



the
**TAILGATE
EXPERIENCE**

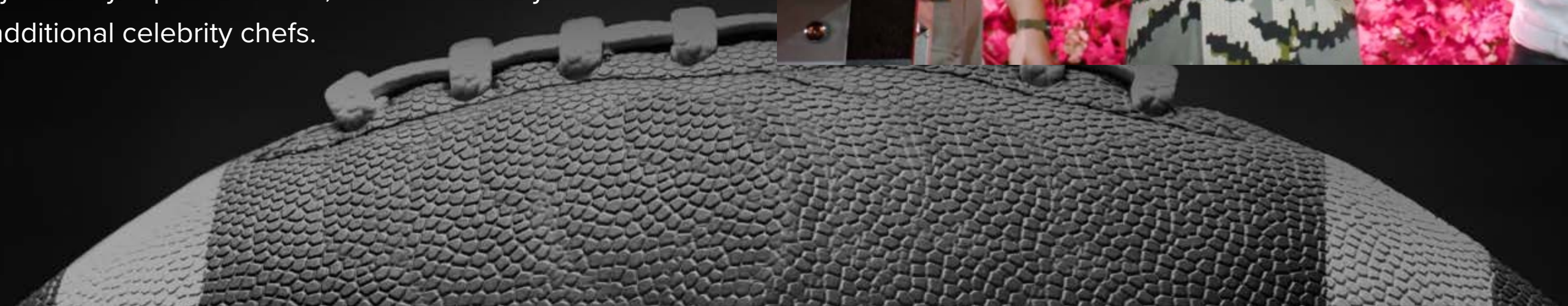
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Sunday, February 2, 2020

THE PLAYERS TAILGATE IS RATED THE **#1 EVENT TO ATTEND** ON SUPER BOWL SUNDAY.

Bullseye Event Group's exclusive Players Tailgate at the Super Bowl has earned the reputation as the best Super Bowl pre-game experience. Tailgate guests eat, drink and enjoy entertainment from top DJ's, prominent sportscasters, celebrities and dozens of active NFL players.

Described as a culinary experience in itself, the Players Tailgate features open premium bars and all-you-can-eat dining with gourmet dishes. America's most recognizable celebrity chef, Guy Fieri, returns as head chef for the 2020 tailgate, joined by top U.S. caterer, Chef Aaron May and a host of additional celebrity chefs.



THE VENUE

The 2019 Players Tailgate was held in the heart of downtown Atlanta next to Centennial Park. The venue was conveniently located within blocks of the security entrance for Super Bowl 53. This 5 Star facility, built by Falcons owner Arthur Blank, boasted walls of glass, marble bars, velvet banquettes, premium audio and plenty of screens to catch pre-game coverage.

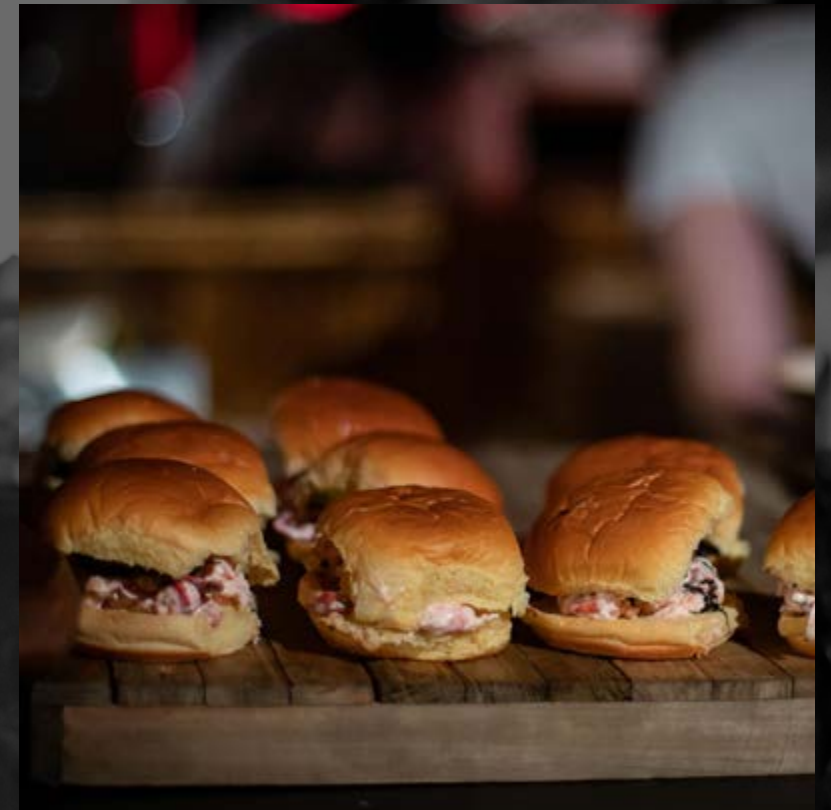
The Players Tailgate at the 2020 Super Bowl in Miami will be held in a similar glass pavilion, conveniently located near Hard Rock stadium.



