ELI LUNZER PRODUCTIONS

Presents

SATURDAY NIGHT LIGHTS

SUPERBOWL 2020

Saturday, Feburary 1st Miami, FL

SERIES OVERVIEW

Join global media powerhouse Sports Illustrated, ABG Entertainment, and event specialists Matthew Gavin Enterprises, Talent Resources Sports, and David Grutman's Groot Hospitality for the most anticipated event during Super Bowl 2020 weekend in Miami! Following Sports Illustrated's memorable return to the Big Game Weekend in Atlanta in 2019, this will be the premiere event to see and be seen on the biggest party night of the week!

The merger of these three entertainment powerhouses will boast some of today's biggest celebrities, athletes, influencers, performers, and brand partners. The Saturday Night Lights event will provide an unparalleled platform for entertainment and brand integration generating unmatched buzz, visibility, and impressions leveraging all forms of media to include on-air, digital, social media, and on-premise.

Participate at the event that people will be talking about until we return in Tampa Bay for 2021!







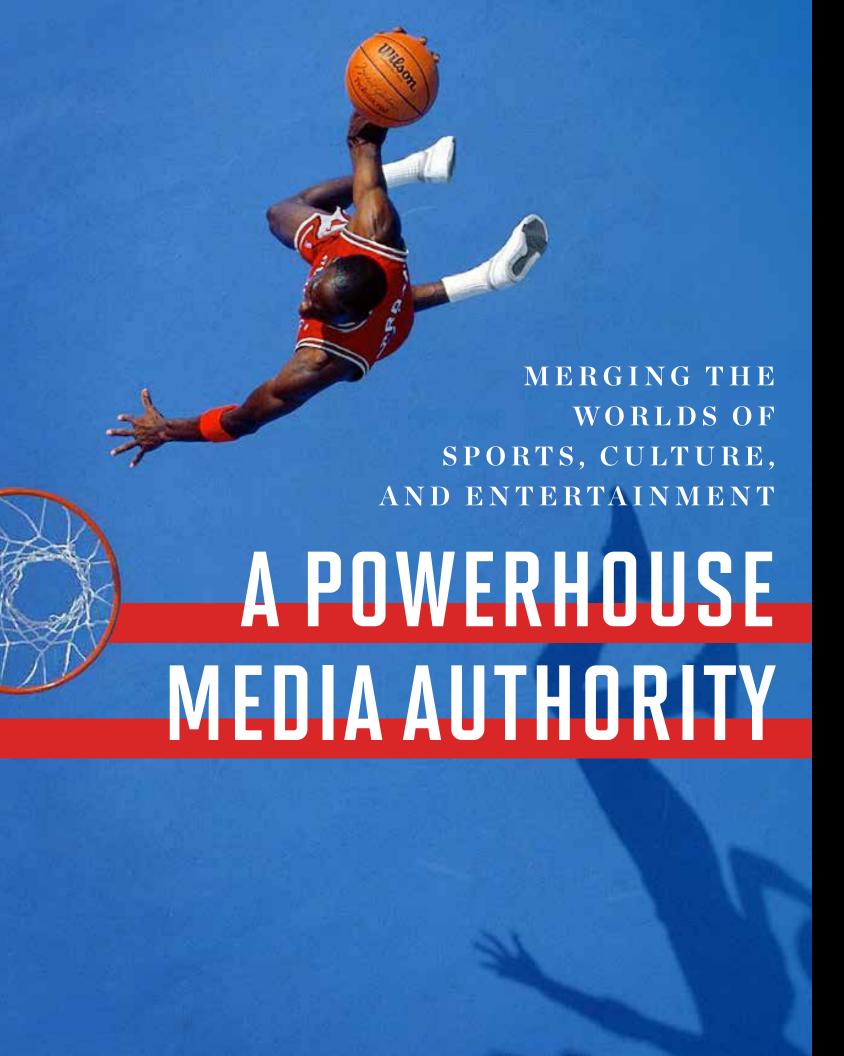








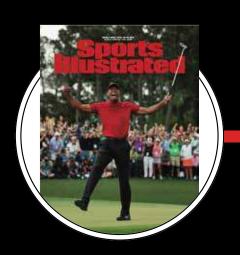






THE AUTHORITY IN SPORTS CULTURE AND ENTERTAINMENT

Undisputed leader in sports journalism with unprecedented history, insight, analysis, photography and stories.



