

The

Honoring / Celebrating his life, his legacy, and the lives he has touched through FAMU Football and beyond.

GODFATHER

OLD SCHOOL X NEW SCHOOL
Celebration

SNAKES MOBILE SPOTS

CALLING ALL SNAKES

Honor the Legend. Support the IMPROVEMENT. Showcase your business during the GodFather Old School x New School Celebration and throughout Homecoming.

The mobile LED truck will be at Jake Gaither Park sharing messages of love for GodFather while giving businesses, organizations, trades, alumni and community supporters a moving Homecoming showcase.

SNAKES SUPPORT SNAKES!!!

FRIDAY, OCTOBER 23, 2026 - 4 PM - 9 PM
JAKE GAITHER PARK - 801 BRAGG DRIVE, TALLAHASSEE
HOMECOMING MOBILE VISIBILITY: OCT. 18-25 - PEAK: OCT. 22-24



CLIENT PACKAGE GUIDE

IN PARTNERSHIP WITH BELL CONSULTING
Vehicle media powered by D.A.T.

SNAKES SUPPORT SNAKES

SHOW YOUR LOVE. SHOWCASE YOUR BUSINESS. GROW THE LEGACY.

Calling all Snakes. Honor the Legend during the GodFather Old School x New School Celebration and throughout Homecoming. The mobile LED truck will be at Jake Gaither Park rotating messages of love for GodFather alongside business, organization, trade, alumni and community creative.

HONOR THE LEGEND

Share a personal, class, family or organization message of love.

SHOWCASE YOUR BRAND

Put your business, trade or organization in motion during Homecoming.

SUPPORT THE NEXT GEN

Help grow a lasting Thompson family legacy for FAMU student-athletes.

THE GEORGE & ALICE THOMPSON ENDOWED SCHOLARSHIP

A portion of proceeds designated through Another Chance Community Development (ACCD) will benefit the endowed scholarship at Florida A&M University.

Established through a \$115,000 gift to create lasting support for FAMU Athletics and student-athletes.



LOVE + LEGACY + VISIBILITY

One Homecoming platform connecting appreciation, business exposure and scholarship support.

OWN THE HOMECOMING MOMENT

02

01

POSITION

Place your message near high-traffic event zones, hospitality areas, approved routes and the GodFather Celebration at Jake Gaither Park.



02

ROTATE

Run multiple creative messages across side and rear digital screens during one selected activation day of up to 8 operating hours.



03

CONNECT

Reach alumni, students, visitors, local consumers and decision-makers while attention is high throughout Homecoming.



BEST FIT

- National brands
- Corporate sponsors
- Restaurants + retail
- Real estate + finance
- Local businesses
- Nonprofits + artists
- Alumni + trades

Routes and placements remain subject to permits, venue rules, traffic regulations, operator availability and safety.

BUILT TO BE SEEN

03



Campaign concept truck creative shown.

MOBILE DIGITAL TRUCK

SIDE SCREENS	576 × 320 px
REAR SCREEN	320 × 320 px
FORMATS	JPG + MP4
RESOLUTION	Exact pixel dimensions RGB color
ACTIVATION	One selected activation day Up to 8 operating hours

UP TO 4 TRUCKS AVAILABLE

THREE WAYS TO BUY THE MOMENT

HIGH-END BRAND

TAKEOVER + PRESENTING

\$3,000-\$20,000

Exclusive or presenting-level visibility for brands seeking category leadership.

Final rates depend on truck count, exclusivity, rotation and production needs.

MID-MARKET

FEATURED SPOTS

\$650-\$5,000

Flexible fleet or single-truck options for growth brands and regional businesses.

Final rates depend on truck count, exclusivity, rotation and production needs.

COMMUNITY

LOCAL SPECIALS

\$250-\$750

Accessible visibility for local businesses, nonprofits, artists and community partners.

Final rates depend on truck count, exclusivity, rotation and production needs.

WHAT YOUR SPOT INCLUDES

ONE SELECTED DAY - UP TO 8 OPERATING HOURS - SIDE + REAR SCREENS - STATIC OR VIDEO UP TO 15 SECONDS

VISIBILITY LEVEL	8-HOUR ROTATION TARGET	PLACEMENT + CREATIVE
EXCLUSIVE TAKEOVER	Continuous brand-only rotation 100% SHARE OF VOICE	Every purchased truck - Up to 4 creative sets - No other paid advertisers
PRESENTING BRAND PARTNER	Target: once every 60 seconds ≈ 480 PLAYS PER TRUCK	Every package truck - Up to 3 creative sets - Category exclusivity
PREMIUM BRAND FEATURE	Target: once every 90 seconds ≈ 320 PLAYS PER TRUCK	Every package truck - Up to 2 creative sets - Priority rotation
FEATURED SPOT / SPOTLIGHT	Target: once every 2 minutes ≈ 240 PLAYS PER TRUCK	Truck count named in package - 1 creative set
STANDARD BUSINESS SPOT	Target: once every 3 minutes ≈ 160 PLAYS	1 truck - 1 creative set
COMMUNITY / LOCAL / NONPROFIT / ARTIST	Target: once every 5 minutes ≈ 96 PLAYS PER TRUCK	Named truck count; otherwise 1 truck - 1 creative set

One creative set includes a formatted side-screen version and rear-screen version. Creative production is separate unless included in the written quote.

Play estimates assume 8 operating hours per assigned truck. Actual delivery may be lower if operating time is reduced by traffic, safety requirements, permits, venue restrictions, operator instructions or technical interruptions.

