



**PIONEERS IN
VIP SPORTS HOSPITALITY**



BRAND PARTNERSHIPS & MARKETING IMPACT

Bullseye Event Group operates at the absolute pinnacle of NFL hospitality, specializing in high-octane, VIP-only platforms that define the professional football experience. Through direct, strategic partnerships with NFL teams and elite players, we curate high-impact environments for both the regular season and the Super Bowl weekend. Bullseye's flagship offering, the renowned Players Tailgate, brings fans into the fold with celebrity chefs and professional athletes, creating a level of access rarely seen in the industry.

ACTIVATIONS & EXPERIENCES

- Naming rights
- VIP lounges
- Celebrity chef menu inclusion & pairings
- Branded bars & beverage stations
- Culinary experiences & food stations
- Brand ambassadors
- Photo & video activations
- Customized experiential activations

AWARENESS & VISIBILITY

- Marketing
- Step & Repeat
- Digital, Social & PR

PROMOTIONS

- Sweepstakes & promotions
- Sampling
- Gifting
- Reveal a new product or service

HOSPITALITY

- Access to athletes and influencers
- Meet and greets with Celebrity Chefs & Players
- Hosting
- Branded Lounges
- Corporate Hospitality packages Game tickets



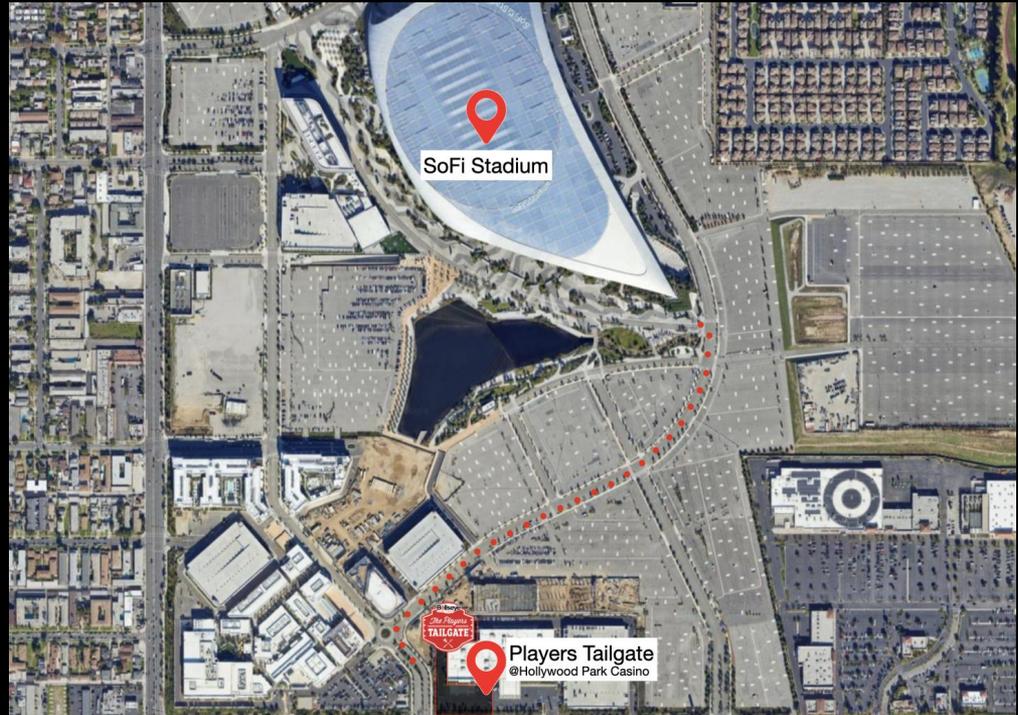
RATED THE #1 EVENT TO ATTEND ON SUPER BOWL SUNDAY



THE VENUE

PRIME GAMEDAY LOCATION

Year after year, Bullseye Event Group secures a prime location for the ultimate Super Bowl tailgate experience. For Super Bowl 2027, fans can expect the same premium spot, delivering unbeatable access, top-tier entertainment, and an all-inclusive VIP atmosphere.



THE SCENE



Chef Belle English



Chef Kelsey Murphy with the Ortega #TailgateTaco



Jamaal Williams and Alexander Mattison



Jahmyr Gibbs



Tyreek Hill



Aaron Jones

MEET THE STARS

2027 EMCEE NATE BURLESON



Nate Burleson in Santa Clara in 2026



Nate Burleson with Puka Nacua. Santa Clara 2026



DJ IRIE

As the first professional sports franchise DJ in the U.S., DJ Irie is the official DJ for some of the most iconic brands in the world, including Carnival Cruise Lines, The Miami Heat, Target, Mountain Dew Kickstart, Evian, Jamie Foxx, and more. As "The Official DJ" of The Players Tailgate, 2026 will mark his 9th year setting the vibe at this iconic event.



