



## **SUPER BOWL LV MEDIA GUIDE**

As previously communicated, all player and coach interviews for the Kansas City Chiefs and Tampa Bay Buccaneers during Super Bowl week will be virtual, including postgame. In addition to virtual team availabilities, access to traditional news conferences during Super Bowl week, such as NFL Security, the NFL Commissioner, and the Pepsi Super Bowl LV Halftime Show, will be available virtually.

**To access the platform after you have pre-registered with [eventcredentialhelp@nfl.com](mailto:eventcredentialhelp@nfl.com), please visit: <http://sblvmediacenter.nfl.net/>.** To ensure optimal performance, please use the latest version of Google Chrome or Mozilla Firefox.

**All attendees are required to log into the platform using their approved NFLCommunications.com username (email) and password. If you have not registered, you will not have access to the interviews.**

If you are a Super Bowl LV accredited media member, the email address associated with your credential has been automatically registered.

Media are advised to log in up to five minutes before the start of all availabilities in order to ensure they do not miss the start of the session. If you wish to ask a question during an availability, please use the “Raise Hand” function. If the moderator calls on you, your microphone will be accessible, and you can unmute yourself to ask your question.

Please include your affiliation after your first and last name so that it is visible in your display name. **Attendees with no affiliation listed will not be called on to ask a question.**

The schedule of events will go live on the homepage on Sunday, January 31. There is an “Add to Calendar” function, which can be utilized on Outlook, Google or Yahoo calendars to be notified of future availabilities.

Each news conference or availability will be recorded and is available for download directly from the platform. The recordings will also be available for use on NFLCommunications.com shortly after their conclusion.

Please visit the FAQ section on the virtual platform website, or email [EventCredentialHelp@nfl.com](mailto:EventCredentialHelp@nfl.com) with any questions.

# **General Information**

## **SUPER BOWL LV**

AFC Champion Kansas City Chiefs, and NFC Champion Tampa Bay Buccaneers, for the 2020 National Football League Championship and the Vince Lombardi Trophy, 6:30 P.M ET, Sunday, February 7, 2021 at Raymond James Stadium.

## **SUPER BOWL LV MEDIA CENTER**

Tampa Convention Center (333 S Franklin St, Tampa, FL 33602)  
The Media Center will open at 2 P.M on Sunday, January 31

## **WIFI INFORMATION**

Raymond James Stadium & Tampa Convention Center  
#SBWiFi (no password)

## **ARCHIVED VIDEO FILES**

Recordings from virtual player media availabilities throughout Super Bowl week, including Opening Night, will be available on [www.NFLCommunications.com](http://www.NFLCommunications.com). There will be no quote sheets provided.

On Sunday, February 7, 2021, quote sheets of virtual Super Bowl postgame interviews will be available to media at Raymond James Stadium and posted on NFLCommunications.com.

## **MEDIA HOTELS**

Embassy Suites Tampa Downtown ([513 S Florida Ave, Tampa, FL 33602](#))

## **Tampa Bay Super Bowl LV Host Committee**

**“Forward. Forever. Together.”** The Tampa Bay Super Bowl LV Host Committee, a private, nonprofit 501 (c)(6), represents local community leaders in business, tourism, sports, entertainment, and government and serves as the direct liaison to the National Football League for the region’s collective hosting effort. The Tampa Bay Super Bowl LV Host Committee’s focus is on raising the bar for the fan experience in the Tampa Bay region during Super Bowl week, creating a lasting legacy through our Host Committee’s primary social legacy project, Forever 55, showcasing the destination’s recent progress and exciting future, all while delivering a fifth world-class Super Bowl. For news and event information, follow us on social at @TampaBayLV or visit [TampaBayLV.com](http://TampaBayLV.com).