5-STAR CUISINE

A 5-star culinary experience truly transforms any event. Add the best and most recognizable chefs in America and you get The Players Tailgate. We have a celebrated lineup of chefs who will prepare a lavish 5-star food experience for all of our guests.

A ONCE IN A LIFETIME
EXPERIENCE CALLS FOR
ONCE IN A LIFETIME CUISINE.





CELEBRITY CHEF **GUY FIERI**

Known as the most recognizable chef in America, Guy Fieri brings his signature recipes and style to an exclusive all-you-can-eat menu for Players Tailgate attendees. 2020 will be Chef Fieri's fifth Players Tailgate as our head chef (2016, 2017, 2018, 2019 & upcoming 2020) and every time he has upped the menu!

Guy Fieri can be seen on television almost every day on the Food Network.



CELEBRITY CHEF **AARON MAY**

Considered the BEST caterer in the U.S., Aaron May has been big part of The Players Tailgate for the last 5 years running. Chef May also has ownership in Bullseye Catering Group where he brings his awesomeness available to your event. Classically trained in Paris at the Ecole Ritz Escoffier, Chef May and was inducted into the Arizona Culinary Hall of Fame in 2010 as a "Chef Extraordinaire."

PAST FEATURED CHEFS



THIAGO SILVA



KEN ORINGER



JAMIE BISSONNETTE



MICHAEL VOLTAGGIO



DAVID ROSE



AKIRA BACK



BRIAN MALARKEY



G GARVIN



2019 TAILGATE HOST **SAGE STEELE**

Sage Steele is one of ESPN's most popular and respected commentators, currently serving as the anchor for the 6 p.m. ET SportsCenter with her co-anchor Kevin Negandhi. Steele also serves as the lead host for SportsCenter on the Road. Steele's lead role for SportsCenter on the Road includes on-site, day-long and pre-event coverage for the biggest sports events of the year, including the NBA Finals, the Super Bowl, World Series, the Masters, the College Football National Championship and many more. Steele was named SportsCenter on the Road host in September of 2016.



TAILGATE OFFICIAL DJ **DJ IRIE**

As the first professional sports franchise DJ in the U.S., DJ Irie is the official DJ of some of the most iconic brands in the world (Carnival Cruise Lines, the Miami Heat, Target, Mountain Dew Kickstart, Evian, Jamie Foxx and more), making himself one of the most established DJ's in the industry. As "The Official DJ" of the Players Tailgate, 2020 will be the 4th year for DJ Irie setting the vibe for this iconic event.

A PAVILION WITH A PURPOSE

We believe in having a lot of fun while giving back to those that serve and support people in need. The Players Tailgate is proud to support the ongoing work of the Irie Foundation and Operation BBQ Relief. The Players Tailgate Silent Auction and the 50/50 Raffle raise funds for both organizations.

Irie Foundation

Seeking to empower at-risk youth to lead productive lives through cultural experiences, educational initiatives, mentorship programs, and scholarship opportunities, The Irie Foundation follows the young people it serves from middle school, through high school, and beyond, ultimately aiming to inspire students to graduate, pursue higher education, and aspire towards developing into successful adults.

Operation BBQ Relief

Operation BBQ Relief provides meals to displaced residents and emergency personnel during times of natural and other disasters.



