



Contact: Adam Noyes

FOR IMMEDIATE RELEASE

Phone: 404-892-2359

Email: adam.noyes@proofpudding.com

TROPICAL TAILGATE PARTY DRIVES REVENUES TO THE ARENA AT THE GWINNETT CENTER

(Atlanta, Georgia) June 25, 2015 – When the Arena at Gwinnett Center sought to connect with concertgoers attending a sold-out spring Jimmy Buffet concert they worked alongside Proof of the Pudding to host a ‘Tropical Tailgate Party’ – to date the Center’s largest outdoor activation event. Reaching over 1,500 attendees, the fan experience event was perfectly planned and executed. The ‘Tropical Tailgate Party’ transformed Gwinnett Center into an entertainment complex – allowing Proof of the Pudding, the Arena at Gwinnett Center, the event sponsors, and those attending an opportunity to engage in a way never before explored by the Center.

It’s Five O’Clock Somewhere

Adored by southern audiences, Jimmy Buffett together with his Coral Reefer Band rolled into Georgia where their *Workin’ n’ Playin’ Tour* played in the Gwinnett Center Arena’s 13,000-seat venue. Supported by a devoted base of fans, commonly referred to by the nickname of Parrotheads, the Jimmy Buffet concert audience was guaranteed to experience a good time from the moment they purchased their tickets. This Georgia show was particularly engaging as it kicked off with a Proof of the Pudding and Gwinnett Center produced “Tropical Tailgate Party.”

It’s widely known that Parrotheads are passionate pre-concert tailgaters. Gwinnett Center anticipated that 2,000 fans would take full advantage of the Arena’s parking lot for all-day tailgating. Arriving as early as 10:00am, fans proved that indeed it IS five o’clock somewhere – a popular expression made famous by a Jimmy Buffet and Alan Jackson song. The Gwinnett Center welcomed fans into the parking lot property and gave each tailgater space to show their true colors which included displays of inflatable sharks, palm trees and banners of their favorite Buffett lyrics.

Throughout the afternoon as the tailgating crowd grew, Proof of the Pudding and the Gwinnett Center put into action their engagement plan. The '901 Girls,' brand models promoting sponsor Sauza 901 Tequila, dispersed throughout the crowd giving fans t-shirts, giveaways and invitations to the 'Tropical Tailgate Party.' The event began at 2:00pm with an eager crowd ready to enjoy beverages, tunes and tropical ambiance in a dedicated area just for them. A steady flow of people attending the "Tropical Tailgate Party" gave more than 1,500 fans a memorable experience that brought real value to all of the event partners.

A Tropical Good Time

In the designated party area Parrotheads enjoyed access to a beer garden, double-decker mobile bar, music, prizes and tailgating fun. The double-decker mobile bar was sponsored by Anheuser-Busch and their LandShark Lager products. An indoor bar was also open to participants with a beverage menu that included the event signature drink, the "Tropical Tailgate." Proof of the Pudding proudly provided all bar staffing and services for the activation event. Music and audio services throughout were provided by Atlanta based ONSite Events. And Parrotheads enjoyed shaded areas by visiting a tropical themed party tent with décor provided by leading event décor company Your Event Solution.

Although Parrotheads could tailgate forever, it was eventually time to head into the Arena for the concert. Proof of the Pudding and Gwinnett Center's partnership demonstrated how a successful activation event could reach new audiences and drive new revenues. Dedicated to taking catering and beverage services to the next level, Proof of the Pudding looks forward to many future partnership events with the Arena at Gwinnett Center and our other exclusive venue partners.

About Gwinnett Center

Just minutes outside of Atlanta, Gwinnett Center's 80-acre lakefront campus can accommodate a variety of events including concerts, performances, meetings, trade shows, conventions, banquets and celebrations. The multipurpose campus includes an amazing 13,000-seat arena and a 702-seat performing arts center, as well as 23 versatile meeting rooms, a 50,000 square foot exhibit hall and a 21,600 square foot grand ballroom. Gwinnett Center is a beautifully landscaped and architecturally stunning facility with an award-winning outdoor private garden, soaring atriums and modern angles, which provide a beautiful backdrop for any event. The campus, operated by the Gwinnett Convention

and Visitors Bureau, distinguishes itself by hosting a diverse range of events, including the Gwinnett Gladiators, Georgia Swarm, Carrie Underwood, Justin Timberlake, Menopause the Musical, Japan Fest, Vincente Fernandez, Red Hot Chili Peppers, George Strait, Eric Clapton, NCAA Women's Gymnastics Championship, Enrique Iglesias & Pitbull, Orange Conference, Home By Dark, Beyonce and more. For a full list of events visit www.gwinnettcenter.com

About Proof of the Pudding

Proof of the Pudding was founded in 1979. Over the past 35 years, Proof of the Pudding has maintained its distinctive and personal style, setting it apart from other caterers and food service management companies. Today Proof of the Pudding is 'Atlanta's Premier Go To Company' for delicious food, operating more than five state of the art kitchens in the Atlanta market alone. Proof of the Pudding has been a shining star on the Atlanta food service and catering scene. Innovative culinary creations coupled with a personalized style of presentation and service, has won them numerous industry awards and the consistent rating as Atlanta's best caterer and foodservice management company by clients and media alike.