

The Super Bowl is heading to New Orleans for 2025. Bullseye Event Group has been an official partner of the New Orleans Saints for 13 years and our capabilities in NOLA is unmatched. The game will be held at Superdome for a record 11th time.

OFFICIAL TEAM PARTNERSHIPS
BE OFFICIAL, BUY OFFICIAL
BULLSEYEEVENTGROUP.COM







The Players IS RATED THE #1 EVENT TO ATTEND ON SUPER BOWL SUNDAY.

Culinary icon Bobby Flay returns as the 2025 Players Tailgate Host Chef.

Bullseye Event Group's exclusive Players Tailgate has earned the reputation as the best pre-game experience on Super Bowl Sunday.

Tailgate guests eat, drink and enjoy entertainment from top DJ's, prominent sportscasters, celebrities and dozens of active players.

Described as a culinary experience in itself, The Players Tailgate features open premium bars and all-you-can-eat dining with gourmet dishes.

















2023 AZ Players Tailgate: capturing selfies with celebrities and athletes



























* STARS

2025 EMCEE

Pictured below with TYREEK HILL in Las Vegas in 2024 and **DEEBO SAMUEL** in AZ from the 2023 Players Tailgate.







2025 HOST CHEF AARON MAY



2025 OFFICIAL TAILGATE DJ DITTRITE

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). As "The Official DJ" of the Players Tailgate, 2024 will be the 7th year for DJ Irie setting the vibe at this iconic event.























* FOOD

5-STAR CUISINE

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

Pictured from top left to bottom right: Chef Aaron May, Chef Marc Murphy, Chef Bobby Flay, and Chef Michael Symon

































SUPER BOWL CULINARY TEAM



2025 HOST CHEF AARON MAY

Considered the BEST caterer in the U.S., Aaron May has been an integral part of The Players Tailgate for the last 10 years. Classically trained at the Ecole Ritz Escoffier, Paris, and inducted into the Arizona Culinary Hall of Fame in 2010 as a "Chef Extraordinaire."



2025 HOST CHEF

The youngest person ever to receive a three-star review from The New York Times. He has won eight James Beard Foundation Awards. He is a longstanding judge and TV personality on the hit Food Network show Chopped, head judge of Top Chef. Marcus Samuelsson is the esteemed chef behind many restaurants worldwide.



2025 HOST CHEF

Murphy graduated from Fryeburg Academy and attended school at the Institute of Culinary Education in New York. Murphy opened his first solo enterprise, Landmarc, in Tribeca. Murphy has served in a regular role as a judge on Chopped, and has made appearances on Iron Chef, Beat Bobby Flay amongst others.

NEW ORLEANS PARTICIPATING CHEFS 2025



Leah Cohen



Alon Shaya
One of Nola's top chefs & restaurant



llan Hall



Catherine McCord



Damaris Phillips



Aarti Sequeira



Leonard Botello



Burt Bakman



Eric Greenspan





Kate Williams Chef for Lions VIP Tailgate



Kelsey Murphy Chef for Colts VIP Tailgate



Ron Duprat



Gerald Sombright































MAKE THE MOST OF FOOD AVAILABLE

By Regina Anderson, Las Vegas Sun

On Super Bowl Sunday, when all eyes were on Allegiant Stadium, my nonprofit organization, Food Recovery Network, began recovering thousands of pounds of surplus food from a large-scale event called the Players Tailgate.

We safely packaged up boxes of unused crab legs, tuna, fresh produce and dairy, and brought it to the Just One Project, which also works to end hunger. Our goal is to disrupt the common practice of throwing away food that's no longer wanted, regardless of whether it's still good, and instead to recover it and provide it to the more than 409,000 people in Nevada who are hungry.