The Players **TAILGATE**[®]

2019 TOTAL DIGITAL MARKETING IMPRESSIONS

66,172,970



WEBSITE
750,093



RETARGETING
6,902,187



PAY-PER-CLICK
496,435



EMAIL MARKETING
935,052



PRESS RELEASES
2,741,540



FACEBOOK
4,168,050



TWITTER
3,809,882



INSTAGRAM
9,610,285



#PLAYERSTAILGATE
13,659,972

MEDIA OUTLETS RUNNING TAILGATE STORY:

- ✓ Rich Eisen Show
- ✓ KARE 11 MPL5

- ✓ ABC 5 MPL5
- ✓ TMZ Sports
- ✓ KMOX
- ✓ St. Louis Podcast
- ✓ Underview
- ✓ Super Sunday HQ

- ✓ Minneapolis St. Paul Business Journal
- ✓ Published Entertainment
- ✓ WOWT NBC Omaha
- ✓ Sporting News

- ✓ Men's Health
- ✓ SB Nation Esquire
- ✓ Today Show
- ✓ The Chew
- ✓ Hollywood Life
- ✓ People

- ✓ Warrior Wishes
- ✓ KSTP TB
- ✓ KFYZ
- ✓ GoMN.com
- ✓ CBS Sports
- ✓ SI.com

- ✓ CBS46 Atlanta
- ✓ Medium.com
- ✓ Fox News
- ✓ Headline News

ACTIVE PLAYER ATTENDEES



ODELL BECKHAM, JR.

WR, New York Giants

3-time NFL Pro Bowl selection, 2014 NFL Offensive Rookie of the Year, 2-time All Pro wide receiver. Fastest player in NFL history to reach 200 career receptions and 2,000 receiving yards.



DAK PRESCOTT

QB, Dallas Cowboys

The 2016-17 NFL Rookie of the Year and a 2016 Pro Bowl Selection, Prescott led the Cowboys to an NFL-best 13-3 record and was awarded the Pepsi NFL Rookie of the Week 5 times in 2016.



JOSH NORMAN

CB, Washington Redskins

A 2015 Pro Bowler as an NFC-Champion Carolina Panther in Super Bowl 50, Norman is an All-Pro shutdown back w/ 312 tackles, 10 ints. and 8 forced fumbles in his six-year career.



NELSON AGHOLOR

WR, Philadelphia Eagles

A first round pick in 2015, wide receiver Nelson Agholor was a Super Bowl LII champion with the Philadelphia Eagles.



JALEN RAMSEY

CB, Jacksonville Jaguars

Drafted 5th overall in the 2016 draft by Jacksonville. Was an All-American CB at Florida State. His first NFL interception was in Week 15 in NRG Stadium.



LANDON COLLINS

S, New York Giants

Pro Bowl Safety & First-team All Pro. 1st round draft, unanimous All-American at Alabama. Only player in NFL history w/ 100 solo tackles, 2+ sacks, 5+ ints, and 12+ pass deflections.



CALVIN RIDLEY

WR, Atlanta Falcons

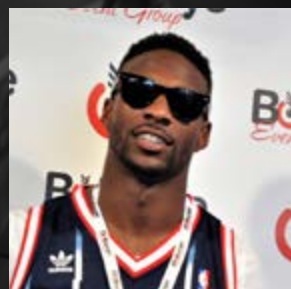
The Falcons' first-round pick in 2018, wide receiver Ridley is a two-time college football national champion and was named to the PFWA All-Rookie team after a stellar 2018 season.



CAMERON JORDAN

DE, New Orleans Saints

A two-time Pro Bowl selection and first round draft pick in the 2011 NFL Draft by the New Orleans Saints, Jordan returns for his third Players Tailgate at the Super Bowl.



EMMANUEL SANDERS

WR, Denver Broncos

Super Bowl 50 champion and 2-time Pro Bowl selection with the Denver Broncos, Sanders has recorded over 5,600 yards and 31 touchdowns in his 6-year NFL career.