## **POOL REPORTERS**

In cooperation with the Professional Football Writers of America, and by appointment of PFWA President Bob Glauber, pool reporters attending the closed practice sessions of the AFC and NFC champions will file a daily report concerning the physical condition of players on each team and general description of the daily work schedule. The pool reporters appointed by the PFWA are Herbie Teope (Kansas City Star) for the AFC and Rick Stroud (Tampa Bay Times) for the NFC.

## **NFL TECH**

For any technology needs, please visit [www.wblservices.com](http://www.wblservices.com) and complete the Super Bowl LV order form.

## **FREQUENCY COORDINATION**

Please be aware that as a matter of League policy you must frequency coordinate the use of all wireless devices (wireless microphones, IFB, 2-way radios, microwave, etc., exclusive of cell phones) prior to an NFL event. This includes wireless devices at Super Bowl LV, the Media Center, and any other physical on-site NFL event. Frequency coordination requests must be submitted using the NFL's secure portal: <https://EFC.NFL.NET>. Instructions for registering an account and submitting a frequency request can be found on the front page of the website. Please e-mail [EFCSuperBowl@nfl.com](mailto:EFCSuperBowl@nfl.com) with any questions.

*It is especially important that all Media comply with this coordination requirement as soon as possible, as these events are in extremely high use RF environments - with very limited spectrum. Any wireless device that is not coordinated per League policy above may create radio interference during the events and is subject to being shut down.*

## **SUPER BOWL LV – NFL ONEPASS APP**

Super Bowl LV— NFL OnePass App is your exclusive access to all the exciting NFL Super Bowl LV events taking place in Tampa Bay. Download the app prior to attending any Super Bowl LV event by visiting [NFL.com/OnePass](http://NFL.com/OnePass) or in the app store.

- **NFL OnePass:** After registering, fans will receive a QR code allowing them to check in to activities, attend virtual player appearances, collect badges, photos and videos. By collecting badges, fans will have a chance to win prizes including tickets to Super Bowl LV.
- **Fans can reserve their free digital tickets for Super Bowl Experience presented by Lowe's directly within NFL OnePass.**
- **Merchandise:** Purchase your Super Bowl LV merchandise directly within the app and pick up on site to avoid the lines.
- **Map & Schedule:** Fans can explore interactive maps and look through the schedule to find out everything that is happening.
- **Virtual Assistant:** For the third consecutive year, the NFL OnePass app will include "Ask Vince." Vince is a virtual assistant at your service 24/7, ready to answer any questions you may have regarding anything related to the big game and Super Bowl events!
- **Location-based Alerts:** Fans can stay up-to-date with real-time alerts of NFL events

## **Broadcast Information**

### **NFL NETWORK**

NFL Network offers complete and wide-ranging coverage of Super Bowl LV week in Tampa. On Super Bowl Sunday, NFL Network provides more than 11 hours of live pregame and postgame coverage, starting at 9:00 AM ET with a special 8.5-hour edition of *NFL GameDay Morning* from Raymond James Stadium. Following the game, *NFL GameDay Final* provides postgame analysis and live interviews with members of the new Super Bowl champions. In the days leading up to the game, *Super Bowl Live* features the latest news and analysis, along with interviews and practice reports. *Good Morning Football* is the morning show destination of the Super Bowl starting at 7:00 AM ET Monday through Friday, with *Good Morning Football: Weekend* airing Saturday at 9:00 AM ET. Beginning Monday at 7:00 P.M. ET and airing throughout the week, *NFL Total Access* recaps all the news, providing analysis of the upcoming matchup and interviews with NFL guests. On Monday, February 1 at 8:00 P.M. ET, *Super Bowl Opening Night* provides live coverage of Media Night as the Super Bowl teams talk to the media for the first time. NFL Network will also televise various press conferences throughout the week, including that of NFL Commissioner Roger Goodell. NFL Network's team of on-air personalities at Super Bowl LV are some of the most recognizable names in NFL history and sports television. Contact: Andrew Howard (Andrew.Howard@NFL.com, 310-710-6762).

