



# Rolling Stone

**LIVE SAN FRANCISCO**

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BIG GAME WEEKEND | FEBRUARY 6, 2016



From A-List performing talent to the hottest celebrity guests, the real party happens before the first cleat touches the field.

In 2016, Rolling Stone is taking over the Bay Area during Big Game weekend. With a massive venue located in the heart of San Francisco, the hottest musical acts and unparalleled custom brand activations, Rolling Stone is ready to bring it to the next level for Super Bowl 50.

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# HIGH ENERGY PERFORMANCES

**Past Rolling Stone Live talent.**

Charli XCX

DJ Cassidy

FloRida

Gym Class Heroes

Imagine Dragons

Interpol

Jane's Addiction

L.M.F.A.O

Lupe Fiasco

Pete Wentz

Pitbull

Samantha Ronson

Steven Tyler

The Roots

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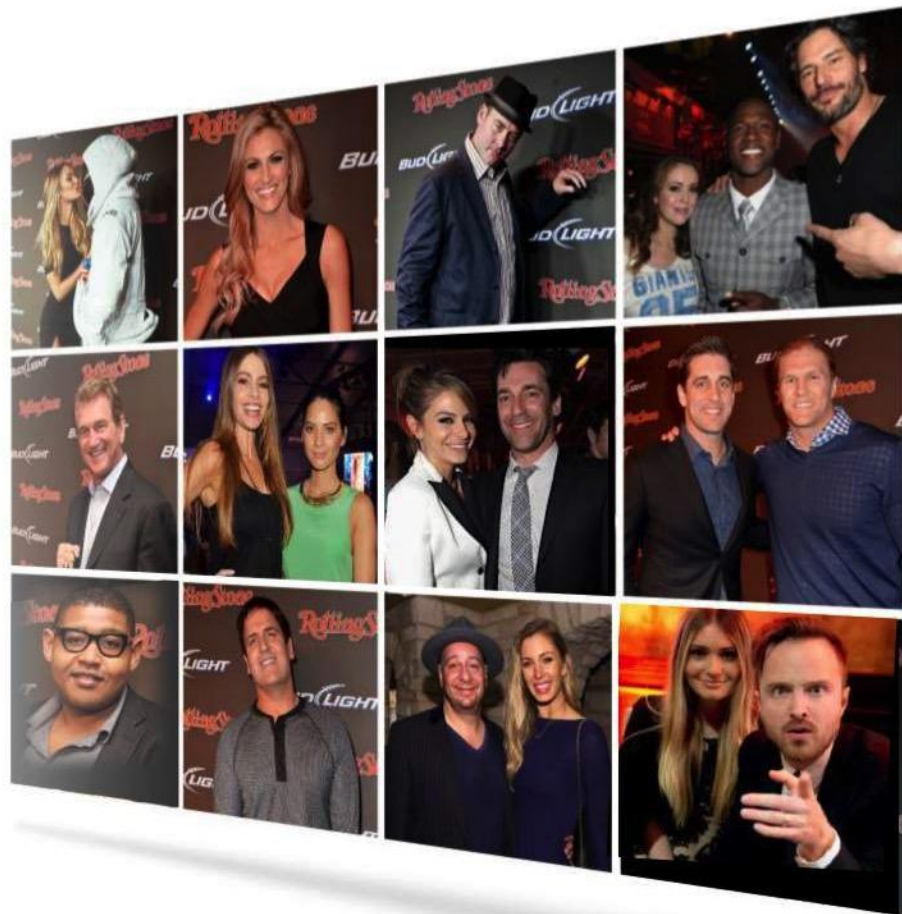
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# UNRIVALED STAR POWER

VIP guests across music, sports and entertainment.

- Paul McCartney
- Joe Theisman
- Candice Swanepoel
- Craig Robinson
- Guy Fieri
- Kenneth Cole
- Aaron Rodgers
- Jon Hamm
- Nikki Reed
- Erin Andrews
- Chase Crawford
- Joe Montana
- Jeremy Renner
- Kellan Lutz
- Clay Matthews
- Mark Cuban
- Sofia Vergara
- Olivia Munn
- George R.R. Martin
- Maria Menounos
- Chris Evans

