

A large crowd of people at a concert, with a stage in the background where several people are performing. The scene is lit with bright stage lights, creating a vibrant atmosphere.

Eli Lunzer Productions

PRESENTS

**Sports
Illustrated**
The Party

FEBRUARY 12, 2022

Sports Illustrated

The Party

Sports Illustrated, the most iconic brand in sports, hosts this annual marquee party, bringing guests an unforgettable experience around the most high-profile sporting event of the year.

In 2020, Sports Illustrated The Party took place at the world famous Fontainebleau in Miami with performances by Marshmello, DaBaby, Black Eyed Peas, and DJ D.Sol. With over 3,000 in attendance The Party was the most talked about experience outside of the game.

Talent Resources Sports and **ABG Entertainment** aim for a bigger and better party each year. Following up 2020's epic event, for the 2022 Big Game weekend, The Party is bringing this all-star experience to Los Angeles, taking over an incredible venue and creating moments that can't be missed.

Over
3,000
guests



PRESENTED BY:

Sports Illustrated

ABG
ENTERTAINMENT

TALENT RESOURCES
SPORTS **TRS**

Sports Illustrated

THE MOST TRUSTED NAME IN SPORTS SINCE 1954

MERGING THE
WORLDS OF
SPORTS, CULTURE,
AND ENTERTAINMENT

A POWERHOUSE MEDIA AUTHORITY

For more than 65 years, Sports Illustrated has shaped the narrative around sports, capturing moments, and making them history. As an unparalleled & influential leader in culture, SI creates communities that connect players, teams, and fans to the world of sports.



Sports Illustrated

THE AUTHORITY IN SPORTS
CULTURE AND ENTERTAINMENT

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

SI.com

A FASTEST-GROWING
TOP 10 SPORTS WEBSITE

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

**Sports Illustrated
swim**

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.

**Sports Illustrated
SPORTSPERSON
of the YEAR**

THE MOST PRESTIGIOUS HONOR
IN ALL OF SPORTS SINCE 1954

A celebration of the spirit of sportsmanship
& achievement, this awards event generates
massive buzz, spotlighting greatness inside
and outside the competitive arena.

THE BETTING DESTINATION

SI's unique destination for all things
betting, gambling, & wagering.



17 MILLION+
LOYAL READERS
ANNUALLY



30 MILLION+
UNIQUE
MONTHLY
VISITORS



70 MILLION+
CONSUMERS
REACHED
ANNUALLY



5.5 BILLION+
GLOBAL MEDIA
IMPRESSIONS

**SI SPORTS ILLUSTRATED
SPORTSBOOK**

COMING SOON!

2020 EVENT HIGHLIGHTS

Coverage by top global media publications including:

- E! News
- LA Times
- The Wrap
- USA Today
- Extra
- ESPN
- Forbes
- TMZ
- InStyle
- Cosmopolitan

OVER
**900
MILLION**
MEDIA
IMPRESSIONS

PIX: Casamigos Presents Sports Illustrated "The Party"

Filed Under: Entertainment, Photo Galleries, Super Bowl in Miami



Casamigos Presents Sports Illustrated "The Party"
MIAMI BEACH, FLORIDA
February 1, 2020

Media Impressions:
17,150,594

<https://miami.cbslocal.com/photo-galleries/2020/02/02/pix-casamigos-presents-sports-illustrated-the-party/>

PEOPLE.COM > FOOD

A Complete Guide to All the Celebrity Parties During Super Bowl Week in Miami

Heading to South Beach for Super Bowl 54? Here are the biggest and best events you need to know about.

By Sonal Dutt January 14, 2020 03:14 PM



Media Impressions:
43,514,974

<https://people.com/food/super-bowl-2020-miami-celebrity-chef-parties/>

USA TODAY

Celebrities at Super Bowl LIV festivities

68 PHOTOS

11:50 p.m. EST Feb. 1, 2020



Nancy Shevell (L) and Paul McCartney at Casamigos Presents Sports Illustrated "The Party" at Fontainebleau Hotel on February 01, 2020 in Miami Beach, Florida.
CRAIG BARRETT, GETTY IMAGES FOR CASAMIGOS

Media Impressions:
36,989,744

<https://www.usatoday.com/picture-gallery/sports/nfl/super-bowl/2020/01/28/celebrities-super-bowl-2020-photos/460260002/>

Forbes

10,123 views | Jan 24, 2020, 10:38am

Super Bowl LIV: The Best Events During Big Game Weekend In Miami

Taylor Boozan Contributor
Travel



Miami is not only gearing up to play host to Super Bowl LIV, but a number of star-studded, A-list celebrations that will have the 305 buzzing all weekend long. Below, a list of the best events throughout Big Game weekend to look forward to.