READ MORE







Celebrity Chefs Leverage Fame to Feed the Hungry

Bobbs Flav, Aanon May, Marc Murshy, and Michael Symon partner with the Food Recovery Ne



of Americans are not eating autritious food. And when food is the crux of your problem, you

in the <u>Sultages Event Groop Players Tailpale</u> at Super Sovel (VIII. There, they partnered with the Food ecousty Network to salvane what was left after the frust, and distribute the ocurrent food to nearly

een on the forefront of that," he says, touting the Food Network's ability to educate the public

Cooking for the Rich, Giving to the Poor

estaurents since 2504. HW's a regular Food Network quest, and a HowStuffWorks podcest contributor He's also on the City Haivest council, and can even facilitate a little wealth redistribution all by himself

"If I go auction myself off to go cook for 10 or 20 people, it can raise forty. Fifty thousand dollars," he said "People that know me, they want to pay for me to come and cook in their homes? They've got to donate is bunch of money to on to one of my charities that I work with











the SCENE

FROM THE PLAYERS TAILGATE































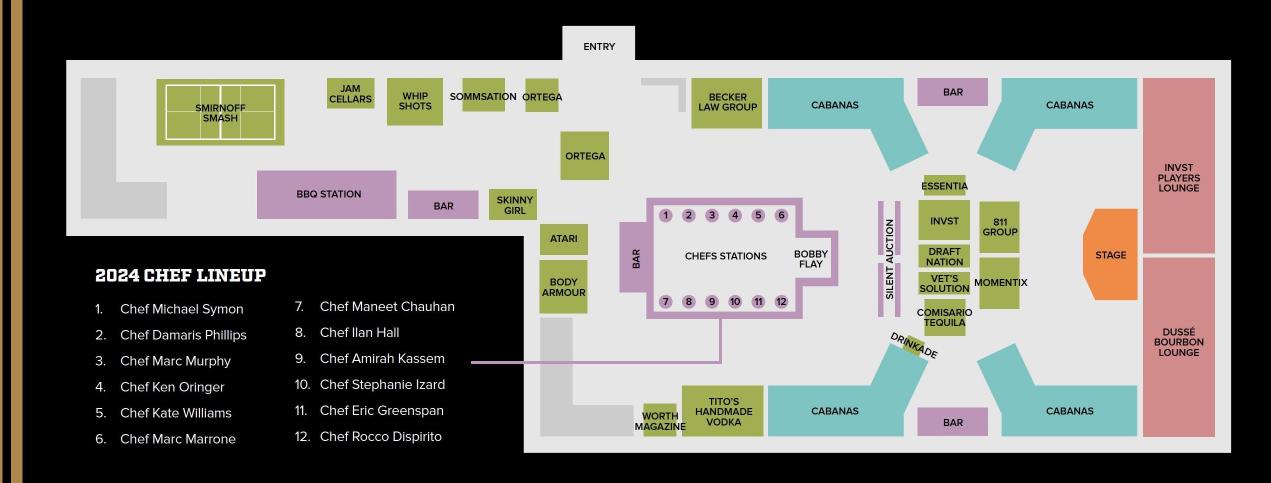








*2024 FOOTPRINT























*2024 ACTIVATIONS









ACTIVATION SPACES



PLAYERS LOUNGE NAMING RIGHTS



CABANA NAMING RIGHTS



The 2022 Tailgate in LA featured an exclusive sponsor experience from Acura.



2024 Players Tailgate: Eric Kendricks with the Atari Pocket Player



2024 Players Tailgate: Body Armor launches Zero Sugar



2024 Players Tailgate: Alexander Mattison & Chef Kelsey Murphy — #TailgateTaco



2024 Players Tailgate: Skinny Girl

HOSPITALITY

- Access to athletes and influencers
- Meet and greets with Celebrity Chefs & Players for VIPs attending
- Host clients/prospects with comped tickets
- **Branded Lounges**
- Corporate Hospitality packages include game tickets (exclusive benefit for premier partners)

BRANDING

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



























**BEVERAGE CATEGORIES

In each beverage category, sponsor to provide Beverage Product need for Super Bowl Players Tailgate. Each beverage category will also receive 2 mentions by DJ IRiE at event, and the opportunity to purchase additional tickets at sponsor discounted price.

