

Tommy Mister was presented with a jersey by its Team USA 19U team by former Bear Desm showed everyone why he was selected, scor leading the Mustangs to a 49-7 halftime lead.

Star-Clanville Member

Lake Norman News

YOUR COMMUNITY NEWS PAPER

News

COLUMNISTS EVENTS NEWS PHOTOS SPORTS READER SUBMISS

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Tuesday, Sep. 24, 2013

SouthLake Christian

Three players from SouthLake Christian's football team will be honored during the team's game on Sept. 27 for their selection to two national teams.

Quarterback Luke Lancaster has been named to the under-18 team that will play in the International Bowl Series in Arlington, Texas, in February, while wide receiver Conner O'Donnell and running back Robert Washington Jr. have been picked for the under-17 team that will play in the International Bowl and the IFAF World Championships in Kuwait in mid-2014.

All three will be presented with their game jerseys by USA Football officials during the halftime ceremony. Bill Kiser

Irish Sports Daily

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YOU ARE HERE: RECRUITING FOOTBALL RECRUITING WASHINGTON, O'DONNELL ENJOY USA EXPERIENCE

Washington, O'Donnell Enjoy USA Experience

THURSDAY, 26 SEPTEMBER 2013 15:34 CHRISTIAN MCCOLLUM

Football isn't an Olympic sport and probably never will, but Robert Washington and Conner O'Donnell were playing for Team USA since before the 2016 prospects were playing for SouthLake High School (Huntersville, N.C.).

Washington, a running back, and O'Donnell, a receiver, have got plenty out of the experiences so far.

"You get the pride of playing for your country first and knowing that you're doing something unique across the high school landscape," said Bub O'Donnell, who is SouthLake's head coach and Conner's father. "The maturation is amazing. Mentally, you're going into an international event and you're living with these kids for a week."

"They've matured beyond their years by playing national and international competition. Socially, they can go out and say, 'I'm no different than kids from Massachusetts or kids from Arizona.' They've got buddies all over the country and all over the world with kids from Canada and Sweden. I think they realized a kid's a kid, a person's a person. It takes away some of the mystique of playing college football and wondering how hard it would be."

At first, Washington and O'Donnell were excited just to be a part of the team for the experience, but by year two they were starting and this year, both players were dominant on the field.

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a-DOG-able Collection
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RECRUITING CALENDAR
NCAA The Class of 2010 was able to sign

CATEGORIES
Baseball
Basketball
Football
Other Sports





A FEW QUOTES...

“It was an honor and a privilege to have Tyson and USA Football come to my school. Growing up I never imagined that I would get the chance to play for my country, let alone in my favorite sport. I couldn’t help but smile during the entire jersey presentation. This is a moment in my life that I will never forget. Thank you, Tyson!”

-- Nick Ruffin, St. Pius X Catholic High School



“THANK YOU so much for doing this tailgate event. This really means a lot to Avery and our family. This whole experience is amazing and we’re honored to have USA Football and Tyson here tonight.”

-- Tracy Edwards, mother of Avery Edwards





A FEW QUOTES...



“At. St. Rita we’re in our 102nd year and the energy here for football games is always great but having Tyson Chicken here tonight added a lot of flavor and I know everyone here enjoyed sampling the chicken, seeing (former Chicago Bears player) Desmond Clark and (Bears mascot) Staley. It was a great night and a great addition to the atmosphere.”

-- Mike Zunica, St. Rita of Casica High School



“It was delicious. I tried every flavor of barbeque sauce. I’m from Texas so I love my barbeque. Having Tyson and the USA Football Tailgate Tour here is nice. It draws more attention to the school and ultimately that’s what we want to do is get the word out about Lutheran North.”

-- Jamie Mueller, Lutheran North High School





FEEDBACK

“We just had chicken last night for dinner and it didn’t **TASTE THIS GOOD!**”

“It’s **DELICIOUS** even without the sauce!”

“It’s very **TENDER** and **DELICIOUS**”

“Where can I **BUY THE SAUCE?**”

“The chicken is **FREE!?**”

“It’s **SOOOOOO GOOD!**”

“This chicken is so **TASTY**, can I have another?”

“I am the **COUPON** queen, can I have another?”

“**WOW** this amazing Tyson did this for one of our football games!

“Can I **HAVE** a bottle of the **SWEET HEAT?**”





CHICAGO, IL

St. Rita High School – Friday, September 13, 2013





COLUMBUS, OH

Bishop Hartley High School – Friday, September 13, 2013





MIAMI, FL

Christopher Columbus High School – Friday, September 20, 2013





CHARLOTTE, NC

Southlake Christian High School – Friday, September 27, 2013





ST. LOUIS, MO

Lutheran High School – Friday, September 28, 2013





CINCINNATI, OH

Lakota East High School – Friday, October 4, 2013





ST. LOUIS, MO

Ladue Horton Watkins High School – Saturday, October 5, 2013





RALEIGH-DURHAM, NC

Hillside High School – Friday, October 11, 2013





CHICAGO, IL

Montini High School – Friday, October 11, 2013





RALEIGH-DURHAM, NC

Ravenscroft High School – Friday, October 18, 2013





HOUSTON, TX

Elsik High School – Friday, October 18, 2013





ATLANTA, GA

St. Pius X High School – Friday, October 25, 2013





RICHMOND, VA

Chancellor High School – Friday, November 1, 2013





ATLANTA, GA

Martin Luther King Jr. High School – Friday, November 8, 2013





2014 INTERNATIONAL BOWL

The final stop for all players honored on the USA Football Tailgate Tour presented by Tyson is the 2014 International Bowl Series in Arlington, TX. Athletes will represent the United States against Football Canada in international competition.

The series will feature 6 U.S. National Football Teams, representing various high school age levels.





NATIONAL SIGNING DAY

The week of the International Bowl Series features the top NCAA D-I recruits in the nation, all competing for U-19 Team USA. At weeks end, all Under-19 U.S. National Football Team players will have signed official collegiate letters of intent to play for some of the most prestigious football universities in America at a formal breakfast event at AT&T Stadium – the home of the Dallas Cowboys.





COLLEGE COMMITMENTS

U-19 Team USA athletes participating in the 2014 International Bowl are currently committed to play football at the following universities next fall:

