Sports Illustrated

The Party

SATURDAY, FEBRUARY 1, 2020

EVENT RECAP

Sports Illustrated heats up the biggest weekend in sports with its unparalleled marquee event, The Party. From athletes to musicians to Hollywood A-listers, the star-studded Big Game Celebration is an elite playground for partygoers. With top-notch musical performances, branded partner integrations, and captivating photo opportunities “The Party” fuses the world of sports and entertainment as only Sports Illustrated can.

On Saturday
February 1, 2020 in
Miami Beach
at the iconic Fontainebleau

Attendees included
3000
celebrities, VIPs,
and ticketed guests

915,239,129+
Media Impressions

PERFORMERS

MARSHMELLO • BLACK EYED PEAS • DaBABY • SAWEETIE • Brian King Joseph

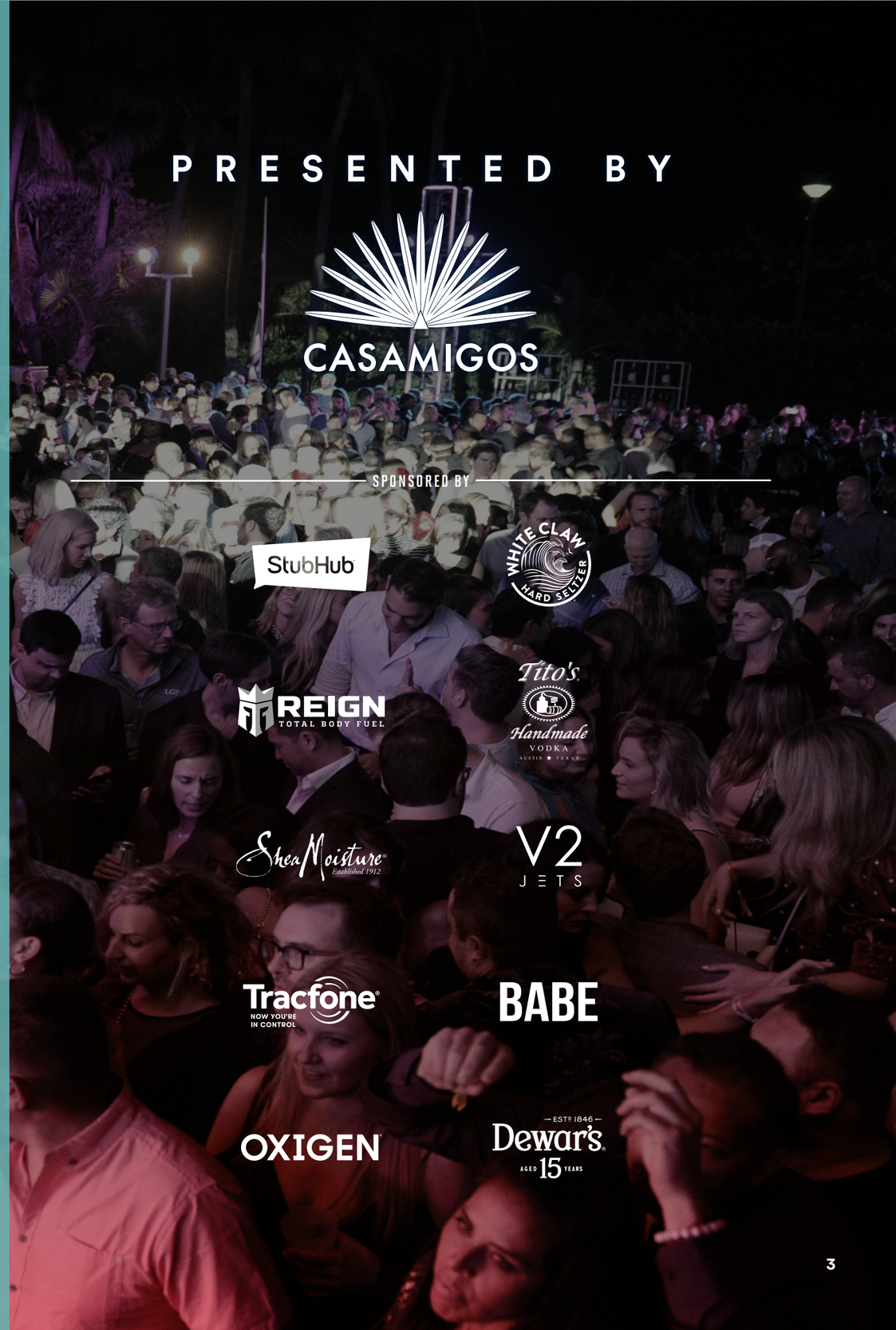
SOUNDS BY DJ D-Sol • IRIE • PAOLA SHEA

PARTNER/SPONSORS

Casamigos was the official partner of The Party.