PRODUCT PLACEMENT



SILVER SPONSORSHIP

- Brand Logo placement on Website
- (1) 10'x20' activation / branded bar and/or beverage station



GOLD SPONSORSHIP

- Brand Logo placement on Website
- Exclusivity of product category
- Brand Logo placement on ticket
- 10 comp entry tickets to Tailgate
- Brand ambassadors onsite
- Logo placement on step & repeat
- (1) 10'x20' activation / branded bar and/or beverage station

WELCOME SPONSORSHIP

- Passes out product to event attendees as they walk in and scan ticket
- Brand Logo placement on Website
- Exclusivity of product category
- Brand Logo placement on ticket
- 10 comp entry tickets to Tailgate
- Brand ambassadors onsite
- (1) 10'x20' activation / branded bar and/or beverage station
- Guests given 1 hour early entry + meet & greet with Celebrity chefs

PRODUCT NEEDS

CATEGORY:	CASES:
BOTTLED WATER	200
SODAS	250
BEER	400
SELTZER	150
CHAMPAGNE	25
BOTTLED WINE	30
CANNED WINE	100
CANNED COCKTAILS	100
COFFEE	TBD

JAIEGURY:	BUIITES:
/ODKA	300
ΓEQUILA	120
GIN	48
RUM	48
WHISKEY	156
BOURBON	156
СОТСН	48















* SPONSORSHIP CATEGORIES

PLATINUM SPONSORSHIP

- Brand logo placement on website
- Brand logo placement on ticket
- Brand logo placement on step and repeat and access to use photos of Players in front of logo
- 20 tickets for entry plus Players Tailgate tickets for giveaways
- Photo ops with players
- Brand ambassadors onsite
- Up to 2 activations / branded bar and beverage stations
- Guests given 1 hour early entry and meet & greet with celebrity chefs

SPONSORSHIP

- Naming rights to Stage
- Reserved area for hosting guests
- 20 tickets for entry plus Players Tailgate tickets for giveaways
- Brand logo placement on website
- Brand logo placement on ticket
- Brand logo placement on step & repeat and access to use photos of players in front of logo
- Photo ops with players

PLAYERS LOUNGE SPONSORSHIP

- Naming rights to Players Lounge
- Reserved area for hosting guests
- 20 tickets for entry
- Brand logo placement on website
- Exclusivity of category
- Brand logo placement on ticket
- Photo ops with players
- Brand ambassadors onsite
- 1 activation inside & outside of lounge

BANK/CREDIT CARD PARTNER

Contact us for more information

TRAVEL **SPONSORSHIP**

Opportunities for hotels and airlines

ONLINE SPORTS BETTING SPONSORSHIP

Contact us for more information

AUTOMOBILE

Contact us for more information

TITLE / PRESENTING SPONSOR

- Name and image on all materials
- Name and image on all Digital, Social and Mobile Media Content
- Dedicated press release

- Dedicated tweets and insta posts from celebrity chefs & NFL players
- 100 tickets for entry plus Players Tailgate tickets for giveaways
- Brand ambassadors onsite

- Up to 3 activations
- Guests given 1 hour early entry + meet & greet with celebrity chefs
- 2 private cabanas (built as one) with signage



























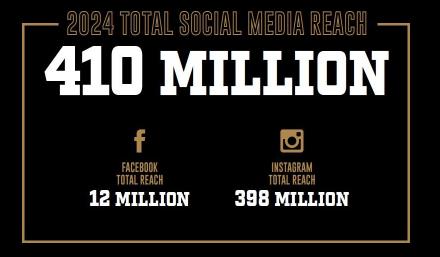


OUR MEDIA RELATIONSHIPS AND PR EFFORTS (BOTH BEFORE AND THROUGHOUT THE PLAYERS TAILGATE) AS WELL AS OUR CELEBRITY CHEFS, GUESTS AND PLAYERS SHARING WITH FOLLOWERS THROUGHOUT THE PLAYERS TAILGATE, HELP TO ENSURE THE EVENT REACHING AN AUDIENCE OF OVER 900 MILLION.