### **NFL Digital Media Coverage of Super Bowl LV Includes:**

***Super Bowl Today, Presented by Uber Eats*** – Matt “Money” Smith and NFL Media analysts host *Super Bowl Today* live Wednesday, February 3 – Friday, February 5. *Super Bowl Today* will be available streaming on NFL.com, NFL App and YouTube.

***NFL Gameday View, Delivered by Pizza Hut*** – Andrew Hawkins, Cynthia Frelund and Gregg Rosenthal preview the big game on Friday, February 5 and Sunday, February 7. *NFL Gameday View* is available streaming on NFL.com, NFL app and YouTube.

***Around the NFL, Presented by Truist*** – The *Around the NFL* podcast crew of Gregg Rosenthal, Dan Hanzus, Marc Sessler and Chris Wesseling bring viewers the latest news and interviews Tuesday, February 2 and Friday February 5, as well as a live Super Bowl Postgame show Sunday, February 7. *Around the NFL* is available streaming on NFL.com, NFL app and YouTube.

***Huddle and Flow, Presented by Intuit*** – Steve Wyche and Jim Trotter host the Super Bowl edition of the podcast on Tuesday, February 2. *Huddle and Flow* is available streaming on NFL.com, NFL app and YouTube.

***Move the Sticks, Presented by Castrol Edge*** – Daniel Jeremiah and Bucky Brooks host the Super Bowl edition of the podcast on Monday, February 1. *Move the Sticks* is available streaming on NFL.com, NFL app and YouTube.

***Twitter Checkdown*** – On the day before Super Bowl LV, Andrew Hawkins (@Hawk) hosts the Twitter Checkdown Live Super Bowl preview show Saturday, February 6. The Checkdown is available streaming on Twitter handle @NFL.

**NFL Explained: Road to the Hall of Fame** – Over 25,000 men have played in the NFL since its inception, but only about 300 have ever had the honor of being inducted into the Pro Football Hall of Fame. But how exactly do they make it in? With the help of Pro Football Hall of Fame President David Baker, and our very own Hall of Fame voter Jim Trotter, among others, we show you the road the players must take to end up in the prestigious "Hall of Legends" in Canton, Ohio.

**NFL Explained: Super Bowl LV** – From selecting a host city to the opening kick--go behind the scenes with the NFL Events team to see everything it takes to plan and execute Super Bowl week.

**NFL Explained: How the NFL is Preparing the Super Bowl for Players and Fans** – The NFL has taken a comprehensive and medically based approach to mitigate risk of player and staff exposure to COVID-19 at and leading up to the Super Bowl.

**NFL Explained: Microsoft Sideline Technology & Tablet** – Inside look at how Microsoft and the NFL get coaches and players all the info they need on gameday.

## **CBS**

The CBS Television Network marks its 21<sup>st</sup> Super Bowl broadcast overall – most of any network – with extensive coverage culminating with CBS Sports' broadcast of Super Bowl LV on Sunday, February 7 (6:30 P.M., ET kickoff) from Raymond James Stadium in Tampa, Fla.

THE NFL ON CBS' lead announce team of **Jim Nantz** and **Tony Romo** will call their second Super Bowl together. It will be Nantz's sixth-time calling play-by-play for the Super Bowl and eighth overall for the Network. Romo will provide analysis for his second Super Bowl.

Reporters **Tracy Wolfson** and **Evan Washburn**, each working their third Super Bowl, will provide news, observations and insight from the sidelines. **Gene Steratore** will serve as NFL Rules Analyst for his second Super Bowl; and **Jay Feely** will serve as a Contributor for his third time.

Veteran CBS Sports producer **Jim Rikihoff** will be the lead Super Bowl producer for his second time while **Mike Arnold** will serve as the lead director for his sixth Super Bowl and work his 13<sup>th</sup> overall.