Sponsors included:

- StubHub
- White Claw
- Reign Total Body Fuel
- Tito's Vodka
- Shea Moisture
- V2Jets
- Tracfone
- BABE
- Oxigen
- Dewar's Scotch Whisky
- Snack Pop



CELEBRITY ATTENDEES

The evening brought 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 | NINA | AND MORE

MEDIA HIGHLIGHTS

Press in attendance at The Party included:

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

& MORE

SPORTS ILLUSTRATED'S The Party was featured across top-tier sports, entertainment, and general news outlets.

915,239,129+
MEDIA IMPRESSIONS

90
PLACEMENTS
ACROSS BROADCAST, PRINT & DIGITAL

PRINT

MEDIA HIGHLIGHTS

Media Impressions: 5,968,476

NEW YORK POST

Page Six

SATURDAY, FEBRUARY 1, 2020/Mostly cloudy, 48°/ Weather: P. 37 ★ ★ LATE CITY FINAL nypost.com $2.00

Miami on SI's mind

Pricey Super Bowl party set for revamped mag

By KEITH J. KELLY

Sports Illustrated's highly anticipated magazine redesign will debut at a Super Bowl party on Saturday that in and of itself is a sign of changing times at the 66-year-old sports publication.

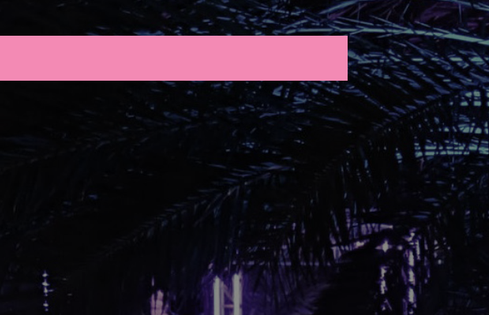
In perhaps the starkest indication that Sports Illustrated is under new ownership, the companies behind it are throwing a public Super Bowl party at Miami's Fontainebleau hotel — and charging admission. "VIP" tickets cost $999 for an open bar. "VIP Tables" tickets, offering "premium bottle service," cost $20,000.

The party will feature the Black Eyed Peas and SI's new monthly magazine, which is now printed on a heavier, glossier paper and focuses entirely on long-form journalism.

The party is being run by Authentic Brands Group, which paid $[illegible] million to buy the rights [illegible] Maven, a tech

Out of a bind

The remastered Sports Illustrated concentrates on long-form feature stories rather than newsy short articles about team wins and losses.



brands like Rachael Ray and Maxim, then forked over $45 million for a 10-year licensing deal to run the magazine and digital site.

trated, told The Post. "More like a Vanity Fair for sports."

The issue opens with a gatefold cover of the nine NFL legends who won Super

sue now on newsstands carry Super Bowl themes, but won't try to cover the clash between the Kansas City Chiefs and San Fran-

back to a Super Bowl box pool in upstate New York. There's also a speculative piece on whether Arch Manning, the teen nephew of [illegible] QB yet.

[illegible]@nypost.com

Media Impressions: 852, 258

VOLUME 117 No. 140
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SATURDAY FEBRUARY 1 2020

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Mostly cloudy with isolated storms 79°/57° See 27A

Miami Herald

IN MY OPINION | SUPER BOWL WITH A SMIRK

Super Bowl means parties, but they're not cheap

BY GREG COTE
gcote@miamiherald.com

Super Bowl With a Smirk is back with the fifth and last of our daily needling jabs at the self-important NFL and the oversized gravitas of its big game. Flying under the banner, "Make Fun, Not War," Smirk is an annual Super Bowl Week feature in the Miami Herald on years we remember to do it.

Well, the big Super Bowl weekend is finally here! The game itself? Yeah, that's pretty big, too. But I meant the parties!

A small sampling:

Rob Gronkowski's "Gronk Beach" party is Saturday on Miami Beach featuring open tiki bars, Hawaiian barbecue and hula dancers, all for $800. An upgraded "Big Game Royalty Experience" costs $1 million and includes a ride on **Shaq O'Neal's** shoulders.

make this s--- up, folks.

The pricey "Taste of the NFL" fundraiser to feed the homeless is Saturday night at the Diplomat, with menus from chefs repping every team. Chiefs are serving Moroccan Lamb Harira. From Niners you get Dungeness Crab Fried Rice. The Dolphins are serving Verlasso Seared Salmon BLT. And, as always, because the Fins haven't played in a Super Bowl since 1984, Miami's main course will be served with a traditional Glaze of Dolfan Tears.

Michael Rubin's Fanatics SB party is Saturday at the Loews hotel, featuring music by **Post Malone**, **Meek Mill**, **Migos**, **The Chainsmokers** and more. Question: Before Post Malone got famous, did he go by Pre Malone?