17 MILLION+
LOYAL READERS



A FASTEST-GROWING TOP 10 SPORTS WEBSITE

Unmatched access with up-to-the-minute sports news and coverage, entertaining stories and thoughtful analysis.



33 MILLION+

UNIQUE MONTHLY VISITORS



AN ICONIC MEDIA FRANCHISE

Showcasing beauty from around the globe, SI Swimsuit stands as one of the most recognizable and influential symbols of pop culture.



70 MILLION+

CONSUMERS REACHED ANNUALLY



THE MOST PRESTIGIOUS HONOR IN ALL OF SPORTS SINCE 1954

Broadcast live on NBC and streamed on SI.com, the awards generate massive buzz, spotlighting greatness inside and outside the competitive arena.



5.5 BILLION+

GLOBAL MEDIA IMPRESSIONS

THE SATURDAY NIGHT LIGHTS EXPERIENCE

On Super Bowl eve, Sports Illustrated, the most iconic brand in sports, hosts a marquee party, bringing guests an unforgettable experience around the most high-profile sporting event of the year.

Event producers MGE, Talent Resources Sports, ABG Entertainment, and David Grutman aim to please planning only a bigger and better experience. Headlining talent is complimented by the best DJ's and live video mixing throughout the night for all attendees to revel in at the best event experience of the weekend!

The luxury VIP event will be an elite playground for those in town for the big game with a myriad of branded partner integrations, photo opportunities, and the biggest names in entertainment and sports on our incredible red-carpet entrance! Great food, drinks, and branded giveaways thanks to our brand partners will round out this incredible evening at the world-famous Fontainebleau Miami Beach!