Sports Illustrated's "The Party"

Sports Illustrated will be heading to Miami Beach with The Party, its annual marquee event for Big Game weekend. The legendary sports enterprise is joining forces with The Undisputed Group for this year's VIP big-game night at the world-famous Fontainebleau in Miami Beach, Florida. The merging of these industry titans will bring together some of the top names in entertainment and sports at one of the most luxurious oceanfront hotels in Miami Beach. Guests can expect a night of unforgettable musical performances by Marshmello and the Black Eyed Peas, dancing complemented by live video mixing by DJ Irie and cocktails by Casamigos. VIP tickets and bottle service are available for purchase here.

Media Impressions:
29,788,885

<https://www.forbes.com/sites/taylorboozan/2020/01/24/super-bowl-liv-the-best-events-during-big-game-weekend-in-miami/#254d4b375f26>

OVER
**90
PLACEMENTS**
ACROSS BROADCAST,
PRINT & DIGITAL

THE PARTY 2022

After a hiatus in 2021, the biggest party of Big Game weekend is back to deliver everything fans have been waiting for! Hosted in an exclusive, yet-to-be-revealed location in the entertainment capital of the world, Sports Illustrated The Party 2022 will offer fans a unique and unmatched experience. With musical performances from award-winning artists and curated one-of-a-kind experiences, The Party will provide an elite playground for A-list guests from the worlds of sports, entertainment, and business.

Brands taking part in this exclusive event will have the opportunity to align with top-tier talent and a world-recognized media partner for an experience that always delivers on celebrity star power, countless photo opportunities and PR-worthy moments, and a variety of product and logo placements to drive brand awareness.



**Branded
Partner
Integrations**



**Live
Performances**



**Photo
Opportunities**



**Countless
Buzzworthy
Moments**

THE EXPERIENCE

**ARTIST
PERFORMANCES**

**PREMIER
HOSPITALITY**

**PRIME
LOCATION**

**IMMERSIVE
BRAND
ACTIVATIONS**



THE PERFORMERS

The Party's lineup of world-renowned performers continues to set the standard for entertainment.
Past performances include:



LIL YANNY



SNOOP DOGG



MARSHMELLO



DaBABY

CELEBRITY ATTENDEES

Sports Illustrated events bring together some of the top names in sports and entertainment.

**PAUL MCCARTNEY | ELON MUSK | LIL JON | WIZ KHALIFA | TERRELL OWENS | JOE MONTANA
JERRY RICE | THE FAT JEWISH | SAQUON BARKLEY | FOODGOD | JEFFREE STAR | NINJA | AND MORE**



2022 PROMOTIONS

As a premier sports publication, Sports Illustrated makes the most of robust marketing initiatives and promotions around The Party are no exception.

EARLY DECEMBER 2021



EVENT ANNOUNCEMENT

- Initial press release announcing The Party distributed to top global media publications
- Exclusive interviews
- Digital and social media promotions

FEBRUARY 2022



CONTINUED MARKETING & PROMOTIONS

- Digital promotion blitz
- Social media promotions leveraging performers + influencers who will be attending

2021

NOV

DEC

2022

JAN

FEB

MAR



MID JANUARY 2022

MARKETING & PRESS

- Official press release announcing The Party's full experience and performers distributed to top global media publications
- Digital and social media promotions
- Out of home promotions



MID FEBRUARY 2022

POST EVENT PRESS

- Post event media alert distributed to global media publications
- Post event promotions and highlights pushed across social and digital platforms



BRAND PARTNERSHIPS

Sports Illustrated The Party is the premier go-to event leading up to the big game. For those brand partners looking to stand out and make a large impact, The Party offers comprehensive partnership packages that deliver.