TOTAL AUDIENCE REACH

921 MILLION





















LAS VEGAS REVIEW-JOURNAL























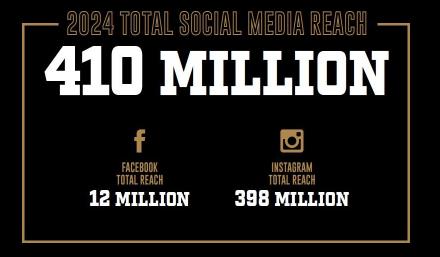


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LAS VEGAS REVIEW-JOURNAL























* SOCIAL METRICS

Paid Totals

Paid includes metrics from the content delivered by influencers that were paid for their services or provided tickets in exchange for specific contracted deliverables. As a note – these numbers are incomplete given that Kina Tavarozi and Jay Cariaga have not submitted metrics and Kristen Williamson's metrics are incomplete.

81

522.5K 15.8K 3.03%

624

Pieces of Content

Total Reach

Total Engagements**

Avg. In-Feed **Engagement Rate**

Total Story Clicks

Earned Totals

Earned metrics cover content from influencers invited by Bullseye on a non-contractual basis. These numbers are rough estimates as not all earned content can be accurately monitored given that Story posts expire after 12 hours.

70+

22.7M

15K+

Pieces of Earned Content

Total Potential Reach*

Total Engagements

*If stories are posted as a consecutive series, earned reach is counted from the first frame only

**Not comprehensive as we do not have access to earned share/saves and several influencers utilize hidden likes



















** INFLUENCERS

4.9 MILLION PAID FOLLOWERSHIP

Includes only channels contracted for and posted on



34.7 MILLION EARNED FOLLOWERSHIP

Includes all available channels



Daymond John



- + Pre-Event: 1 Reel (cross-posted to TikTok) and 3 Instagram Story frames
- Post-Event: 1 Reel (cross-posted to TikTok) and 3 Instagram Story frames

1.4M IG Followers | 260K TikTok Followers

729 Total Engagement 30,795 Total Unique Reach

3.0% Average In-Feed Engagement Rate

5 Total Story Clicks

Jason Tartick



- + Pre-Event: 1 Reel on @tradingsecrets and 3 Instagram Story frames on @iasontartick, 1 podcast mention on Tradina Secrets
- + Post-Event: 1 TikTok on @jasontartick

1M Total IG Followers | 202.5K Followers

1.64% Average In-Feed **Engagement Rate**

32 Total Story Clicks

1.082 Total In-feed Engagement 61.5K Podcast Listens

242,766 **Total Unique** Reach





























*MEDIA COVERAGE

THE PLAYERS TAILGATE TOOK OVER SUPER BOWL LVIII RADIO ROW FOR 2+ HOURS OF INTERVIEWS, COMPLETE WITH #TAILGATETACO DELIVERIES. THE NEXSTAR SEGMENT BROADCASTED IN OVER 60 LOCAL MARKETS AND REACHED OVER 200 MILLION LISTENERS



CBS EVENING NEWS WITH NORA O'DONNELL FEBRUARY 9, 2024



VEGAS MAGAZINE JANUARY 26, 2024



HOLLYWOOD REPORTER FEBRUARY 4, 2024



SPORTS BUSINESS JOURNAL FEBRUARY 9, 2024



LAS VEGAS REVIEW -JOURNAL FEBRUARY 7, 2024



PAGE SIX - NYPOST **FEBRUARY 12, 2024**



AD BUZZ FEBRUARY 13, 2024















































** PLAYERS

ACTIVE PLAYER ATTENDEES



ODELL BECKHAM, JR.

WR, Free Agent

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.