"Sports Illustrated the Party" is Saturday at the Fontainebleau, with **Marshmello**, Black Eyed Peas and Da Baby. Hmm. Didn't SI just lay off about half its editorial staff? *Party on!*

Smirk culled through his own stack of exclusive A-list party invites to top-end celebrity soirees and will be attending the Super Bowl party hosted by a dude claiming to be the half-

TOMMASO BODDI Getty Images for Warner Music

It will cost you $800 if you want to go to Rob Gronkowski's party.

• The NFL Awards Show at the Arsht Center on Saturday night will be hosted by **Steve Harvey**. Prediction: **Lamar Jackson** will win the MVP, but Harvey will inadvertently announce the honor goes to Miss Colombia. (P.S., put **Zach Thomas** in Canton, please).

tee and its counterpart for next year's game, Tampa, will stage a ceremonial "handoff." Fox-TV rules analyst **Mike Periera** is expected to be on hand to lay blame should the handoff be fumbled.

• The news conference with the winning-team coach and quarterback will also be Monday. No location yet, though, because **Andy Reid** and **Patrick Mahomes** have not decided.

• Chiefs will beat 49ers 35-31 Sunday, says EA Sports' official "Madden NFL 20" video-game simulation. Of more note, at Cincinnati Zoo, Fiona the hippo also picked K.C., although she vomited while doing it.

• **David Grutman**, owner of the popular LIV nightclub in the Fountainebleau, is reveling in the free publicity from Super Bowl LIV being here. "My favorite part of the night now is driving through Miami and seeing 'LIV' all over," he told CBS Sports. "It's the best thing ever."

Trivia: The club, founded in 2008, was not presciently named with future Super Bowl Roman numerals in mind. The name is an homage to the Fountainebleau's founding in 1954 and to

ster for an analysis of this year's Super Bowl. The response: "A 49er was one taking part in the rush to California for gold in 1849. A chief is a person accorded highest rank or office."

• Pizza Hut is giving cash, free food and tickets to next year's Super Bowl to the first couple to give birth to twins after Sunday's kickoff. The company denied it's a publicity stunt.

• Super Bowl ads update: The E-Trade baby who debuted in a 2008 commercial is now a sullen preteen who hates his parents and is presently locked in his bedroom listening to the Avenged Sevenfold song "Nightmare" on a continuous loop.

• New York City's Old Homestead Steakhouse is offering a dinner for four with four tickets and airfare to the 2022 Super Bowl. Cost: $154,000. A bargain, actually. The same publicity-seeking joint offered a $181,000 Thanksgiving dinner last year.

• Super Bowl Tip Dujour: Finally, surprise your guests Sunday with an entirely healthy menu featuring beet salad, tofu, kale and plant-based burgers. Then bolt all the doors so nobody can leave.

305-376-3492.

Media Impressions: 201,128

- **Jaime King** (above) preparing a platter of gluten-free and chef-inspired Feel Good Foods snack bites in L.A.
- **2 Chainz** performing for the crowd at Rockwell nightclub in Miami Beach.
- **Jennifer Beals** talking to *Us* about *Flashdance* possibly getting a new life as she attended the Campari-sponsored Costume Designers Guild Awards in Beverly Hills.
- **Paul McCartney** and Casamigos cofounder **Rande Gerber** watching the Black Eyed Peas perform at *Sports Illustrated*'s Super Bowl party in Miami.
- **The Rock** working out at an Equinox in London.
- **Paris Hilton** deejaying for two hours at Wall Lounge at W South Beach in Miami.
- **Blair Underwood** and the cast of *A Soldier's Play* celebrating at the Crown in NYC's Chinatown.
- **Demi Lovato** splitting appetizers with pals at Komodo in Miami's Brickell.
- **Swae Lee** celebrating the launch of his collection with **Giuseppe Zanotti** at Saks Fifth Avenue in Miami.

Got some hot gossip? Email HOTHOLLYWOOD@USMAGAZINE.COM

USMAGAZINE.COM | 31

BROADCAST

MEDIA HIGHLIGHTS

GMA

Media Impressions: 2,886,468

http://mms.tveyes.com/transcript.asp?StationID=170&DateTime=2/2/2020%208:40:52%20AM&playclip=true&pbc=search%3a%2b(sports+illustrated+super+bowl+party)

PIX: Casamigos Presents Sports Illustrated "The Party"

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

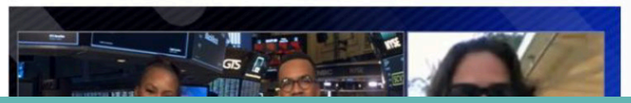
Casamigos Presents Sports Illustrated "The Party""

MIAMI BEACH, FLORIDA - FEBRUARY 01: Marshmello at Casamigos Presents Sports Illustrated "The Party" at Fontainebleau Hotel on February 01, 2020 in Miami Beach, Florida. (Photo by Craig Barritt/Getty Images for Casamigos)

Media Impressions: 17,150,594

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

cheddar



Media Impressions: 100,000 Broadcast 58,281 Online

https://cheddar.com/media/why-brands-throw-lavish-super-bowl-parties-with-tickets

