



SB LXI LOS ANGELES

THE LEADER 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
- 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 & Greets with celebrity chefs and players
- Hosting
- Branded lounges
- Corporate hospitality packages
- Game tickets

RATED THE #1 EVENT TO ATTEND ON SUPER BOWL SUNDAY



Puka Nacua & 2026 Players Tailgate Emcee Nate Burlison



Emcee Nate Burlison, CEO Kyle Kinnett, Chef Kelsey Murphy & Chef Marc Murphy

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



Jamaal Williams & Alexander Mattison



Nate Burleson & Fans



Jahmyr Gibbs



Celebrity Chefs



Tyreek Hill



Aaron Jones

MEET THE STARS

2027 EMCEE NATE BURLESON



Nate Burleson in Santa Clara 2026



2027 OFFICIAL DJ 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



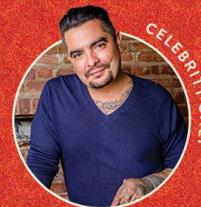
Chef Aarón Sánchez



MARC MURPHY



JET TILA



AARÓN SÁNCHEZ



DAMARIS PHILLIPS



CATHERINE MCCORD



SHOTA NAKAJIMA



KELSEY MURPHY



CHRIS COSENTINO



JJ JOHNSON



LEAH COHEN



JOSH CAPON



ILAN HALL



ADAM SOBEL



BELLE ENGLISH



AARON MAY



TRISTEN EPPS



JACKSON SNYDER



MIKE MAJLAK

SUPER BOWL CULINARY TEAM

PREVIOUS TAILGATE CHEFS



2027 HOST CHEF AARON MAY

Considered the BEST caterer in the U.S., Aaron May, a classically trained chef and Arizona Culinary Hall of Fame "Chef Extraordinaire," has been a key part of The Players Tailgate for 10 years.



2027 HOST CHEF MARCUS SAMUELSSON

The youngest chef ever to earn three stars from *The New York Times*, Marcus Samuelsson is an eight-time James Beard Award winner, longtime *Chopped* judge, head judge of *Top Chef*, and acclaimed restaurateur.



2027 HOST CHEF MARC MURPHY

Murphy, a graduate of the Institute of Culinary Education, opened Landmarc in Tribeca and is a longtime *Chopped* judge who has appeared on *Iron Chef* and *Beat Bobby Flay*.



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



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

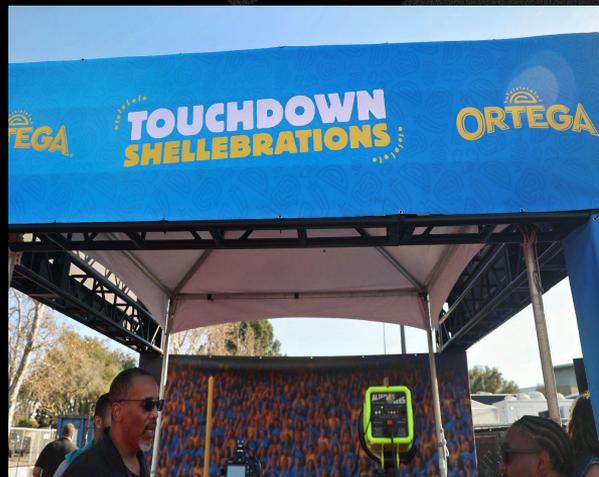
GENO SMITH

QV, Las Vegas Raiders

ACTIVATIONS

BRANDING

- Presenting Stage Sponsor like Verizon in 2026
- Branding on digital and print marketing
- Branding on Step & Repeat
- Co-Branded products/services/offerings
- Digital, Social, and Media Content
- Onsite Signage



ACTIVATIONS

HOSPITALITY

- Meet & Greets with celebrity chefs and players
- Host Clients and Prospects with Tailgate Entries and/or Branded Lounges
- Corporate hospitality packages include game tickets (Exclusive benefit for premium 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



MEDIA IMPRESSIONS
2 BILLION
502 UNIQUE CONTENT



PRESS RELEASE IMPRESSIONS
352.8 MILLION
192 UNIQUE



EMAIL IMPRESSIONS
11.9 MILLION
18.7% OPEN RATE

2026 SOCIAL MEDIA REACH
989 BILLION



FACEBOOK
TOTAL REACH
266 MILLION



INSTAGRAM
TOTAL REACH
419 MILLION



TIKTOK
TOTAL REACH
304 MILLION

EARNED MEDIA



© CBS NEWS
MORNINGS



People



Drake Maye (10) of the New England Patriots (left); Tom Dornold (14) of the Seattle Seahawks (right).
Credit: Kara Danvers/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 to enjoy!

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 of Super Bowl LVII prep work for their takes on the competing business events, the potential for AI avatars, and the influence of Silicon Valley 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 Ina — 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 Aaron Sánchez. Find tickets and more information [here](#).



delish

Players Tailgate Is Bringing BIG Flavor To Super Bowl 60 Weekend

Suburban tailgate event with a crowd and a stage featuring a speaker
By [Amanda Webster](#) | Published: Jan 21, 2025 10:49 PM PST

SAVE ARTICLE



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



9:27 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.



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

The Players Tailgate is the premier pregame event to attend prior to Super Bowl 60 between the Seahawks and the Patriots.
By [Bryan Burrows](#) | Feb 7, 2025 at 10:42 AM PT

