



A1 HOUSE

SUPER BOWL LVII
SCOTTSDALE, AZ

A1 HOUSE

SCOTTSDALE, AZ — INDOOR - 10,000 SQ FT

MKTG



Welcome to the **A1/MKTG House 2023!** This 10,000 square foot masterpiece is the premiere destination for high profile celebrities and VIP guests throughout Super Bowl week 2023. Located in Old Town Scottsdale and mere blocks from the city's preeminent shopping, dining and nightlife Entertainment District, this three-story architectural marvel features a private heated pool, elevator, game room, chef's kitchen, entertainment deck and more, and we are excited to work with our select brand partners to execute a luxury experience like no other!

Athletes**1**First



FRONT COURTYARD / PATIO





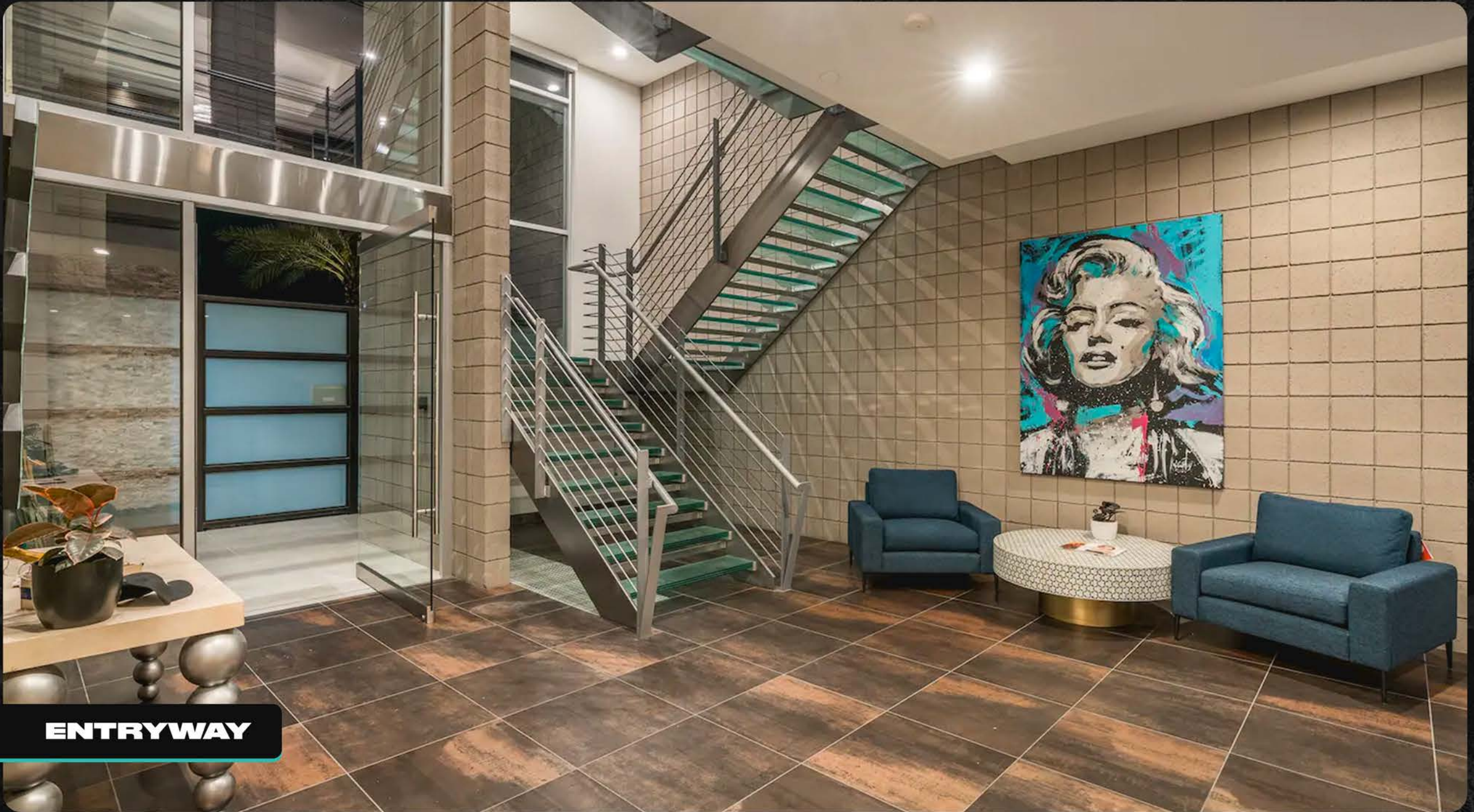


AthletesFirst

PRIVATE POOL



DOWNSTAIRS DEN



ENTRYWAY

AthletesFirst

GAME ROOM / FLEX SPACE

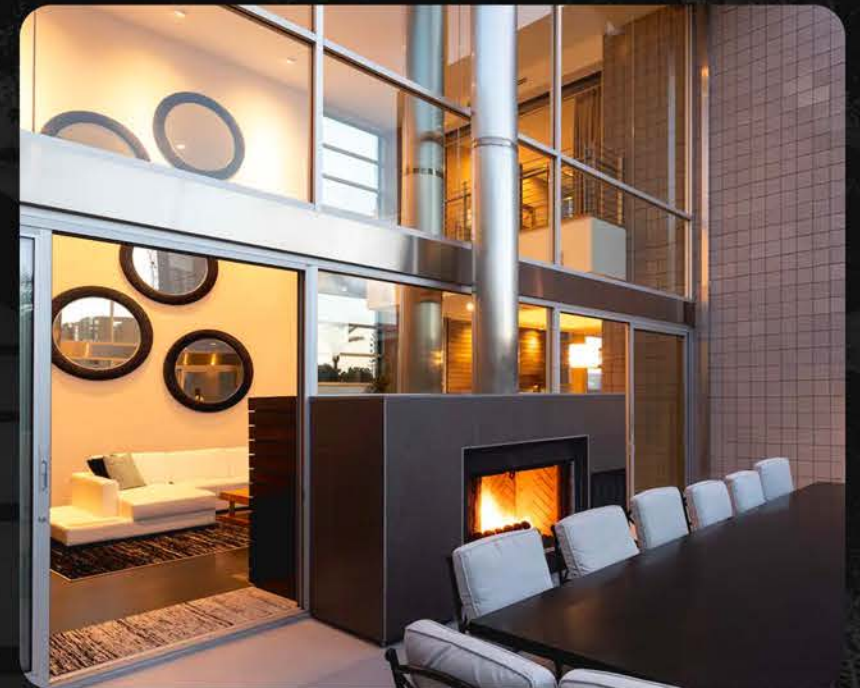




GUEST HOUSE



LIVING / DINING SPACE





ED REED + REGGIE WAYNE



2022 A1 HOUSE

LOS ANGELES, CA

500+

TOTAL ATTENDEES

ACROSS THE 4-DAY EVENT



2022 A1 HOUSE SPONSORS



LOVESAC

harman/kardon[®]
by HARMAN

CBRE



TECHNOGYM[®]



level
LOS ANGELES

AMAZEBOWLS
acai & smoothie bowls

COOLHAUS.



SHAKE  SHACK[®]