DIGITAL

MEDIA HIGHLIGHTS

Feedback Like 18.4M

Monday, Feb 10

Daily Mail .com

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Paul McCartney's wife Nancy Shevell, 60, dazzles in a scarlet wrap dress on dinner date with husband, 77, in Miami at Casamigos Sports Illustrated party

By REBECCA LAWRENCE FOR MAILONLINE

PUBLISHED: 05:38 EST, 2 February 2020 | UPDATED: 13:23 EST, 2 February 2020

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Daily Mail tv 3PM-4PM ON PIX11 NEW YORK'S VERY OWN PIX11

They have been married for nine blissful years.

And Paul McCartney, 77, and wife Nancy Shevell, 60, still looked as loved up as ever as they headed on a dinner date at Casa Tua Italian restaurant in Miami on Saturday.

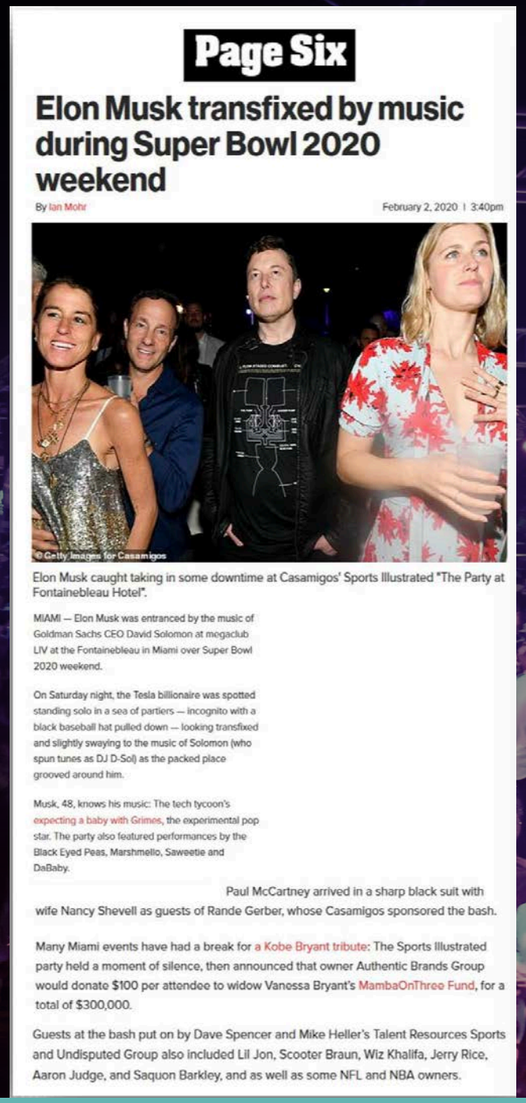
The couple left the venue arm in arm after catching up with friends inside the eatery before making their way to Casamigos Sports Illustrated's Super Bowl bash 'The Party' at the Fontainebleau Hotel in Miami Beach.

© Mariel Nigro / BACKGRID

Cute couple: Paul McCartney, 77, and wife Nancy Shevell, 60, still looked as loved up as ever as they headed on a dinner date at Casa Tua Italian restaurant in Miami on Saturday

Media Impressions: 80,000,000

https://www.dailymail.co.uk/tvshowbiz/article-7957829/Paul-McCartneys-wife-Nancy-Shevell-60-dazzles-scarlet-wrap-dress-dinner-date.html



Page Six

Elon Musk transfixed by music during Super Bowl 2020 weekend

By Ian Mohr February 2, 2020 | 3:40pm

© Getty Images for Casamigos

Elon Musk caught taking in some downtime at Casamigos' Sports Illustrated "The Party at Fontainebleau Hotel".

MIAMI — Elon Musk was entranced by the music of Goldman Sachs CEO David Solomon at megaclub LIV at the Fontainebleau in Miami over Super Bowl 2020 weekend.

On Saturday night, the Tesla billionaire was spotted standing solo in a sea of partiers — incognito with a black baseball hat pulled down — looking transfixed and slightly swaying to the music of Solomon (who spun tunes as DJ D-Sol) as the packed place grooved around him.

Musk, 48, knows his music: The tech tycoon's expecting a baby with Grimes, the experimental pop star. The party also featured performances by the Black Eyed Peas, Marshmello, Saweetie and DaBaby.

Paul McCartney arrived in a sharp black suit with wife Nancy Shevell as guests of Rande Gerber, whose Casamigos sponsored the bash.

Many Miami events have had a break for a Kobe Bryant tribute: The Sports Illustrated party held a moment of silence, then announced that owner Authentic Brands Group would donate $100 per attendee to widow Vanessa Bryant's MambaOnThree Fund, for a total of $300,000.