JALEN RAMSEY

CB, Los Angeles Rams

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.



JOSH NORMAN

CB, Carolina Panthers

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.



DEEBO SAMUEL

WR. San Francisco 49ers

Deebo Samuel was drafted in the second round of the 2019 NFL Draft and has since become a versatile offensive weapon known for his speed, physicality, and ability to run after the catch.



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.



CAMERON JORDAN

DE, New Orleans Saints

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



AMARI COOPER

WR, Cleveland Browns

Drafted 4th overall by the Raiders in 2015, Cooper became the first rookie in the franchise to reach 1,000 yards.



JERRY JEUDY

WR, Denver Broncos

Jerry Jeudy was drafted in the first round of the 2020 NFL Draft and has since become a dynamic receiver known for his routerunning ability, speed, and agility.



ISEVE JARVIS LANDRY

WR. New Orleans Saints

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).



MAXX CROSBY

DE, Las Vegas Raiders

Since being drafted in 2019, Crosby has quickly established himself as a dominant force on the field, with key stats including 17 sacks and 110 tackles in his first two seasons.



AARON JONES

RB, Green Bay Packers

Aaron Jones was drafted in the 2017 NFL Draft, he has since become a key player on offense, known for his speed, agility, and ability to catch the ball out of the backfield.



TYREEK HILL

WR/KR, Miami Dolphins

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.



NAJEE HARRIS

RB, Pittsburgh Steelers

Najee Harris was drafted in the first round of the 2021 NFL Draft and has quickly established himself as a powerful runner and a threat in the passing game.



FRED WARNER

LB, San Francisco 49ers

Drafted in the third round of the 2018 NFL Draft, Fred quickly became one of the league's top linebackers. He is known for his athleticism, versatility, and leadership on the field.

































*PLAYERS

ACTIVE PLAYER ATTENDEES



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.



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.



KENNY MOORE II

DB, Indianapolis Colts

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



MIKE WALLACE

WR, Philadelphia Eagles

Known for his speed (4.33 seconds in the 40-yard dash), Wallace has played for the Steelers, Dolphins, Vikings, Ravens and Eagles. Selected for the 2011 AFC Pro Bowl.



SHAOUILLE LEONARD

LB, Indianapolis Colts

Leonard is a three-time Pro Bowler and a First-team All-Pro with career stats of 416 tackles, 26 tackles for loss, 15 sacks, and nine interceptions.



TERRY MCLAURIN

WR, Washington Redskins

Drafted by the Redskins in the 3rd round of the 2019 draft. McLaurin ended his rookie season with 7 touchdowns and over 900 receiving yards.



MECOLE HARDMAN

WR. Kansas City Chiefs

Super Bowl LIV champion, 2019 Pro-Bowl selection, PFWA All-Rookie Team. Drafted in the 2nd round by the Chiefs. Hardman ended his rookie season with 7 TD's



LEONARD FOURNETTE

RB, Tampa Bay Buccaneers

Drafted in the first round of the 2017 NFL Draft, he has since become a versatile back known for his physicality and ability to catch the ball out of the backfield.



TRE NORWOOD

FS, Pittsburgh Steelers

Tre was drafted in the seventh round of the 2021 NFL Draft and has shown versatility, playing both cornerback and safety positions during his rookie season.



CHRIS OLAVE

WR, New Orleans Saints

Chris Olave was drafted in the first round of the 2022 NFL Draft by the New Orleans Saints. As tthe 11th overall pick he was considered one of the best receivers in college football



GREG ROUSSEAU

DE. Buffalo Bills

Greg was drafted in the first round of the 2021 NFL Draft. Rousseau is known for his size, length, and ability to disrupt opposing offenses.



NELSON AGHOLOR

WR, New England Patriots

Nelson Agholor was drafted in the first round of the 2015 NFL Draft by the Philadelphia Eagles and has since become a productive receiver known for his speed and ability to make big plays.



