



Presented by



SUPER BOWL WEEKEND 2021

TAMPA, FLORIDA

FEBRUARY 4TH-7TH, 2021

SCHEDULE OF EVENTS

THURSDAY

February 4th, 2021
Celebrity Golf Tournament



SATURDAY

February 6th, 2021
21st Annual Celebrity Flag
Football Game



Tampa



THURSDAY February 4, 2021

- Hosted by Mike Ditka, Ron Jaworski, Michael Irvin, Terrell Davis, Doug Flutie, Andre Reed
- Location = TPC Tampa Golf Course



*Players subject to change

21ST ANNUAL CELEBRITY FLAG

FOOTBALL CHALLENGE



- **CELEBRITY SWEAT** PRODUCES AND HOSTS THE ANNUAL **CELEBRITY FLAG FOOTBALL GAME** EVERY YEAR, BRINGING TOGETHER THE BEST OF MORE THAN 20 ATHLETES AND CELEBRITIES
- THE **GAME** WILL TAKE PLACE ON SUPER BOWL SATURDAY IN CONJUNCTION WITH THE **NFL** HOST COMMITTEE ON THE CLEARWATER BEACH/PIER 60 (ADHERING TO PROPER **COVID** SOCIAL DISTANCING GUIDELINES AND SANITATION PROTOCOL)

THE 21ST ANNUAL CELEBRITY GAME – THE REMATCH IS

CONFIRMED!

- **DOUG FLUTIE** WILL BE ACCOMPANIED BY HIS HALL OF FAME CAPTAIN ONCE AGAIN, **ANDRE REED**, INVITING NBA HALL OF FAME, **ROBERT HORRY**, TO JOIN
- **DONOVAN McNABB** WILL BE ACCOMPANIED BY HIS HALL OF FAME CAPTAIN ONCE AGAIN, **MICHAEL IRVIN**, ALONG WITH NBA HALL OF FAME, **TRACY McGRADY**

THIS EVENT ALWAYS SUPPORTS FIRST RESPONDERS AND MILITARY MEMBERS-- THIS YEAR SUPPORTING **MacDILL AIR FORCE BASE** HERE IN TAMPA

21ST ANNUAL CELEBRITY FLAG FOOTBALL GAME

FEBRUARY 6TH, 2021

TAMPA 2PM—4PM EST



QB's

Donovan McNabb



Doug Flutie



Captains

Michael Irvin



Andre Reed



Tracy McGrady



Robert Horry



ESPN NEWS



ESPN

MORE THAN 20 CELEBRITIES TO PARTICIPATE

*Players subject to change

SPECIAL COVID SUPER BOWL OFFER

- SUPER BOWL WEEKEND WILL BE LIMITED WITH LIVE EVENTS
 - ✓ EXTRA FOCUS AND IMPORTANCE ON TV AND AUDIENCE VIEWERSHIP – BRAND INTEGRATION
 - ✓ EXPECT MILLIONS OF VIEWERS TO TUNE IN TO CATCH SUPER BOWL EXCITEMENT FROM THE SAFETY AND COMFORT OF THEIR HOMES
- LIVE ON ESPN THE NETWORK AND THE APP– 2PM – 4PM EST ON SUPER SATURDAY

21st Annual Celebrity Flag Football Game:

VIP TV Package - \$35,000

- ☐ **Commercial time – 1-minute increments (additional time can be purchased as needed)**
- ☐ **Bonus Assets:**
 - ☐ **6 VIP tickets to the Celebrity Game (can be used for social and digital purposes)**
 - ☐ **VIP access to social teams for content generation**
 - ☐ **Virtual Meet and Greet with Captains or Quarterbacks to use at your discretion**

SPECIAL COVID SUPER BOWL AND CELEBRITY GOLF COMBO OFFER

21st Annual Celebrity Flag Football Game and Celebrity Golf
tournament package:

VIP TV PACKAGE: - \$55,000

- ☐ ONE MINUTE OF COMMERCIAL TIME / ESPN/ CELEBRITY GAME – LIVE
FEB. 6TH
- ☐ 2 AUTOGRAPHED GAME BALLS TO USE AT YOUR DISCRETION
- ☐ 6 VIP TICKETS TO ATTEND CELEBRITY GAME/ VIP “BUBBLE”
- ☐ ONE MINUTE OF COMMERCIAL TIME ON NBC GOLF/ PRIVATE CELEBRITY
GOLF TOURNEY ON FEB. 4TH/ TPC TAMPA GOLF COURSE/ ON AIR: APRIL 14,
2021
- ☐ ONE VIP FOURSOME TO USE AT YOUR DISCRETION / PRIVATE EVENT
- ☐ BRANDED FLAG AND TEE MARKERS AT ONE DEDICATED HOLE



GOLF
CHANNEL

ESPN

PHOTOS FROM RECENT FOOTBALL AND GOLF EVENTS

Nelly, The Bella Twins, and Doug Flutie



Terry Crews



Quavo (Migos) and Michael Irvin



Doug Flutie and Donovan McNabb



Michael Vick



Doug Flutie



Evander Holyfield and The Bella Twins



Ludacris



Military Members



Tracy McGrady and Army Vet



Chris McDonald, Kevin Dillon, Brian Urlacher, Quinton Aaron



1985 Champion Chicago Bears





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