



OFFICIAL TEAM PARTNERSHIPS
BE OFFICIAL. BUY OFFICIAL.

BULLSEYE EVENT GROUP.COM // 317.800.5689





The Super Bowl is headed to San Francisco in 2026—
and so should you! For 13 years, Bullseye Event Group has hosted
The Players Tailgate, the ultimate pre-game experience. We can't wait to
bring the excitement to the Bay Area.

Get ready for an unforgettable VIP tailgate featuring celebrity chef
inspired food, premium cocktails and appearances from NFL stars,
set against the backdrop of one America's most iconic cities.



PLAYERS TAILGATE

RATED THE #1 EVENT TO ATTEND ON SUPER BOWL SUNDAY



Culinary icons Marcus Samuelsson, Marc Murphy & Aaron May return to Super Bowl XL as Bullseye's host chefs.

Bullseye Event Group's exclusive Players Tailgate is the ultimate pre-game experience on Super Bowl Sunday. Tailgate guests indulge in all-you-desire culinary delights curated by world renowned chefs, open premium bars, entertainment from world class DJs, celebrities & active NFL Players.



CELEBRITY CHEFS



Marcus Samuelsson, Josh Capon, Marc Murphy & Sage Steele



Leah Cohen, Esther Choi, Marc Murphy, Kyle Kinnett, Kelsey Murphy, Catherine McCord, Josh Capon, Marcus Samuelsson & Demaris Phillips



Catherine McCord, Demaris Phillips & Marcus Samuelsson



THE VENUE

PRIME GAME DAY LOCATION

Year after year, Bullseye Event Group secures a prime location within walking distance to create a premier tailgate experience.



THE STARS



2026 HOST CHEF
**MARCUS
SAMUELSSON**

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.



2026 HOST CHEF
**MARC
MURPHY**

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.



2026 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."



2026 EMCEE
SAGE STEELE

2026 OFFICIAL
DJ IRIE

As the Official DJ of The Players Tailgate, 2026 will mark his 9th year setting the vibe at this iconic event.



THE FOOD

5-STAR CUISINE

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

At the Players Tailgate, we redefine game day with a 5-star culinary experience. Our lineup of America's most celebrated chefs creates an unmatched atmosphere of indulgence and excitement. From gourmet creations to elevated hospitality, we deliver an unparalleled and fan favorite experience.



THE SUPER BOWL CULINARY TEAM

SAN FRANCISCO PARTICIPATING CHEFS 2026



2026 HOST CHEF
MARCUS
SAMUELSSON



2026 HOST CHEF
MARC
MURPHY



2026 HOST CHEF
AARON MAY



Leah Cohen



Alon Shaya



Ilan Hall



Catherine McCord



Damaris Phillips



Aarti Sequeira



Ester Choi



Burt Bakman



Eric Greenspan



Josh Capone



Ken Oringer



Kelsey Murphy



Stan Hays



Leonard Botello



Gerald Sombright



THE GOOD

MAKE THE MOST OF FOOD AVAILABLE



Bullseye Event Group's Players Tailgate continues its strong commitment to reducing food waste year-round and, for the second year, has partnered with Food Recovery Network (FRN) and Hellmann's Mayonnaise to help recover thousands of pounds of food.

2,800 pounds of surplus food
from the Players Tailgate event on Sunday!

This is equivalent to
approximately 2,333 meals served and
2.21 metric tons of CO2.



Worth

Celebrity Chefs Leverage Fame to Feed the Hungry

Bobby Flay, Aaron May, Marc Murphy, and Michael Symon partner with the Food Recovery Network to help low-income Americans can also eat healthy food.



Credit: Anthony Viscusi/Outback

While the relationship between income and diet is a fraught topic, the bottom line is that millions of Americans are not eating nutritious food. And when food is the crux of your problem, you just might need a chef to help fix things.

Enter Bobby Flay, Aaron May, Marc Murphy, and Michael Symon. These celebrity chefs recently participated in the *Bullseye Event Group's Players Tailgate* at Super Bowl LVIII. There, they partnered with the Food Recovery Network to salvage what was left after the feast, and distribute the gourmet food to needy Nevadans.