Guests at the bash put on by Dave Spencer and Mike Heller's Talent Resources Sports and Undisputed Group also included Lil Jon, Scooter Braun, Wiz Khalifa, Jerry Rice, Aaron Judge, and Saquon Barkley, and as well as some NFL and NBA owners.

Media Impressions: 5,355,355

https://pagesix.com/2020/02/02/elon-musk-transfixed-by-music-during-super-bowl-2020-weekend/

FOX BUSINESS Money Markets Lifestyle Real Estate Tech Sports TV More Login Watch TV

BUSINESS LEADERS · Published January 23

Goldman CEO to DJ Super Bowl 2020 bash

'It's a great hobby,' says David Solomon

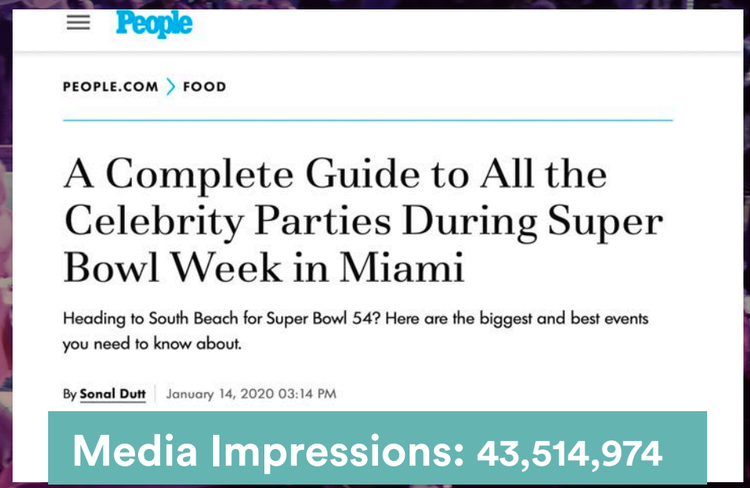
By Julia Limitone | FOXBusiness

Goldman Sachs CEO expects world economy to grow by 3 to 3.5 percent in 2020

Goldman Sachs CEO David Solomon discusses the state of the IPO market, the global economy, consumer banking and DJing at the Sports Illustrated Super Bowl party.

Media Impressions: 3,554,602

https://www.foxbusiness.com/lifestyle/goldman-sachs-ceo-to-dj-sports-illustrated-super-bowl-party



People

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/

DIGITAL

MEDIA HIGHLIGHTS

The New York Times

Let's Get the Party Started, Super Bowl Set for Epic Bash

By Reuters

Jan. 29, 2020

MIAMI — Take one of the world's great party destinations, add a Super Bowl and throw in a milestone celebration like the National Football League's 100th anniversary and you have all the ingredients for an epic bash.

With plenty of sun, surf and sand there is never a need for an excuse to party in Miami but the Super Bowl, back in its favorite city for a record 11th time, has generated an unprecedented buzz dialing up the heat on South Beach.

From Lady Gaga to Post Malone and Black Eyed Peas to Guns N' Roses, many of music's hottest acts will be fronting parties during Super Bowl week, providing a magnet for A-listers, titans of industry and the rich and famous.

If you are up for the classic full monty Super Bowl experience, however, it will cost you much more and you will not lack for choice.

Like the Bootsy event, the AT&T TV Super Saturday Night with Lady Gaga constructed a venue on an island (complete with hurricane certification) while Sports Illustrated has taken over the iconic Fountainbleau Hotel for what it shamelessly bills as "THE PARTY".

"It is because it is Miami, it's a party city, the weather is more conducive and people enjoy going to Miami in the winter as opposed to say Minneapolis," Roger Hyde, the senior vice president of creative services at AT&T in charge of Super Bowl event planning told Reuters.

"We've been doing this for over 10 years and the last five we have great analytics and we are seeing a 600 percent increase of traffic through social and our ticket sites," Michael Heller, the founder of Talent Resources Sports', which is putting together the Sports Illustrated event, told Reuters. "I've never seen anything like this.

"What was harder this year was knowing that there's going to be so many more events to compete with."

Media Impressions: 33,484,705

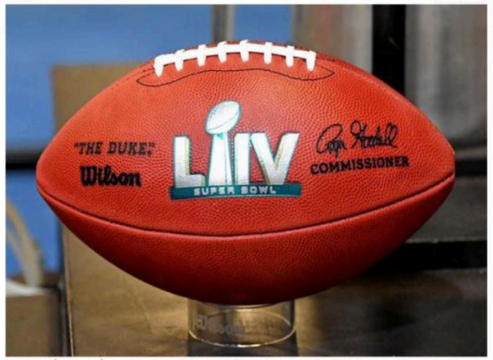
https://www.nytimes.com/reuters/2020/01/29/sports/football/28reuters-football-nfl-superbowl-party-feature.html