**Sean McManus** is Chairman, CBS Sports and Executive Producer for the Network's coverage of the NFL and Super Bowl LV. **David Berson** is President, CBS Sports. **Harold Bryant** is Executive Producer and Executive Vice President, Production, CBS Sports.

Originating live from a set in Raymond James Stadium, **James Brown**, **Boomer Esiason**, **Bill Cowher**, **Phil Simms** and **Nate Burleson**, along with **Ian Eagle** and **Charles Davis**, will host the Network's pregame show, THE SUPER BOWL TODAY, previewing all the football and excitement leading up to Super Bowl LV. NFL Insider **Jason La Canfora**, reporters Wolfson, Washburn, NFL Rules Analyst Steratore and Contributor **Jim Rome** also will cover the pregame activities. THE SUPER BOWL TODAY will be produced by **Drew Kaliski** and directed by **Bob Matina**.

For the second time, CBS' Super Bowl Sunday coverage will kick off with THAT OTHER PREGAME SHOW (TOPS), featuring CBS Sports Network's **Amy Trask**, **London Fletcher**,

**Jonathan Jones, Kyle Long and Adam Schein**, beginning at 11:30 AM, ET. TOPS will be produced by **Deb Gelman** and directed by **Linda Malino**.

CBS Sports Network, the 24-hour home of CBS Sports, will present over 75 hours of Super Bowl programming throughout the week, as well as extended post-game coverage. On Sunday when CBS signs off its broadcast of Super Bowl LV, SUPER BOWL TODAY: POST GAME LIVE continues on CBS Sports Network with THE SUPER BOWL TODAY team from Raymond James Stadium. SUPER BOWL LIVE returns to CBS Sports Network this year, along with WE NEED TO TALK, NFL MONDAY QB, THAT OTHER PREGAME SHOW (TOPS), TIME TO SCHEIN, BOOMER AND GIO, TIKI AND TIERNEY and THE JIM ROME SHOW.

CBS Sports will stream Super Bowl LV across more digital platforms than ever before, delivering unprecedented access to its game coverage. CBS Sports' streaming coverage of the game will be available unauthenticated at CBSSports.com and on the CBS Sports app for OTT devices, smart TVs and mobile devices. CBS Sports' broadcast coverage of Super Bowl LV will also be available to stream live via the *CBS All Access* subscription service.

CBS Sports HQ, the 24/7 streaming sports news network available for free across digital platforms, will deliver extensive live, original programming from Tampa. Along with several live daily shows beginning Monday, February 1, CBS Sports HQ will deliver additional on-site reports throughout each day, and on gameday will stream a full day of original pre-game coverage, plus post-game analysis and highlights.

***The CBS Sports Communications team will be available to assist the media.***

Contacts: Jen Sabatelle ([jsabatelle@cbs.com](mailto:jsabatelle@cbs.com)), Randall Liu ([randall.liu@cbs.com](mailto:randall.liu@cbs.com)), Jerry Caraccioli ([gwcaraaccioli@cbs.com](mailto:gwcaraaccioli@cbs.com)), Harrison Raboy ([harrison.raboy@cbs.com](mailto:harrison.raboy@cbs.com)), Walt Scher ([walt.scher@cbs.com](mailto:walt.scher@cbs.com)), Bailey Knecht ([bailey.knecht@cbs.com](mailto:bailey.knecht@cbs.com))

### **ESPN DEPORTES TO TELEVISION SUPER BOWL LV IN SPANISH IN THE U.S.**

ESPN Deportes presents Super Bowl LV live in Spanish on Sunday, February 7, 2021 at 6:30 p.m. ET, live from Raymond James Stadium in Tampa, Florida. This marks the third time that the network has broadcast the Super Bowl. ESPN Deportes is the exclusive Spanish-language home of Monday Night Football, as well as a Wild Card Playoff game, the Pro Bowl and NFL Draft. The network also features comprehensive news and information coverage, including studio shows such as NFL Live.