SPENCER WARE

RB, Kansas City Chiefs

A Super Bowl XLVII champion with the Seattle Seahawks, Kansas City Chiefs running back Spencer Ware has over 1,500 yards in his career.



JARVIS LANDRY

WR, Cleveland Browns

Earning a Pro Bowl selection in four straight seasons, Cleveland Browns wide receiver Jarvis Landry holds the NFL record for most receptions in a player's first two seasons (194).



JULIUS THOMAS

TE, Jacksonville Jaguars

2-time Pro Bowl TE. Played in Super Bowl XLVIII as a member of the Broncos. During that season, caught Peyton Manning's 51st TD pass (which set the QB season record).



TYREEK HILL

WR/KR, Kansas City Chiefs

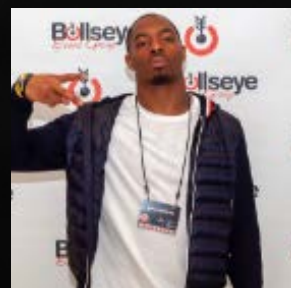
A two-time Pro Bowler, Hill is an electric receiver and kick returner with over 1,100 yards receiving and seven TDs in 2017, as well as a punt return for a TD.



KENYAN DRAKE

RB, Miami Dolphins

A third-round draft pick in 2016, Drake assumed the starting role halfway through the 2017 NFL season, recording 823 rushing yards and five TDs for the Dolphins.



HA HA CLINTON-DIX

S, Green Bay Packers

A first-round pick by the Packers in 2014 and a staple of their defense. A Pro Bowler in 2016, Clinton-Dix was also a two-time BCS National Champ at the U of Alabama.



RASHARD HIGGINS

WR, Cleveland Browns

A fifth round pick out of Colorado State in 2016, Cleveland Browns wide receiver Rashard Higgins was a first-team AP All-American in college.

ACTIVE PLAYER ATTENDEES



TERRANCE WILLIAMS

WR, Dallas Cowboys

All American WR out of Baylor. In 2013, set Dallas franchise WR records for rookies with most receiving yards and most receiving touchdowns.



SHAQUILL GRIFFIN

DB, Seattle Seahawks

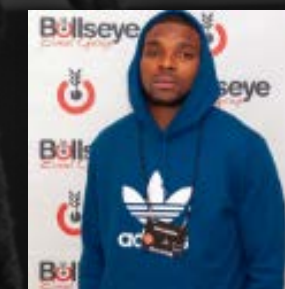
Defensive back for the Seattle Seahawks out of UCF, drafted in the 3rd round of the 2017 NFL Draft.



MYLES JACK

LB, Jacksonville Jaguars

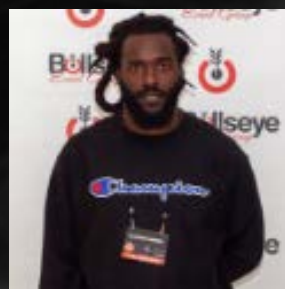
A second-round pick by Jacksonville in the 2016 NFL Draft, linebacker Myles Jack was a 2x All-Pac 12 team choice and Pac 12 offensive and defensive freshman of the year at UCLA.



EDDIE JACKSON

S, Chicago Bears

Named to his first Pro Bowl in 2018, Chicago Bears safety Eddie Jackson, a college football national champion, also made first-team All-Pro honors this season.



DE'VONDRE CAMPBELL

LB, Atlanta Falcons

A member of the 2016 Atlanta Falcons draft class, linebacker De'Vondre Campbell has 234 career tackles, 3.5 sacks and two forced fumbles in three seasons.



ERIC KENDRICKS

LB, Minnesota Vikings

Second-round draft pick by Minnesota Vikings in 2015 NFL Draft, named to PFWA All-Rookie Team in 2015. NFC Defensive POTW in Week 1 of 2016 season.



JABAAL SHEARD

DE, Indianapolis Colts

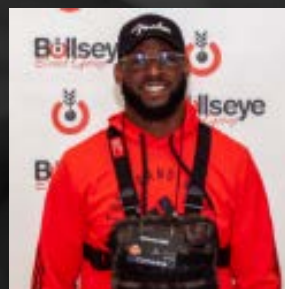
A second-round draft pick in 2011, Indianapolis Colts defensive end Jabaal Sheard is a Super Bowl champion and former Big East Defensive Player of the Year.



