The Tailgate Tour Reaches 3M Fans in 2 Weeks as College Football's Longest-Running Fan Experience Hits 27th Season

FT LAUDERDALE, FL, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- Presented by FOX Sports Radio and iHeartMedia, the tour launched at Lambeau Field for Notre Dame–Wisconsin and continued at Texas for the Ohio State matchup, with 14 weeks and six trucks still on the road.



The Tailgate Tour @ Notre Dame vs Wisconsin

The Tailgate Tour, the largest and longest-running fan experience in college sports, opened its 27th season with more than 3 million impressions in its first two weekends — a start that puts the program on pace to exceed its projected 1.5 million on-site fan touchpoints across the 14-week schedule.

Presented by FOX Sports Radio and iHeartMedia, the tour kicked off September 6 at Lambeau Field in Green Bay, Wisconsin for Notre Dame vs. Wisconsin, then moved to the University of Texas this past weekend for the top-ranked matchup against #1 Ohio State. “This program is Absolutely Incredible” says Scott Shapiro, VP of Programming for Fox Sports Radio. Across 27 years, the tour has reached more than 42 million fans at over 360 games, building the kind of footprint no other college football activation has matched. Each week it lands at one of the biggest games in the country and gives fans a free, fully interactive pre-game experience.

A footprint that keeps growing

"This is the largest touring production we have ever staged," said Jay Freedman, Partner at NFuse Entertainment. "Six trucks on the road and a build that maxes out at 500 feet on the ground. This is not an experience you walk past."

The tour's owned audience has become a program in its own right: more than 500,000 followers across Facebook and Instagram, including its influencer network, generating an average weekly

reach above 1 million impressions. The 3 million figure from opening weekends reflects that base reactivating for the season.

What brands get

The 2026 program features major names across beverage, CPG, OTC and confection, including Dunkin', Wrangler, Tums and Celsius. Since inception, more than 350 global brands across 50 categories have activated on the tour. "The Tailgate Tour is a complete 360 mobile marketing platform," Freedman said. "It connects brands with football fans at the exact moment those fans are celebrating the teams they love. We're building memories for fans and delivering an experiential solution that produces measurable results. No other tour in this space has the longevity, the consistency, or the depth of knowledge in the college football landscape."

Freedman added: "It started as a simple idea — a way for FOX Sports Radio to reach its listeners on game day. Twenty-seven years later we reach more fans than any other program in the country. Saying 27 is easy. Doing 27 is hard. We're in the business of making noise above the noise."

Tour Schedule Includes:

Week 1 Wisconsin v Notre Dame - Lambeau Field 6-Sep
Week 2 Ohio State @ Texas 12-Sep
Week 3 Florida @ Auburn 19-Sep
Week 4 Ole Miss @ Florida 26-Sep
Week 5 Miami @ Clemson 3-Oct
Week 6 Wake Forrest @ NC State 10-Oct
Week 7 Oklahoma State @ Houston 17-Oct
Week 8 Tenn @ South Carolina 24-Oct
Week 9   South Carolina @ Oklahoma 31-Oct
Week 10 Michigan State @ Michigan 7-Nov
Week 11 Northwesten @ Ohio State 14-Nov
Week 12 LSU @ Tennessee 21-Nov
Week 13 Auburn @ Alabama 28-Nov

Full schedule and activity details are available at www.tailgatetour.com, on social at @thetailgatetour, and across all partner digital channels.

About NFuse Entertainment

NFuse Entertainment is a strategic integrated marketing, promotion and events company headquartered in Fort Lauderdale, Florida, with offices in Nashville, Tennessee and Los Angeles, California. The company develops and executes custom marketing programs for national brands throughout the United States.

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