ESPN Deportes' Super Bowl commentator team will feature Eduardo Varela (play-by-play), alongside Pablo Viruega as analyst and John Sutcliffe as sideline reporter. Rebecca Landa will also contribute from studios. Throughout Super Bowl week, ESPN Deportes will present coverage from site with ESPN Deportes' commentator Ciro Procuna, Sebastian Martinez Christensen and Pilar Perez contributing from site. Additionally, ESPNDeportes.com will offer comprehensive coverage starting Monday.

### **ENTRAVISION DEPORTES TO BROADCAST THIRD SUPER BOWL IN SPANISH**

Entravision has been the exclusive Spanish language national radio broadcast partner for NFL primetime & playoffs games for the past 5 years. As part of the 2020/21 48 game season

coverage, Entravision will broadcast Super Bowl LV live, it's third Super Bowl broadcast in the NFL partnership. Super Bowl LV will be broadcast live from Tampa's Raymond James Stadium on Entravision's O&O and affiliate partner radio stations, including TUDN. Full coverage will start at 5:00 P.M. EST with Entravision Deportes Network's exclusive **Pase Completo** pre-game show hosted by analysts Ricardo Celis and Tony Nunez. Coverage will also include half-time and post-game recaps.

## **WESTWOOD ONE**

For the 34<sup>th</sup> consecutive year and 48th time overall, Westwood One will serve as the exclusive network radio home of the Super Bowl. Beginning at 5 P.M. ET, Kevin Harlan and Super Bowl XXXIV MVP and Hall of Fame quarterback Kurt Warner will call the action to millions of listeners tuned in across 700 radio stations nationwide, in 175 countries, and nearly 250 ships at sea via the American Forces Radio Network. Fans also can hear the broadcast on SiriusXM, and on NFL Game Pass.

This is Harlan's 11th Super Bowl broadcast for the network, and Warner's third as analyst, after appearing in three as a player. Former All-Pro offensive lineman Tony Boselli and Laura Okmin will serve as sideline reporters. For the 20th consecutive year, Emmy Award-winning sportscaster Jim Gray hosts the pregame and halftime shows. He will be joined by six-time Super Bowl champion Tom Brady and Arizona Cardinals wide receiver Larry Fitzgerald. Scott Graham kicks off Westwood One's live coverage from Raymond James Stadium with Super Sunday at 4 P.M. ET. The network's pregame coverage launches at 2 P.M. ET with Super Bowl Preview and Super Bowl Insider, featuring Graham with Hall of Famers Terrell Davis and Rod Woodson.

Westwood One is the nation's leader in play-by-play radio sports; its other exclusive sports programming includes the NCAA Men's Basketball Tournament and Final Four, the NHL, the Olympics, and The Masters.

Howard Deneroff is the Executive Producer of Westwood One Sports. Mike Eaby is the coordinating producer for Super Bowl LV. Aaron Cummins and Brian Finkelstein produce the network's pregame, halftime and postgame shows.

## **SIRIUSXM**

SiriusXM will carry Super Bowl LV on multiple channels, providing both teams' official radio broadcasts, the national radio call and broadcasts in both English and Spanish to subscribers nationwide on their SiriusXM radios and on the SiriusXM app.

The SiriusXM NFL Radio channel will cover the news of week with a team of analysts that includes Hall of Famers Brett Favre, Gil Brandt, Derrick Brooks, Tim Brown, James Lofton and Bill Polian, as well as former executives, coaches and players including Mark Dominik, Pat Kirwan, Charlie Weis, Jim Miller, Torrey Smith, Solomon Wilcotts, Erik Coleman, David Diehl, Bruce Gradkowski, Torry Holt, Brad Hopkins, Ed McCaffrey, Kirk Morrison, Brady Quinn, Max Starks and Jordan Palmer. Listeners will also get live coverage of special Super Bowl Week events including the announcement of the Pro Football Hall of Fame Class of 2021 as well as live postgame coverage from the stadium after the Super Bowl.