VENUE

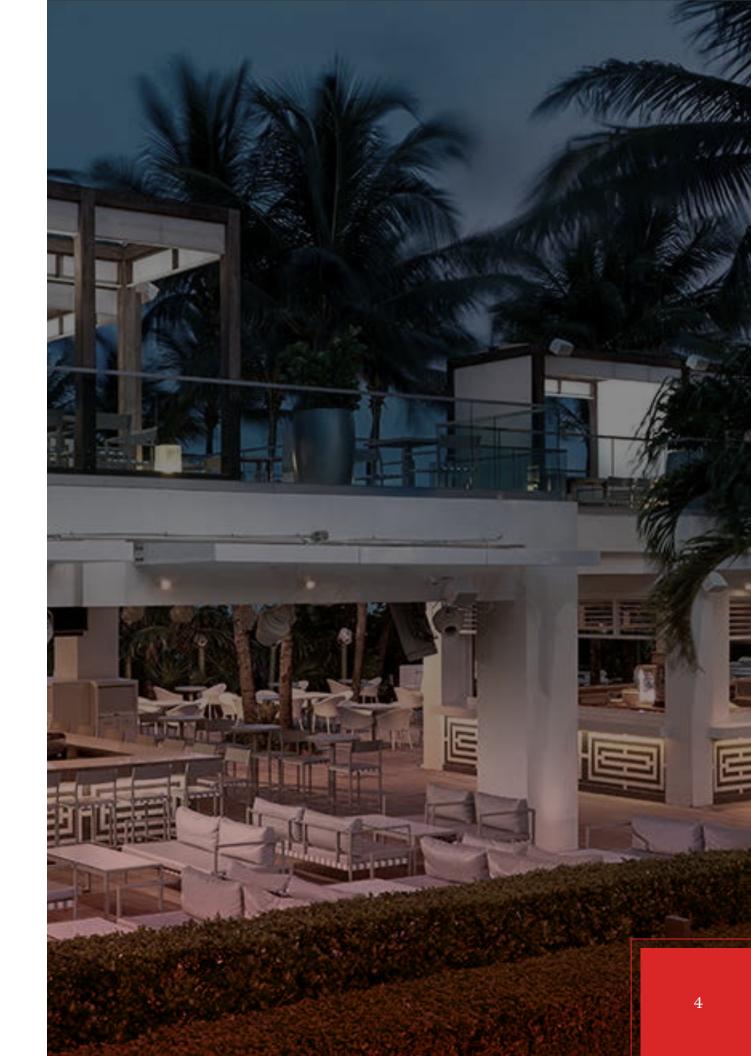
FONTAINEBLEAU

EXPERIENCE A MIAMI LEGEND

The iconic Miami Beach property is situated on oceanfront Collins Avenue in the heart of Millionaire's Row, Fontainebleau Miami Beach is one of the most historically and architecturally significant hotels on Miami Beach. There is no better venue to be the host property for the NFL and our Saturday Night Lights event for Super Bowl LIV Weekend.

From Frank Sinatra, Elvis Presley and Lucille Ball in its former life to Katy Perry, Rihanna, or Cardi B in its current state, it remains to be the primary place to "see and be seen" in Miami. See you there!





FONTAINEBLEAU































MUSIC

LIL JON • DIPLO • WILL.I.AM • FLO RIDA • BLACK EYED PEAS
• PASTOR TROY

SPORTS

AARON JUDGE • MYLES JONES • EMMITT SMITH • EVANDER HOLYFIELD • BAKER MAYFIELD • KYLER MURRAY • DAVID JOHNSON • LEONARD WILLIAMS • MILES PLUMLEE • CALAIS CAMPBELL • ALY RAISMAN • MATTHEW BERRY • AMARI COOPER • TAYLOR BISCIOTTI • ALSHON JEFFERY • MARCEDES LEWIS • URBAN MEYER

LIFESTYLE

DANNYTREJO • SHAUN ROSS • DANIELLE HERRINGTON • KATE BOCK • DANA TAYLOR • JASMINE SANDERS • HAILEY KALIL • JB SMOOVE • JONATHAN CHEBAN • KALEB O. LEE



SUPER BOWL 2019: STAR SIGHTINGS

DANNY TREJO & SNOOP DOGG
The actor celebrated the LA Rams with fellow
Los Angeles native Snoop Dogg at Sports
Illustrated's Super Bowl party with sbe's Hyde
Sunset and Talent Resources Sports.



THE BEST CELBRIOTY MOMENTS OF SUPER BLOWL 53

LIL WAYNE

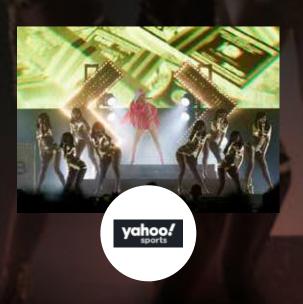
Lil Wayne shares his talents at the Sports Illustrated Saturday Night Lights party.



PR IMPRESSIONS

SUPER BOWL: INSIDE SUPER SATURDAY NIGHT'S HOTTEST EVENTS IN ATLANTA

Super Bowl weekend hit overdrive on Saturday with a barrage of high-profile events in nearly every corner of Atlanta.



CARDI B, BRUNO MARS, MEEK MILL ROCK SUPER BOWL WEEKEND PARTIES

Atlanta has been in full Super Bowl mode all week, and not surprisingly, the dozens of events taking place in town in advance of the big game reached a peak on Saturday.



A PEEK INSIDE SOME OF ATLANTA'S HOTTEST SUPER BOWL PARTIES

The parties really heat up the Friday and Saturday night before the big game, and this weekend in Atlanta was no different.

Before the Patriots beat the Rams 13-3 in Super Bowl LIII on Sunday night, the celebrities hit the town. The Maxim party is always one of the biggest events, but Sports Illustrated also always comes through with a big bash, this time turning the College Football Hall of Fame into Party Central.

TOP 10 INFLUENCERS WHO POSTED

pieces of content from inflencers

over 6 hours.





















were cultivated

to post exclusive,

enaging content.

who people who were not at the event got to experience it.

O INSTAGRAM



SNAPCHAT .



THANKYOU

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