JEREMY CHINN

WR, Kansas City Chiefs

Jeremy Chinn was drafted in the second round of the 2020 NFL Draft and has quickly established himself as a versatile defender with excellent tackling ability and coverage skills.

JAMAAL WILLIAMS

Jamaal Williams was drafted in the

fourth round of the 2017 NFL Draft

has since become a reliable back

known for his physicality, blocking

by the Green Bay Packers and

ability, and receiving skills.

RB, Detroit Lions



TRAVIS ETIENNE

RB, Jacksonville Jaguars

Travis Etienne was drafted in the first round of the 2021 NFL Draft and played college football at Clemson University, where he became the all-time leading rusher in ACC history.



TREVON DIGGS CB, Dallas Cowboys

Trevon Diggs was drafted in the second round of the 2020 NFL Draft and has since become a ball-hawking defender known for his size, athleticism, and ability to create turnovers.































*PLAYERS

ACTIVE PLAYER ATTENDEES

BRESHAD PERRIMAN

WR, Tampa Bay Buccaneers

LANDON COLLINS

S, New York Giants

EMMANUEL SANDERS

WR, Denver Broncos

SPENCER WARE

RB, Kansas City Chiefs

KENYAN DRAKE

RB. Baltimore Ravens

DEDE WESTBROOK

WR, Jacksonville Jaguars

HARRISON SMITH

S, Minnesota Vikings

ERIC KENDRICKS

LB, Minnesota Vikings

SHAO BARRETT

LB, Tampa Bay Buccaneers

SHAOUILL GRIFFIN

DB. Seattle Seahawks

MYLES JACK

LB, Jacksonville Jaguars

TARIK COHEN

RB, Chicago Bears

CARLOS HYDE

RB, Houston Texans

AVERY WILLIAMSON

LB, New York Jets

MARCUS WILLIAMS

S. New Orleans Saints

DEVIN BUSH

LB, Pittsburgh Steelers

ANTHONY WALKER

LB, Indianapolis Colts

LAMAR MILLER

RB, Houston Texans

ALLEN HURNS

WR, Miami Dolphins

OUANDRE DIGGS

FS. Seattle Seahawks

CHUBA HUBBARD

RB, Carolina Panthers

CHASE WINOVICH

DE, Cleveland Browns

BOBBY OKEREKE

OLB, Indianapolis Colts

KJ OSBORN

WR, Minnesota Vikings

UCHENNA NWOSU

OLB, Seattle Seahawks

SHAOUEM GRIFFIN

LB, Seattle Seahawks

DERRICK BROWN

DT. Carolina Panthers

JACOB JOHNSON

RB, Las Vegas Raiders

ANTHONY WALKER

MLB, Cleveland Browns

EMMANUEL MOSELEY

CB, San Franciso 49ers

DEMETRIC FELTON

RB. Cleveland Browns

RONDALE MOORE

WR, Arizona Cardinals

LEVI WALLACE

CB, Pittsburgh Steelers

TREY MCBRIDE

TE, Arizona Cardinals

CHRISTIAN KIRK

WR, Jacksonville Jaguars

MYCHAL KENDRICKS

Free Agent

BRIAN ASAMOAH

LB, Minnesota Vikings

RODNEY THOMAS

FS, Indianpolis Colts

TERRACE MARSHALL

WR, Carolina Panthers

DANNY AMENDOLA

WR, Detroit Lions

AUSTIN EKELE

RB LA Chargers

ROOUAN SMITH LB Baltimore Ravens

GARRETT WILSON

WR LA Chargers

PUKA NACUA

WR LA Rams

JAYLEN WADDLE

WR Miami Dolphins

IFEATU MELIFONWU

DB Detroit Lions

NICO COLLINS

WR Houston Texans

JAKOBI MEYERS

WR Las Vegas Raiders

JAXON SMITH-NJIGBA

WR Seattle Seahwawks

ROME ODUNZE

1st round Draft

CHRISTIAN KIRK

WR Jacksonville Jaguars





































