

A nighttime photograph of a crowded outdoor event. In the background, a tall, illuminated building with a distinctive tower is visible against a dark sky. The foreground is filled with a dense crowd of people, some standing and some sitting at tables. There are several large umbrellas, some blue and some grey, providing shade. The overall atmosphere is festive and lively.

tipico
SPORTSBOOK

Event Tour 2022



- Rugged Maniac – Columbus, OH May 7th
- Rugged Maniac – Englishtown, NJ July 16th
- RAGBRAI – Iowa July 23rd – 30th
- Rugged Maniac – Denver, CO August 6th
- Rugged Maniac – Paoli, IN August 27th
- Rugged Maniac – Grayslake, IL August 29th

Tipico Zone – Football

Each game will be custom branded with the TIPICO logo



Tipico Zone- Basketball

Each game will be custom branded with the TIPICO logo



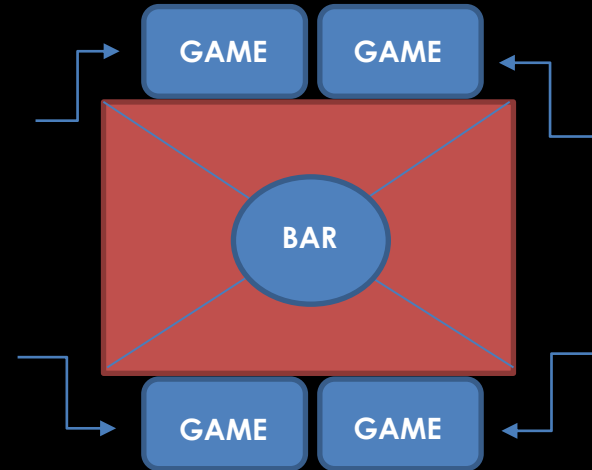
Tipico Zone – Boxing & Baseball





Tent Options & Dimensions

A 20x20 custom Tipico-branded high pitch event tent will house the custom bar activation in the center. The tent will be open on all 4 sides for access to the bar from any angle. The games will be stationed back-to-back on two sides of the tent to allow flow into the bar from the other 2 open sides.





Center Bar Activation

Circular style bar without a canopy



At the center of the Tipico Zone stands a fully branded custom-built circular bar. The zone will be in a prime location in the middle of the post-race festival at all Rugged Maniac events. At RAGBRAI, it will enjoy top billing at the main expo, which kicks off the event, as well as at each daily expo, immediately outside the nightly concert venue.

This bar build will be modular for easy set up and travel from event to event with branding elements to capture the attention of all event participants wherever it goes.