JOHN ROSS

WR, Cincinnati Bengals

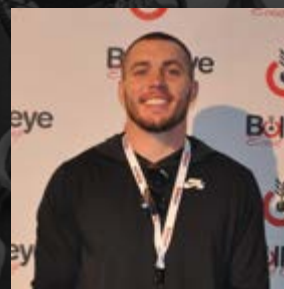
The 9th overall pick in the 2017 NFL Draft, Cincinnati Bengals wide receiver John Ross currently holds the NFL's record time for a 40-yard dash at the NFL Combine, a 4.22 second dash.



RASHAAN EVANS

LB, Tennessee Titans

Linebacker Rashaan Evans was a first-round pick by the Tennessee Titans in the 2018 NFL Draft and was a two-time college football national champion at Alabama.



HARRISON SMITH

S, Minnesota Vikings

A three-time Pro Bowl safety and a first-round draft pick in the 2012 NFL Draft, Smith recorded 61 total tackles and five interceptions in 2017.



KYLE EMANUEL

LB, Los Angeles Chargers

A 4-time FCS National Champion at North Dakota State University, linebacker Kyle Emanuel recorded 31 tackles and an interception in 2017 with the LA Chargers.



LINVAL JOSEPH

DT, Minnesota Vikings

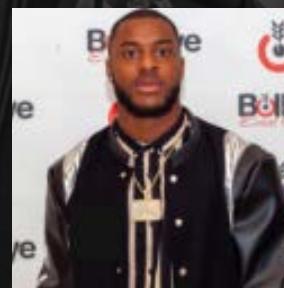
A Super Bowl XLVI champion with the NY Giants and a two-time Pro Bowler, Joseph recorded 39 tackles and 3.5 sacks in 2017, helping the Vikings win the NFC North.



DEDE WESTBROOK

WR, Jacksonville Jaguars

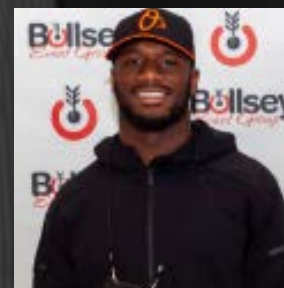
A fourth-round pick in 2017, Westbrook recorded 339 yards and one TD in 2017, as well as one reception for 29 yards in the 2017 AFC Championship game.



ALLEN ROBINSON

WR, Chicago Bears

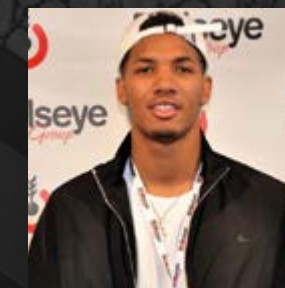
The NFL's leader in receiving touchdowns in 2015, Chicago Bears wide receiver Allen Robinson has over 3,600 receiving yards in his career.



DEION JONES

LB, Atlanta Falcons

A 2017 Pro Bowl selection, Atlanta Falcons linebacker Deion Jones was a second-round pick and made the PFWA All-Rookie team in 2016.



TYLER BOYD

WR, Cincinnati Bengals

2nd-round pick out of University of Pittsburgh in 2016. 54 receptions for 603 yards & 1 TD in rookie season. Totaled 3,308 yards & 21 receiving TD's in his college career at Pitt.

ACTIVE PLAYER ATTENDEES



DJ SHOCKLEY

QB, Atlanta Falcons

A two-time SEC champion quarterback at the University of Georgia, quarterback D.J. Shockley spent five seasons with the Atlanta Falcons.



CARLOS ROGERS

DB, Oakland Raiders

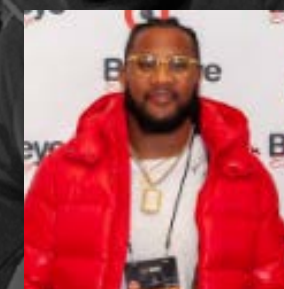
A first-round pick in the 2005 NFL Draft and 2011 Pro Bowl selection, cornerback Carlos Rogers spent time with the Washington Redskins, San Francisco 49ers and Oakland Raiders.