Flay sees progress in raising awareness. "I think that's changing somewhat. I think that chefs have really been 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

Marc Murphy worked his way up through New York City's fine dining scene and has been running his own restaurants since 2004. He's a regular Food Network guest, and a *HowStuffWorks* podcast contributor. He's also on the *City Harvest* 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 a bunch of money to go to one of my charities that I work with."



THE SCENE



ACTIVATIONS



ACTIVATIONS



HOSPITALITY

- Access to athletes and influencers
- Meet and greets with celebrity chefs & player for VIP's 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/service/offerings
- Digital, social and mobile media content
- On-site signage



OVERALL REACH

FOX

ESPN

DAZN

SEJ SPORTS BUSINESS JOURNAL

CBS NEWS

TMZ

NEW YORK POST

THE HOLLYWOOD REPORTER

LAS VEGAS REVIEW JOURNAL

2025 TOP AUDIENCE OF
OVER

1.2 BILLION

2025 TOTAL MEDIA
REACH

688 MILLION



EMAIL IMPRESSIONS

8.5 Million



25%
EMAIL
OPEN RATE



PRESS RELEASE IMPRESSIONS

330 Million



150
UNIQUE STORIES/CONTENT
WITH FULL PRESS RELEASE



MEDIA IMPRESSIONS

349 Million



120
UNIQUE VISUAL STORIES/CONTENT
BROADCAST & STREAMING

2025 SOCIAL MEDIA
REACH

512 MILLION



FACEBOOK
TOTAL REACH

17 Million



INSTAGRAM
TOTAL REACH

795 Million



SOCIAL REACH

1.1 MILLION
VIEWS

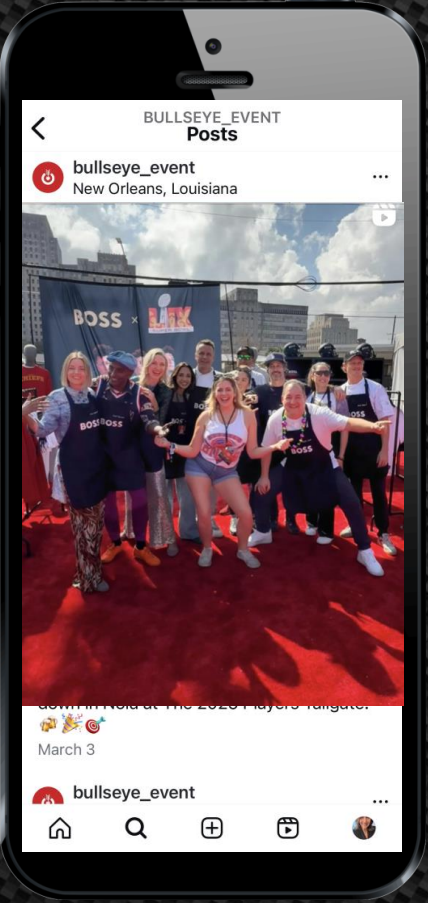


INFLUENCER MARKETING

FOLLOWERS
14,000,000

ESTIMATED
IMPRESSIONS
112,000,000

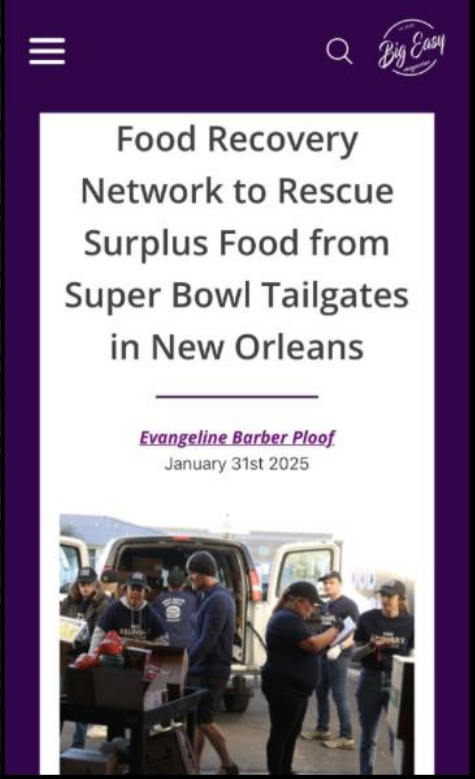
ENGAGEMENT
50,000



*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.