360° PARTNERSHIP PROGRAM

Offering fully integrated curated partnership packages as well as **custom packages, available upon request.**



Presenting Partner:
\$500K

Premier Partner:
\$250K

Brand Partner:
\$150K

PRESENTING PARTNER

\$500,000

MARKETING & MEDIA

- Category exclusivity
- IP Rights to The Party to include the ability for retailer and consumer incentive programs & contest opportunities
- Brand Identity (Name/Logo) included in the following as presenting partner:
 - o Official event website
 - o Official event invite
 - o Video invitations for the event (pre-event invitation and post event sizzle)
 - o Recognition in all event press releases & media outreach (pre- and post event)
 - o Brand identity inclusion in social media and digital outreach as the presenting partner
 - o Brand identity inclusion in out of home running in Los Angeles
- Two (2) custom social posts (one (1) pre and one (1) post) to enhance consumer engagement on Sports Illustrated official Instagram handle

LIVE EXPERIENCE

- Brand Identity (Name/Logo) included in the following:
 - o Brand identity inclusion in the media wall entrance
 - o Brand identity inclusion on all rotating multimedia or LED displays throughout the event
- Activation space up to 20' x 20' for branded experience (custom build not included)
- Dedicated photographer/videographer to capture all integrations and VIP experiences, photographs and customized video sizzle
- Product inclusion in up to fifty (50) VIP gift bags distributed to influencers, celebrities, and the performers in attendance
- Hospitality Inclusions:
 - o One (1) Tier 1 VIP table for up to 10 guests
 - o One (1) Tier 2 VIP tables for up to 10 guests
 - o Fifty (50) VIP tickets to The Party
 - o Concierge Style service and dedicated check-in area with expedited entry for all VIP guests

The Presenting Partner will be the lead brand across all marketing promotions and have the largest representation at The Party and at all touchpoints.

PREMIER PARTNER

\$250,000

MARKETING & MEDIA

- Category exclusivity
- Brand Identity (Name/Logo) included in the following as premier partner:
 - o Official event website
 - o Official event invite
 - o Video invitations for the event (pre-event invitation and post event sizzle)
 - o Recognition in all event press releases & media outreach (pre- and post event)
 - o Brand identity inclusion in social media and digital outreach to include e-blasts, ticketing website, and official social media channels for the event as the premier partner
 - o Brand identity inclusion in out of home running in Los Angeles
- One (1) custom social post to enhance consumer engagement on Sports Illustrated official Instagram handle leading up to The Party

LIVE EXPERIENCE

- Brand Identity (Name/Logo) included in the following:
 - o Brand identity inclusion in the media wall entrance
 - o Brand identity inclusion on all rotating multimedia or LED displays throughout the event
- Activation space up to 10' x 10' for branded experience (custom build not included)
- Dedicated photographer/videographer to capture all integrations and VIP experiences photographs and customized video sizzle
- Hospitality Inclusions:
 - o One (1) Tier 1 VIP table for up to 10 guests
 - o Twenty (20) VIP tickets to The Party
 - o Concierge Style service and dedicated check-in area with expedited entry for all VIP guests

BRAND PARTNER

\$150,000

MARKETING & MEDIA

- Category exclusivity
- Brand Identity (Name/Logo) included in the following as brand partner:
 - o Official event website
 - o Official event invite
 - o Video invitations for the event
(pre-event invitation and post event sizzle)
 - o Recognition in all event press releases & media outreach (pre- and post event)
 - o Brand identity inclusion in social media and digital outreach to include e-blasts, ticketing website, and official social media channels for the event as the brand partner
 - o Brand identity inclusion in out of home running in Los Angeles
- One (1) custom social post to enhance consumer engagement on Sports Illustrated official Instagram handle leading up to The Party

LIVE EXPERIENCE

- Brand Identity (Name/Logo) included in the following:
 - o Brand identity inclusion in the media wall entrance
 - o Brand identity inclusion on all rotating multimedia or LED displays throughout the event
- Activation space up to 10' x 10' for branded experience (custom build not included)
- Hospitality Inclusions:
 - o Ten (10) VIP tickets to The Party

Thank You

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