SiriusXM will also present a special week-long pop-up channel - Super Bowl LV Radio - which will curate and present the best programming happening across the SiriusXM programming

spectrum – from sports, to entertainment, music and more - during Super Bowl Week. Super Bowl LV Radio will air broadcasts of classic Super Bowls, episodes of the Tampa Host Committee Podcast, and coverage of NFL press conferences, and will be a valuable source for fans seeking information on the NFL activities happening in Tampa, including Super Bowl Experience, and game day specifics and more.

#### **INTERNATIONAL TELEVISION**

Super Bowl LV will be televised live in more than 180 countries and territories. Countries broadcasting the game with on-site crews include: Australia, Japan, Mexico, and the United Kingdom. NFL Films handles the World Feed of Super Bowl LV. Contact: Jeff Lombardi ([Jeff.Lombardi@NFL.com](mailto:Jeff.Lombardi@NFL.com), 856-222-2864)

#### **THE LANGUAGES OF SUPER BOWL LV**

Super Bowl LV will be broadcast live in nearly 25 languages, including 2 languages from Raymond James Stadium: English & Spanish.



# **TRANSPORTATION SCHEDULE**

## **SUNDAY, FEB. 7**

***Stadium media entrance opens at 2:30 p.m.***

***Kickoff: 6:30 p.m.***

**Event:** PREGAME MEDIA BUS SERVICE TO RAYMOND JAMES STADIUM

**Departure Location:** Tampa Convention Center (in front of media center; loading zone is at S. Franklin St., southbound lane)

**Departure Times:** 2:00 p.m., 3:00 p.m., 4:00 p.m., 5:00 p.m.

**Destination:** Raymond James Stadium media entrance (media entry – “M” – on N. Dale Mabry Hwy.)

**Details:** Shuttle will depart the media center and go directly to the stadium. Media staying at the Embassy Suites should make the short walk to the above location to access gameday transportation.

**NOTE: All media must have a Super Bowl LV gameday media credential to ride the shuttle to the stadium.** Shuttles will run at a lower capacity to account for proper physical distancing.

## **SUNDAY, FEB. 7**

**Event:** POSTGAME MEDIA BUS SERVICE FROM RAYMOND JAMES STADIUM

**Departure Location:** Raymond James Stadium (media entry – “M” – on N. Dale Mabry Hwy.)

**Departure Times:** Postgame, every hour on the hour until the close of the media workroom

**Destination:** Tampa Convention Center (in front of media center; loading zone is at S. Franklin St., southbound lane). Media staying at the Embassy Suites should make the short walk to the hotel from the Tampa Convention Center.

**Details:** Buses will depart as they load. **NOTE: All media must have a Super Bowl LV gameday media credential to ride the shuttle to the Tampa Convention Center.** Shuttles will run at a lower capacity to account for proper physical distancing.

# **EVENTS SCHEDULE**

*\*All times are in ET\**

## **SATURDAY JANUARY 30**

**Event Name:** 2020 SUPER BOWL EXPERIENCE PRESENTED BY LOWE'S

**Location:** [Tampa Riverwalk – Julian B. Lane Park](#)

**Date:** Saturday, January 30

**Start Time:** 10:00 A.M.

**End Time (if applicable):** 10:00 P.M.

**Event Description:** Super Bowl Experience– pro football's interactive theme park –offers fans a unique chance to get involved in the festivities surrounding Super Bowl LV, offering interactive games, youth football clinics, merchandise from NFL Shop presented by Visa and more.