REUTERS

SPORTS NEWS JANUARY 28, 2020 / 7:14 PM / 6 DAYS AGO

Let's get the party started, Super Bowl set for epic bash

Steve Keating 5 MIN READ



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Media Impressions: 43,784,479

https://www.reuters.com/article/us-football-nfl-superbowl-party-feature/lets-get-the-party-started-super-bowl-set-for-epic-bash-idUSKBN1ZS00G

Forbes

10,122 views | Jan 24, 2020, 06:38pm

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"

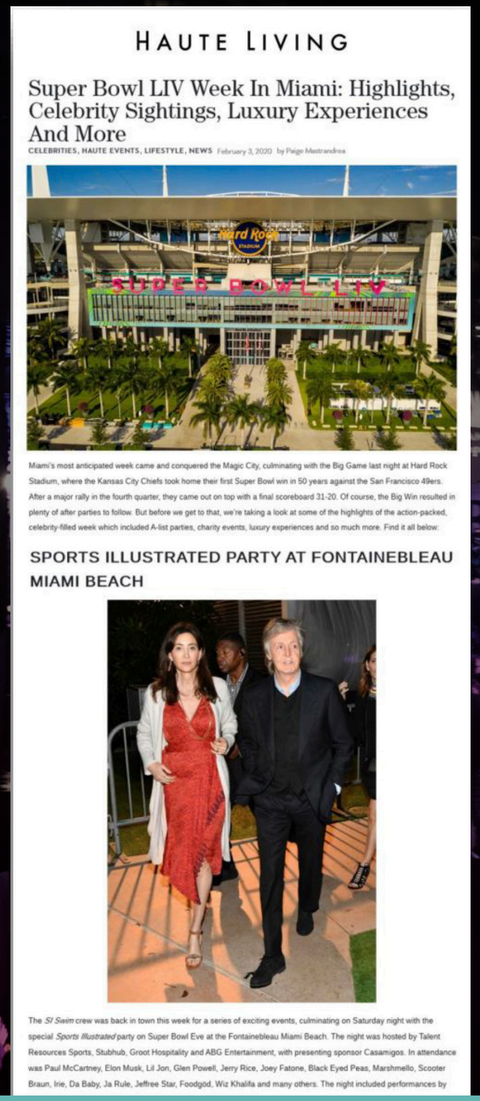
Sports Illustrated will be heading to Miami Beach with The Party, its annual marquee event for Big Game weekend. The legendary sports enterprise is joining forces with The Undisputed Group for this year's VIP big-game night at the world-famous Fontainebleau in Miami Beach, Florida. The merging of these 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/#254d4b373f26

DIGITAL

MEDIA HIGHLIGHTS



HAUTE LIVING

Super Bowl LIV Week In Miami: Highlights, Celebrity Sightings, Luxury Experiences And More

CELEBRITIES, HAUTE EVENTS, LIFESTYLE, NEWS February 3, 2020 by Paige Mastrandrea

Miami's most anticipated week came and conquered the Magic City, culminating with the Big Game last night at Hard Rock Stadium, where the Kansas City Chiefs took home their first Super Bowl win in 50 years against the San Francisco 49ers. After a major rally in the fourth quarter, they came out on top with a final scoreboard 31-20. Of course, the Big Win resulted in plenty of after parties to follow. But before we get to that, we're taking a look at some of the highlights of the action-packed, celebrity-filled week which included A-list parties, charity events, luxury experiences and so much more. Find it all below.

SPORTS ILLUSTRATED PARTY AT FONTAINEBLEAU MIAMI BEACH

The *SI Swim* crew was back in town this week for a series of exciting events, culminating on Saturday night with the special *Sports Illustrated* party on Super Bowl Eve at the Fontainebleau Miami Beach. The night was hosted by Talent Resources Sports, Stubhub, Groot Hospitality and ABG Entertainment, with presenting sponsor Casamigos. In attendance was Paul McCartney, Elon Musk, Lil Jon, Glen Powell, Jerry Rice, Joey Fatone, Black Eyed Peas, Marshmello, Scooter Braun, Irie, Da Baby, Ja Rule, Jeffree Star, Foodgod, Wiz Khalifa and many others. The night included performances by

Media Impressions: 54,756

https://hauteliving.com/2020/02/super-bowl-liv-week-in-miami-highlights-celebrity-sightings-luxury-experiences-and-more/681818/

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 BARRITT, 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/4601260002/

EXTRA

Super Bowl Parties 2020

Media Impressions: 1,009,000

https://extratv.com/photos/7ccc7a5b-4d54-4452-f2d9-3a7d1cd68523

ET

Celebs Party at Super Bowl 2020

By **Emily Krauser** 8:45 AM PST, February 4, 2020

Stars are descending on Miami before, during and after Super Bowl LIV! Check out all the pre-fete, game time and after-party pics.

Nancy Shevell and Paul McCartney

The former Beatle and his wife stepped out for *Sports Illustrated*'s official Super Bowl bash, "The Party," presented by Casamigos in Miami Beach.