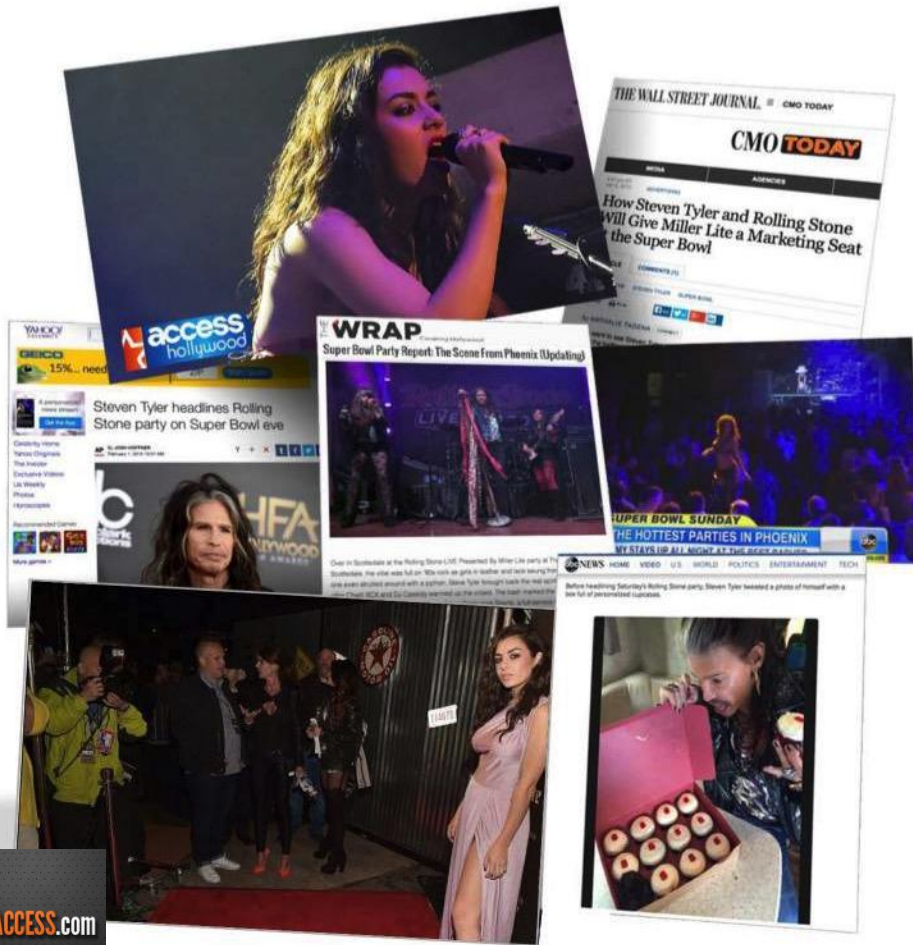


# TALK OF THE TOWN

The highly-anticipated event generates major buzz with a press-packed red carpet and receives local and national print, online and broadcast coverage. In 2015, the Super Bowl bash garnered over **550 million** press impressions.

## 2015 Highlights Include:

- Good Morning America
- Access Hollywood
- EXTRA
- ABC News
- E! Online
- USA Today
- People
- The Wrap
- CNN
- NY Post
- ABC News
- The Wall Street Journal



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# DEMOGRAPHICS



**celebrities** **ATHLETES**  
**CORPORATE** **HIGH**  
**AMERICA** **NET WORTH**  
**INDIVIDUALS**  
**YOUNG** **TRENDSETTERS**  
**PROFESSIONALS**  
**TASTEMAKERS** **SOCIAL MEDIA**  
**INFLUENCERS**

A wide-angle photograph of the Golden Gate Bridge in San Francisco, California. The bridge's iconic red-orange towers and suspension cables are the central focus, extending across the frame. In the background, the San Francisco city skyline is visible, including the Transamerica Pyramid and other buildings, set against a clear blue sky. The water of the bay is dark and occupies the bottom portion of the image.

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# AREA MAP



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# THE VENUE

The San Francisco Design Center is located in the heart of San Francisco's artsy design district. The impressive four-story space features beautiful exposed brick walls and three levels of balconies overlooking the main area. With a grand atrium built in the 1970s connecting two massive design warehouses, the open, airy space was designed with a nod to New Orleans vintage architecture and is the perfect location to host Rolling Stone's star-studded bash.

## Additional Venue Highlights

- 1,600-person capacity.
- Built-in performance stage with professional lighting.
- Customizable built-in bar with granite top in the main area, plus additional bars on every level.
- Three stories of balconies overlooking the stage and main area.



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# SUPER BOWL 2016 EVENT OPPORTUNITIES

Talent Resources Sports will work with Rolling Stone to put its full talent relations, publicity and music consulting effort behind programming for the big game weekend in 2016.

## **SPONSORSHIP BENEFITS**

- Custom event programming logo lock-up with brand
- Access to event photo content
- Custom B-Roll
- On-site product displays and custom branding organically integrated throughout the space

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## GENERAL ADMISSION | \$1,500

Premium Open Bar  
Passed Hors D'oeuvres

## VIP ADMISSION | \$2,500

All General Admission amenities

*plus*

VIP Area Access  
VIP Expedite Check-In  
VIP Security  
Exclusive VIP Bathroom Access

## VIP TABLE SEAT | \$3,500

All VIP Admission amenities

*plus*

Private Seat at a Private Table with VIP Access  
On Site Host  
Bottle Service Included

# HOSPITALITY PACKAGES

5 HOUR PREMIUM  
TOP SHELF OPEN BAR

ROLLING STONE PRODUCED  
CONCERT BILL

HOURS OF LIVE AWARD  
WINNING ENTERTAINMENT

VENUE EXPERIENCES  
AND ACTIVATIONS

RED CARPET

CELEBRITY STUDED EVENT

A MUST STOP FOR ALL MUSICIANS  
ATHLETES AND CELEBRITY VIPS

SPECIAL UNANNOUNCED  
HEADLINE PERFORMANCES

RIGHT IN THE HEART  
OF SAN FRANCISCO



## VIP TABLE | \$20,000+ WEST SKY LOUNGE

All VIP Table Seat amenities

*plus*

Private Reserved Table Area

## VIP TABLE | \$20,000+ EAST SKY LOUNGE

All VIP Table Seat amenities

*plus*

Private Reserved Table Area

## VIP TABLE | \$25,000+ SOUTH SKY LOUNGE

All VIP Table Seat amenities

*plus*

Private Reserved Table Area

**(2) ULTRA-EXCLUSIVE VIP STAGE BALCONIES  
ALSO AVAILABLE!**

Inquire for more information and pricing.