TRULY
Hard Seltzer

AQUA
HYDRATE



AMERICA UNITED SODAS



HAPPY
HOUR
TEQUILA SELTZER

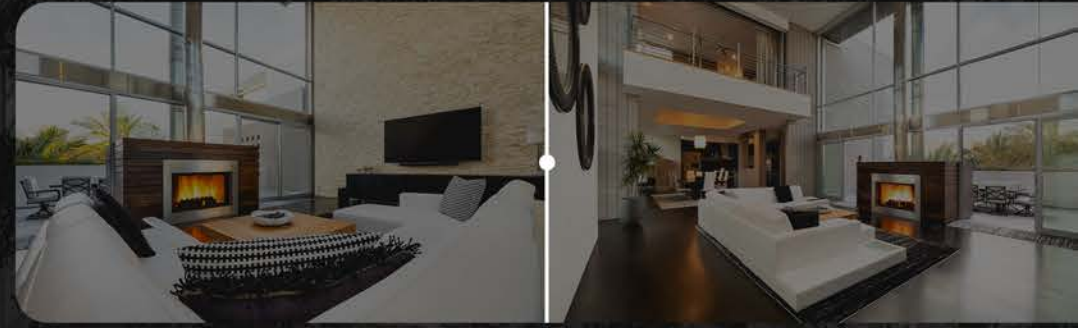


Boozy Bites
by PRIM IMPROPER 

2022 A1 HOUSE REGAP

[CLICK HERE](#)





SPONSORSHIP PACKAGE OPTIONS

A1 HOUSE
SCOTTSDALE, AZ

EVENT NAMING RIGHTS

- 1 Sponsor will receive recognition in the naming of the experience:
A1 HOUSE "Brought to you by sponsor".

ATHLETE APPEARANCES

- 2 Ability to develop athlete experiences within the footprint (E.G. Video Game Tournament).

EVENT CREATION

- 3 Ability to build out customized sponsor events (E.G. Beer Pong Tournament, Culinary Experience, etc.).

BRANDED SIGNAGE

- 4 Physical signage throughout the event space and opportunity for step and repeat photos.

MARKETING ASSETS

- 5 Sponsors to be supplied with photos / videos of events to be used as they see fit.

ACTIVATION SPACE

- 6 Ability to secure private dedicated activation and hospitality space within A1 House.

PRODUCT INTEGRATION

- 7 Promotional giveaways and sponsor merchandise to be seeded to select athletes and celebrities.

EVENT TICKETS

- 8 Sponsor will receive ten (10) VIP tickets to the A1 House. Great hospitality use for B2B, B2C, employee appreciation, etc.