2027 HOST CHEF AARON MAY

Aaron May is an American chef, restaurateur, and television personality known for his bold, ingredient-driven Southwestern cuisine. Based in Arizona, he has opened several successful restaurants and gained national recognition through frequent appearances on Food Network shows like Diners, Drive-Ins and Dives and Guy's Grocery Games.

THE FOOD

UNMATCHED 5-STAR CULINARY EXPERIENCE

We have a celebrated line-up of chefs creating a 5-star culinary experience for 2000 fans.



Chefs Leah Cohen, Esther Choi, Marc Murphy, Kyle Kinnett (Bullseye CEO), Kelsey Murphy, Catherine McCord, Josh Capon, Marcus Samuelsson & Damaris Phillips



Chef Jet Tila



CELEBRITY CHEFS



Chef Marc Murphy



Chef Aarón Sánchez

BULLSEYE
EVENT GROUP

The Players
TAILGATE
20 27
HOLLYWOOD PARK CASINO

HOST CHEF: MARC MURPHY
CELEBRITY CHEF: JET TILA
CELEBRITY CHEF: AARÓN SÁNCHEZ
CELEBRITY CHEF: DAMARIS PHILLIPS
CELEBRITY CHEF: CATHERINE MCCORD
CELEBRITY CHEF: SHOTA NAKAJIMA
HOST CHEF: KELSEY MURPHY
CELEBRITY CHEF: CHRIS COSENTINO
CELEBRITY CHEF: JJ JOHNSON
CELEBRITY CHEF: LEAH COHEN
CELEBRITY CHEF: JOSH CAPON
CELEBRITY CHEF: ILAN HALL
CELEBRITY CHEF: ADAM SOBEL
CELEBRITY CHEF: BELLE ENGLISH
CELEBRITY CHEF: AARON MAY
CELEBRITY CHEF: TRISTEN EPPS
CELEBRITY CHEF: JACKSON SNYDER
CELEBRITY CHEF: MIKE MAJLAK

SUPER BOWL CULINARY TEAM



2027 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."



2027 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.



2027 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.

PREVIOUS TAILGATE CHEFS



Jet Tila



Bobby Flay



Kelsey Murphy
Chef for Colts VIP Tailgate



Catherine McCord



Aarón Sánchez



Aarti Sequeira



Shota Nakajima



Esther Choi



Belle English



Josh Capone



Damaris Phillips



Ilan Hall



Leah Cohen



JJ Johnson



Adam Sobel



THE ENERGY



Tyreek Hill, Guest DJ



Puka Nacua and Tyreek Hill



THE ACTIVE PLAYER ATTENDEES

PUKA NACUA

WR, Los Angeles Rams

BRIAN ROBINSON JR.