TARIK COHEN

RB, Chicago Bears

Named to his first Pro Bowl in 2018, Bears running back Cohen is the all-time leading rusher in the MEAC (North Carolina A&T) and made the 2018 first-team All-Pro in the NFL.



TJ WARD

S, Denver Broncos

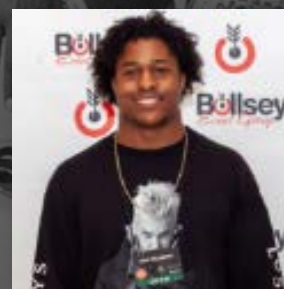
A two-time Pro Bowler and Super Bowl 50 champion with the Denver Broncos, safety TJ "Boss" Ward has over 600 tackles and eight sacks in his career.



SHAQUEM GRIFFIN

LB, Seattle Seahawks

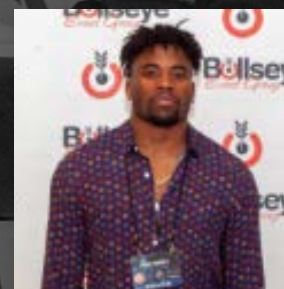
The first ever amputee NFL Draft pick, Griffin was a 2x First-Team All-AAC at UCF and 2018 Peach Bowl defensive MVP before being drafted by the Seattle Seahawks in the 2018 NFL Draft.



AVERY WILLIAMSON

LB, Tennessee Titans

Drafted in 5th round of 2014 NFL Draft, recorded 242 tackles, 8.5 sacks in career with the Tennessee Titans.



KENNY MOORE II

DB, Indianapolis Colts

Defensive back for the Indianapolis Colts, set franchise record with 3 postseason sacks in 2018 NFL playoffs.



CHESTER ROGERS

WR, Indianapolis Colts

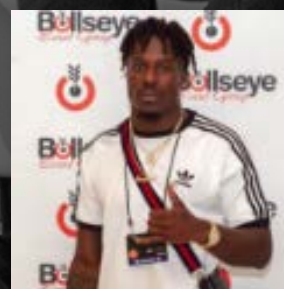
An undrafted free agent, Colts wide receiver Chester Rogers has become a staple in the offense, setting career bests in the 2018 season for receptions (53), yards (485) and touchdowns (2).



CARLOS DUNLAP

DE, Cincinnati Bengals

Two-time Pro Bowl defensive end for the Cincinnati Bengals and 2009 BCS Champion at the University of Florida, drafted in 2nd round of 2010 NFL Draft.



CURTIS RILEY

S, New York Giants

Undrafted out of Fresno State, Curtis Riley is a safety for the New York Giants.



KENNY LADLER

S, New York Giants

Making his first career NFL start with the New York Giants in 2018, safety Kenny Ladler was a CFL all star in 2017.