MEDIA COVERAGE



THE PLAYERS

PREVIOUS PLAYER ATTENDEES INCLUDE



TYREEK HILL
WR, Miami Dolphins



NELSON AGHOLOR
WR, Baltimore Ravens



FRED WARNER
LB, San Francisco 49ers



ABDUL CARTER
LB, 2025 NFL Draft



CAMERON JORDAN
DE, New Orleans Saints



AMARI COOPER
WR, Cleveland Browns



NAJEE HARRIS
RB, Pittsburgh Steelers



TREVON DIGGS
CB, Dallas Cowboys
He was drafted by the Cowboys in the second round of the 2020 NFL Draft and has been with the team since. Diggs had a standout season in 2021, leading the NFL with 11 interceptions and earning First-Team All-Pro honors.



DAK PRESCOTT
QB, Dallas Cowboys



AARON JONES
RB, Green Bay Packers



MAXX CROSBY
DE, Las Vegas Raiders



DEEBO SAMUELS
WR, San Francisco 49ers



TERRY MCLAURIN
WR, Washington Commanders



JALEN RAMSEY
CB, Los Angeles Rams



THE PLAYERS

ACTIVE PLAYER ATTENDEES



BRESHAD PERRIMAN
WR, Indianapolis Colts

SHAQUILL GRIFFIN
CB, Carolina Panthers

ALLEN HURNS
WR, Miami Dolphins

ANTHONY WALKER
LB, Cleveland Browns

RODNEY THOMAS II
S, Indianapolis Colts

IFEATU MELIFONWU
CB, Detroit Lions

LANDON COLLINS
S, New York Giants

MYLES JACK
LB, Pittsburgh Steelers

QUANDRE DIGGS
S, Seattle Seahawks

EMMANUEL MOSELEY
CB, Detroit Lions

TERRACE MARSHALL JR.
WR, Carolina Panthers

NICO COLLINS
WR, Houston Texans

EMMANUEL SANDERS
WR, Buffalo Bills

TARIK COHEN
RB, Chicago Bears

CHUBA HUBBARD
RB, Carolina Panthers

DEMETRIC FELTON
RB, Cincinnati Bengals

DANNY AMENDOLA
WR, Houston Texans

JAKOBI MEYERS
WR, Las Vegas Raiders

SPENCER WARE
RB, Kansas City Chiefs

CARLOS HYDE
RB, Jacksonville Jaguars

CHASE WINOVICH
DE, Miami Dolphins

RONDALE MOORE
WR, Arizona Cardinals

AUSTIN EKELER
RB, Los Angeles Chargers

JAXON SMITH-NIJBGA
WR, Seattle Seahawks

KENYAN DRAKE
RB, Baltimore Ravens

AVERY WILLIAMS
CB, Atlanta Falcons

BOBBY OKEREKE
LB, New York Giants

LEVI WALLACE
CB, Pittsburgh Steelers

ROQUAN SMITH
LB, Baltimore Ravens

ROME ODUNZE
WR, Chicago Bears

DEDE WESTBROOK
WR, Green Bay Packers

MARCUS WILLIAMS
CB, Atlanta Falcons

K.J. OSBORN
WR, Minnesota Vikings

TREY McBRIDE
TE, Arizona Cardinals

GARRETT WILSON
WR, New York Jets

CHRISTIAN KIRK
WR, Jacksonville Jaguars

HARRISON SMITH
S, Minnesota Vikings

DEVIN BUSH
LB, Seattle Seahawks

SHAQUEM GRIFFIN
LB, Miami Dolphins

CHRISTIAN KIRK
WR, Jacksonville Jaguars

PUKA NACUA
WR, Los Angeles Rams

BRIAN ASAMOAH
LB, Minnesota Vikings

ERIC KENDRICKS
LB, Los Angeles Chargers

ANTHONY WALKER
LB, Cleveland Browns

DERRICK BROWN
DT, Carolina Panthers

MYCHAL KENDRICKS
LB, San Francisco 49ers

JAYLEN WADDLE
WR, Miami Dolphins

JAKOB JOHNSON
FB, Las Vegas Raiders

SHAO BARRETT
LB, Los Angeles Chargers

LEMAR MILLER
RB, Washington Commanders