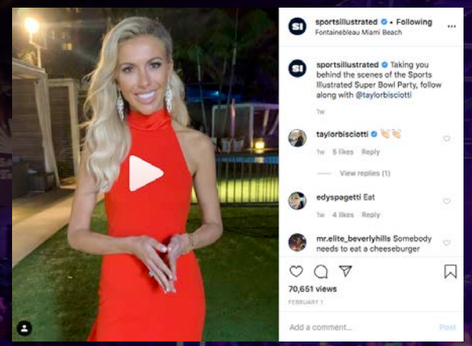
Craig Barritt/Getty Images for Casamigos

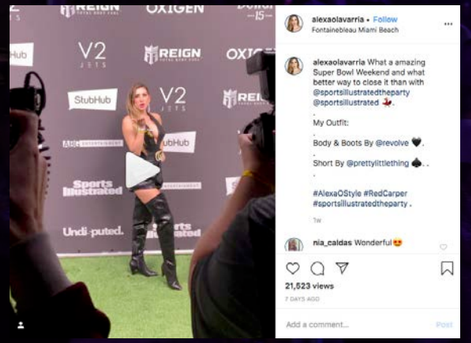
Media Impressions: 9,385,200

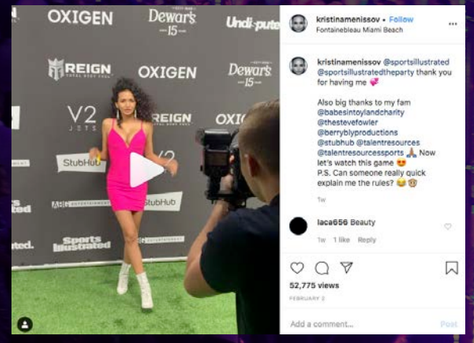
https://www.etonline.com/gallery/celebs-party-at-super-bowl-2020-140679

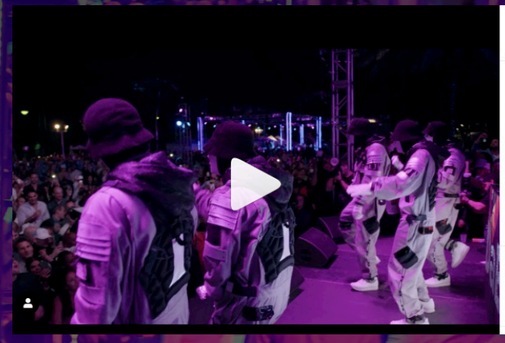
SOCIAL ENGAGEMENT

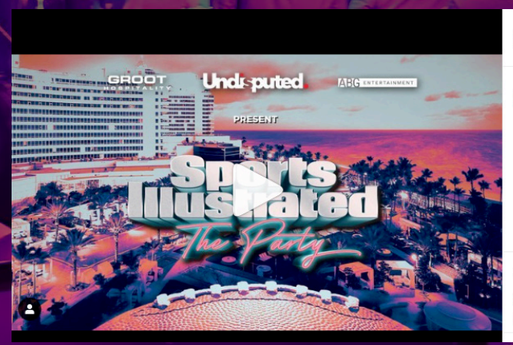
***Sports Illustrated* took to its Instagram page to highlight The Party which garnered more than 6.8 million social media impressions.**