LAWYER MILLOY

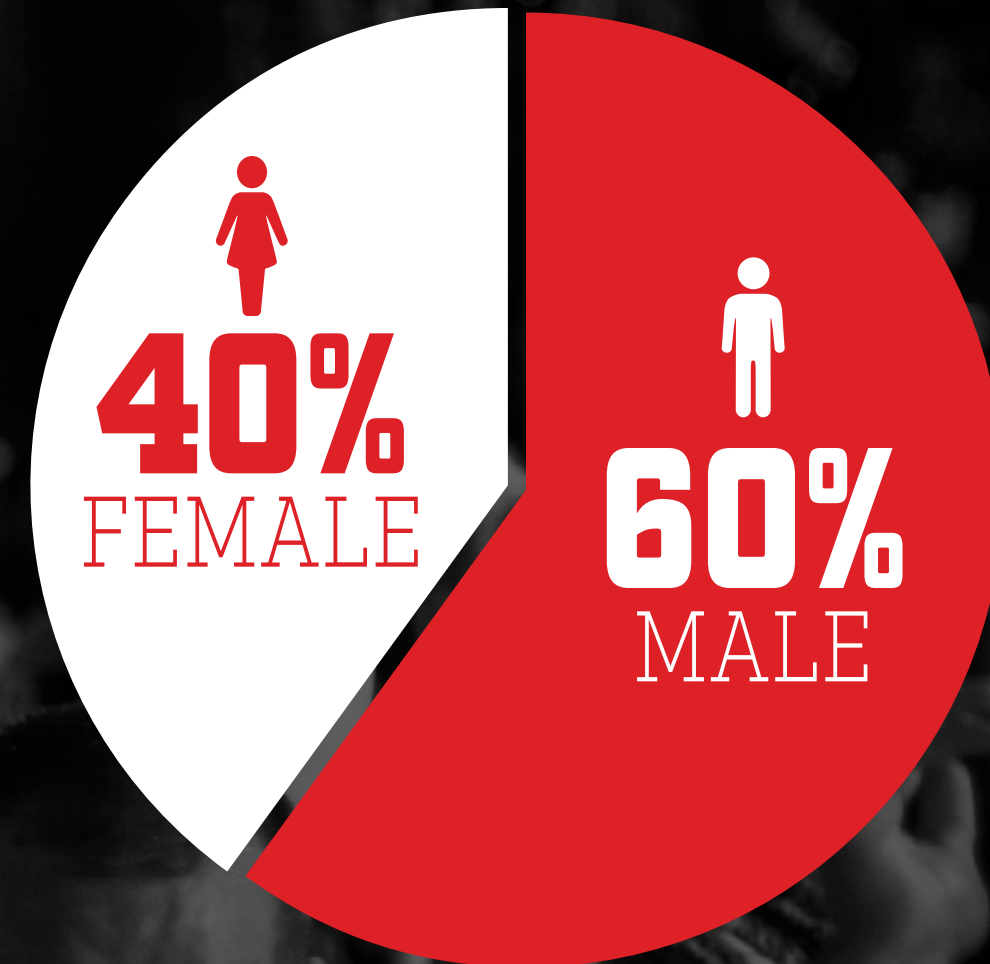
S, New England Patriots

Safety Lawyer Milloy, whom retired in 2011, was a four-time Pro Bowl selection and Super Bowl XXXVI champion with the New England Patriots.

TAILGATE DEMOGRAPHICS

The 2,500 plus attendees of The Players Tailgate include a mix of high net worth athletes, celebrities, influencers across multiple markets, executives and, of course, the most hard core of football fans.

This sought after, sell-out event boasts a ticket price of \$875 and attracts the most discerning audience.



30-55
CORE AGE

THE TAILGATE EXPERIENCE

From main stage naming rights to branded lounges and product showcases, The Players Tailgate offers multiple opportunities to engage tailgate guests with your brand.

The 2019 Tailgate in Atlanta featured sponsor experiences from The Big Green Egg, Acura, and more.



THE TAILGATE EXPERIENCE

Opportunities to Engage

BRANDING

- ✓ Brand logo on marketing materials and event collateral
- ✓ Brand logo on step and repeat
- ✓ Co-branded products/services and offerings
- ✓ Digital, Social and Mobile Media Content
- ✓ On-site signage

HOSPITALITY

- ✓ Access to athletes and influencers
- ✓ Meet and greets
- ✓ Host clients/prospects
- ✓ Branded Lounges
- ✓ Corporate Hospitality packages to include game tickets (exclusive benefit for premier partners)

ACTIVATIONS & EXPERIENCE

- ✓ Main Stage naming rights
- ✓ On-site Lounges
- ✓ Chef's Menu inclusion and pairing
- ✓ Branded bars and beverage stations
- ✓ Culinary experiences and food stations
- ✓ Brand Ambassadors photo & video activations
- ✓ Customized experiential activations

AWARENESS & VISIBILITY

- ✓ Live Stream naming rights
- ✓ Radio Advertising
- ✓ Data Capture & Audience Engagement

PROMOTIONS

- ✓ Sweepstakes and Promotions
- ✓ Product sampling
- ✓ Product gifting and promo giveaways
- ✓ Showcase a new product or service

Category Exclusivity available for premier partners

**PARTICIPATION
STARTING AT \$10,000**