CAMPAIGN DOCUMENTATION: Confirmed activation schedule, approved creative proof, and post-activation photo/video recap. QR or landing-page analytics are included when purchased.

1-TRUCK MOBILE SPOTS PACKAGE

CHOOSE THE VISIBILITY LEVEL THAT FITS YOUR CAMPAIGN

Exclusive 1 Truck Takeover	\$5,000-\$6,500	Presenting Brand Partner	\$3,000
Premium Brand Feature	\$1,250	Featured Business Spot	\$650
Standard Business Spot	\$500	Local Business Special	\$300
Nonprofit / Artist Spot	\$250		

1 truck - One selected activation day - Up to 8 operating hours - Side + rear digital screen rotation

Final availability, route, rotation, exclusivity and production scope are confirmed before payment.

Pricing covers one selected activation day of up to 8 operating hours. Multi-day campaigns require a custom quote.

2-TRUCK MOBILE SPOTS OPTIONS

CHOOSE THE VISIBILITY LEVEL THAT FITS YOUR CAMPAIGN

Exclusive Two-Truck Takeover	\$9,000-\$11,000	Presenting Brand Partner	\$5,000
Premium Brand Feature	\$2,500	Featured Two-Truck Spot	\$1,250
Single-Truck Feature	\$650	Community Two-Truck Special	\$500
Local / Nonprofit Spot	\$250-\$300	Takeover, Presenting and Premium use the page's full truck count. Other offers use the count named; unnumbered offers are for 1 truck.	

Truck count varies by selected offer - One selected activation day - Up to 8 operating hours - Side + rear digital screen rotation

Final availability, route, rotation, exclusivity and production scope are confirmed before payment.

Pricing covers one selected activation day of up to 8 operating hours. Multi-day campaigns require a custom quote.

3-TRUCK MOBILE SPOTS OPTIONS

CHOOSE THE VISIBILITY LEVEL THAT FITS YOUR CAMPAIGN

Exclusive Three-Truck Takeover	\$13,500-\$15,000	Presenting Brand Partner	\$7,500
Premium Brand Feature	\$3,500	Featured Three-Truck Spot	\$1,750
Two-Truck Spotlight	\$1,250	Single-Truck Feature	\$650
Community / Local - 1 to 3 Trucks	\$250-\$650	Takeover, Presenting and Premium use the page's full truck count. Other offers use the count named; unnumbered offers are for 1 truck.	

Truck count varies by selected offer - One selected activation day - Up to 8 operating hours - Side + rear digital screen rotation

Final availability, route, rotation, exclusivity and production scope are confirmed before payment.

Pricing covers one selected activation day of up to 8 operating hours. Multi-day campaigns require a custom quote.

4-TRUCK MOBILE SPOTS OPTIONS

CHOOSE THE VISIBILITY LEVEL THAT FITS YOUR CAMPAIGN

Exclusive Four-Truck Takeover	\$17,500-\$20,000	Presenting Brand Partner	\$10,000
Premium Brand Feature	\$5,000	Featured Fleet Spot	\$2,000
Two-Truck Spotlight	\$1,250	Single-Truck Feature	\$650
Community / Local - 1 to 4 Trucks	\$250-\$750	Takeover, Presenting and Premium use the page's full truck count. Other offers use the count named; unnumbered offers are for 1 truck.	

Truck count varies by selected offer - One selected activation day - Up to 8 operating hours - Side + rear digital screen rotation

Final availability, route, rotation, exclusivity and production scope are confirmed before payment.

Pricing covers one selected activation day of up to 8 operating hours. Multi-day campaigns require a custom quote.

MAKE EVERY SECOND COUNT

ARTWORK REQUIREMENTS

SIDE SCREENS 576 px wide × 320 px tall

REAR SCREEN 320 px wide × 320 px tall

IMAGE JPG

VIDEO MP4

RESOLUTION
Export at exact pixel dimensions shown. RGB color.

OPTIONAL PRODUCTION FEES

Static design \$124.80 - Adaptation \$75 - Animation \$350-\$500 - 15-sec video \$750+ - QR landing page \$248 - Rush \$125

FINAL ARTWORK DEADLINE: OCTOBER 12, 2026

BEST PRACTICES

- Lead with one bold idea
- Use large type and high contrast
- Keep copy short enough to read in motion
- Build a clear call to action
- Use QR codes only when the truck is stationary
- Create side and rear variations
- Deliver final files early for testing

LET'S PUT YOUR MESSAGE OF LOVE + YOUR BRAND IN MOTION.

Reserve a GodFather's Snakes Mobile Spots package for the Celebration and FAMU Homecoming weekend.

REQUEST AVAILABILITY + FINAL QUOTE

PRIORITY RESERVATION DEADLINE: OCTOBER 9, 2026
LIMITED TRUCK INVENTORY

INFO@1248LLC.COM
561-987-5734
WWW.ADZMOBILE.1248LLC.COM

WITH GRACE WE CONNECT THE DOTS.



SNAKES SUPPORT SNAKES!!!

Proceeds designated through ACCD will support the GodFather's Old & New School Snakes Scholarship Fund.

GodFather's Snakes Mobile Spots is an independent advertising promotion by 12:48 LLC and is not affiliated with, sponsored by, or endorsed by Florida A&M University. Submitting a request does not reserve truck inventory. Booking is confirmed after written availability approval, acceptance of the final quote and required payment.