RB, San Francisco 49ers

JAYCEE HORN

CB, Carolina Panthers

ALEX HIGHSMITH

LB, Pittsburgh Steelers

CJ WEST

DL, San Francisco 49ers

SEGUN OLUBI

LB, Indianapolis Colts

CHRISTIAN KIRK

QR, Jacksonville Jaguars

JOSH NORMAN

DB, Washington Commanders

DEEBO SAMUEL

WR/RB, Washington
Commanders

NAJEE HARRIS

RB, Los Angeles
Chargers

TANK DELL

WR, Houston
Texans

CHASE BROWN

RB, Cincinnati Bengals

DEANDRE CARTER

WR/R, Free Agent

MALIK TURNER

WR, San Francisco
49ers

CHRIS OLAVE

WR, New Orleans
Saints

DAK PRESCOTT

QB, Dallas Cowboys

JAHMYR GIBBS

RB, Detroit Lions

TREY MCBRIDE

TE, Arizona
Cardinals

ERIC KENDRICKS

LB, San Francisco
49ers

JOSH JOHNSON

QB, Free Agent

KENNY MOORE II

CB, Indianapolis Colts

QUINSHON JUDKINS

RB, Cleveland
Browns

MAXX CROSBY

DE, Las Vegas Raiders

CAM JORDAN

DE, New Orleans Saints

TYREEK HILL

WR, Miami Dolphins

CARSON**SCHWESINGER**

LB, Cleveland Browns

MYCHAL KENDRICKS

Free Agent

EVAN WILLIAMS

S, Green Bay Packers

ALEX MATTISON

RB, Miami Dolphins

MYKEL WILLIAMS

DL, San Francisco
49ers

JALEN RAMSEY

CB, Pittsburgh Steelers

TERRY MCLAURIN

WR, Washington
Commanders

ROME ODUNZE

WR, Chicago Bears

RICO DOWDLE

RB, Carolina
Panthers

MARCUS PETERS

Free Agent

JERRY JEUDY

WR, Cleveland Browns

FRED WARNER

LB, San Francisco 49ers

GENO SMITH

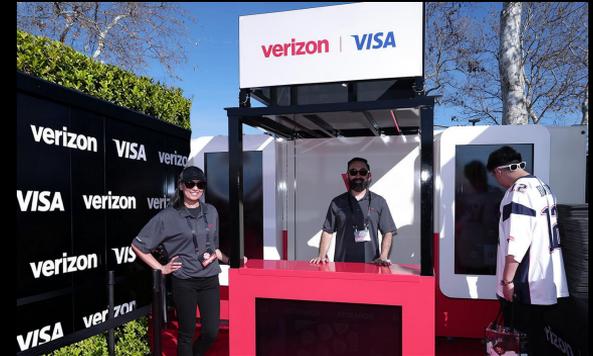
QV, Las Vegas Raiders



ACTIVATIONS

Branding

- Presenting stage sponsor like Verizon in 2026
- Branding on digital & print marketing
- Branding on step & repeat
- Co-branded products/service/offerings
- Digital, social media content
- Onsite signage



ACTIVATIONS

Hospitality

- Meet & greets with celebrity chefs & player
- Host clients/prospects
- Branded lounges
- Corporate hospitality packages include game tickets (exclusive benefit for premier partners)



MEDIA REACH

People billboard delish



AP

CBS NEWS

Page Six

2026 TOP AUDIENCE OF OVER
3.4 BILLION

2026 TOTAL MEDIA REACH
2.36 BILLION



EMAIL IMPRESSIONS
11.9 MILLION
18.7% OPEN RATE



PRESS RELEASE
IMPRESSIONS
352.8 MILLION
192 UNIQUE



MEDIA IMPRESSIONS
2 BILLION
502 UNIQUE CONTENT

2026 SOCIAL MEDIA REACH
989 MILLION



FACEBOOK
TOTAL REACH
266 MILLION



INSTAGRAM
TOTAL REACH
419 MILLION



TIKTOK
TOTAL REACH
304 MILLION

EARNED MEDIA

People



Double: Brady #10 of the New England Patriots (left); Sean Desmond #14 of the Seattle Seahawks (right). Credit: Kara Durante/Getty / Eric Trause / Los Angeles Times via Getty

The Players Tailgate is returning to the Big Game scene as the only Super Bowl Sunday event located directly in the heart of the action on game day — just steps away from the stadium! It will be star-studded, with athletes and celebrity chefs in attendance.

[Tickets are on sale now.](#) The best part? You don't need a Super Bowl ticket for entry!

billboard

Sunday, Feb. 8

The Players Tailgate

Featuring Solo Stove Squash The Beef Showdown. [\(Tickets here.\)](#)

Mission College, Santa Clara
11 a.m.

WIRED

Super Bowl Tailgaters on Bad Bunny, Big Tech, and the Big Game

We asked attendees at Super Bowl LIX's pregame festivities for their takes on the competing athletes, shows, the potential for ICE actions, and the relevance of TikTok being on the event.



We caught up with football fans at the BullsEye Events Group Player's Tailgate, which took place five minutes away from Levi's Stadium, to hear their thoughts on all the drama. Here's what they had to say.

Page Six

The Player's Tailgate is one of Page Six's favorite pre-game parties to hit up on Super Bowl Sunday.

The annual event is known for bringing together celebrities, NFL players and chef-driven food experiences for an unforgettable Big Game Weekend experience.

This year's culinary function — hosted by Nate Burleson with a DJ set by DJ Six — will kick off at 11 a.m. PT at Mission College in Santa Clara, Calif. It's just a 30-minute walk from Levi's Stadium, where the NFL championship game will be played on Sunday.

Celebrity chefs who will be on site to prepare gourmet dishes for guests include Aaron May, Marc Murphy, Kelsey Murphy and Aarón Sánchez. First tickets and more information [here](#).



delish

Players Tailgate Is Bringing BIG Flavor To Super Bowl 60 Weekend

Outdoor tailgate event with a crowd and a stage featuring a speaker

By Amanda Webster | PUBLISHED JAN 27, 2026 10:48 PM EST

[SAVE ARTICLE](#)



STUPIDDOPE

The Players Tailgate Anchors Super Bowl Sunday at the Center of the Action

AP Also near the Stadium, The Players Tailgate delivers a premium pregame experience featuring chefs, NFL players and live entertainment. It's a ticketed event just steps from the stadium.

Chef Kelsey Murphy to serve up Super Bowl flavors at Players Tailgate in Santa Clara



CBS NEWS



CLUTCHPOINTS

Join NFL stars, celebrities at The Players Tailgate on Super Bowl Sunday



KRON 4

9:37 a.m. — Preview of exclusive Players Tailgate ahead of Super Bowl

KRON's Michael Thomas is at the exclusive Players Tailgate in Santa Clara with a preview of what's to come!



EARNED MEDIA