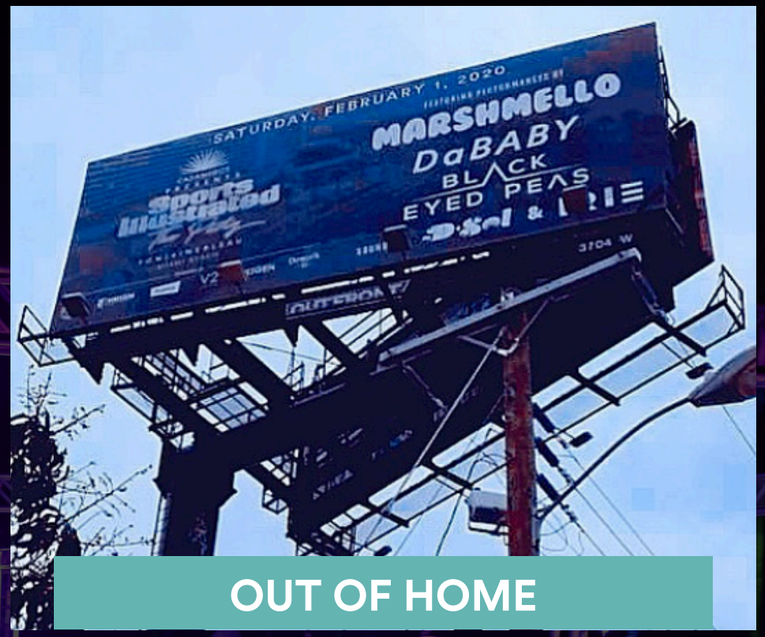




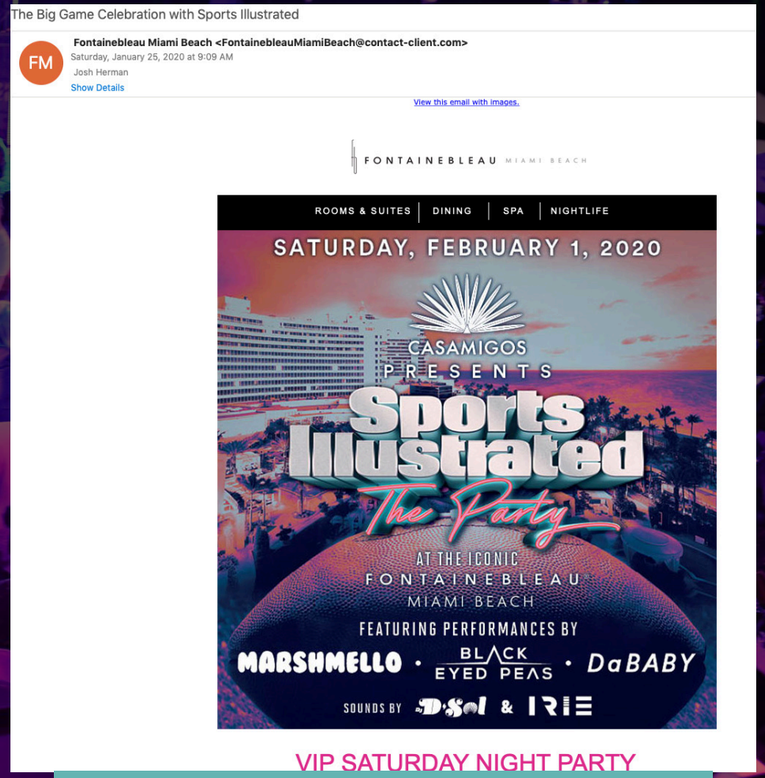
TOUCHPOINTS

DIGITAL KEY ART

DIGITAL DISPLAY



OUT OF HOME



E-NEWSLETTER

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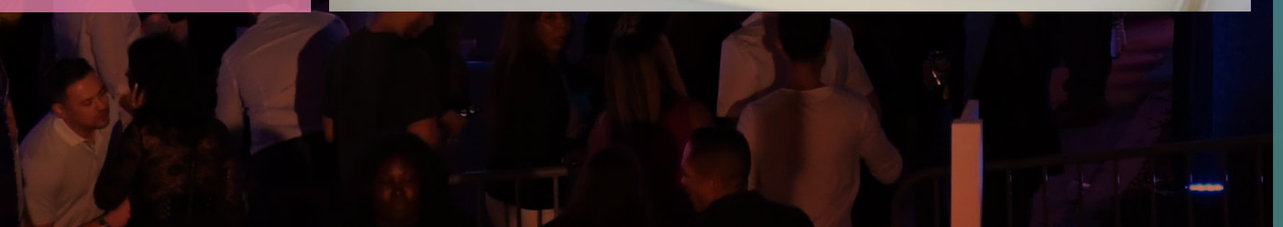
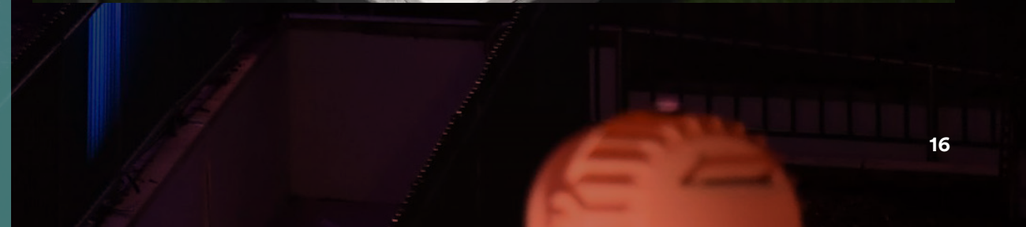
V2 JETS





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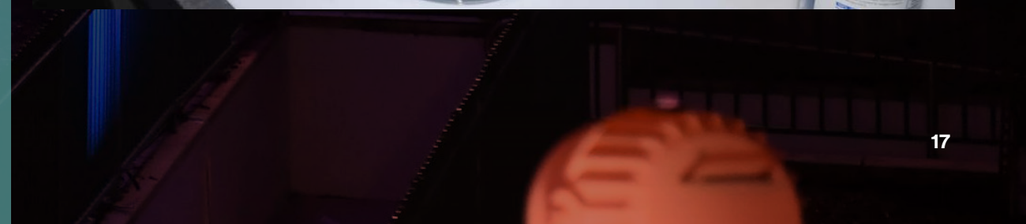
OXIGEN



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Thank You

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