**Contact Name:** Dan Kitchen

**Contact Email:** [Dank@bzapr.com](mailto:Dank@bzapr.com)

**Contact Phone Number:** (860) 543-2538

## **SUNDAY JANUARY 31**

**Event Name:** 2020 SUPER BOWL EXPERIENCE PRESENTED BY LOWE'S

**Location:** [Tampa Riverwalk – Julian B. Lane Park](#)

**Date:** Sunday, January 31

**Start Time:** 10:00 A.M.

**End Time (if applicable):** 8:00 P.M.

**Event Description:** Super Bowl Experience– pro football's interactive theme park –offers fans a unique chance to get involved in the festivities surrounding Super Bowl LV, offering interactive games, youth football clinics, merchandise from NFL Shop presented by Visa and more.

**Contact Name:** Dan Kitchen

**Contact Email:** [Dank@bzapr.com](mailto:Dank@bzapr.com)

**Contact Phone Number:** (860) 543-2538

## **MONDAY, FEBRUARY 1**

**Event Name:** Tampa Bay Buccaneers Media Availability with Assistant Coaches

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Monday, February 1

**Start Time:** 11:00 A.M.

**End Time (if applicable):** 11:45 A.M.

**Event Description:** Tampa Bay Buccaneers virtual interview session with assistant coaches.

**Event Name:** Tampa Bay Buccaneers Media Availability

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Monday, February 1

**Start Time:** 12:00 P.M.

**End Time (if applicable):** 12:45 P.M.

**Event Description:** Tampa Bay Buccaneers virtual interview session with head coach and nine players, including Tom Brady.

**Event Name:** Kansas City Chiefs Media Availability

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Monday, February 1

**Start Time:** 4:00 P.M.

**End Time (if applicable):** 4:45 P.M.

**Event Description:** Kansas City Chiefs virtual interview session with head coach and nine players, including Patrick Mahomes.

**Event Name:** Super Bowl Opening Night presented by Bolt24

**Location:** Watch on NFL Network

**Date:** Monday, February 1

**Start Time:** 8:00 P.M.

**End Time (if applicable):** 10:00 P.M.

**Event Description:** Super Bowl Opening Night presented by Bolt24 will air on NFL Network at 8 P.M. ET and present the best of the best moments from the team media availabilities earlier in the day. The Network will also have an exclusive joint team appearance. Tune in to NFL Network to watch.

**Event Name:** SUPER BOWL LV BUSINESS CONNECT CELEBRATION

**Location:** Virtual

**Date:** Monday, February 1

**Start Time:** 5:30 P.M.

**End Time (if applicable):** 7:30 P.M.

**Event Description:** VIRTUAL: The NFL will host its virtual Super Bowl LV Business Connect Celebration - Opportunity. Teamwork. Success. The event is a celebration of the Super Bowl LV Business Connect program, spotlighting the accomplishments of suppliers and local companies who participated in the year-long program designed to bring Super Bowl-related contract opportunities, professional development and networking opportunities to local, diverse businesses in Tampa. In partnership with the Business Connect team, over 200 local woman, minority, LGBTQ+, and veteran-owned companies worked through myriad COVID-19-related business disruptions to prepare for Super Bowl LV and the jobs it will bring to the Tampa Bay area.

The Business Connect Celebration is a private event for participating business owners. A virtual networking reception will kick off the evening, followed by a recognition of suppliers who have excelled in the program. The event will culminate with a handoff ceremony acknowledging Tampa Host Committee partner, LaKendria Robinson's, leadership in the marketplace and introducing the Business Connect program local lead in Los Angeles.

While the event is closed to the media, Business Connect representatives are available for interviews upon request and can provide contact information for participating supplier interviews.

**Contact Name:** BJ Waymer

**Contact Email:** [bj.waymer@nfl.com](mailto:bj.waymer@nfl.com)

## **TUESDAY, FEBRUARY 2**

**Event Name:** Kansas City Chiefs Team Media Availability

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Tuesday, February 2

**Start Time:** 9:30 AM

**End Time (if applicable):** 10:30 AM

**Event Description:** Kansas City Chiefs – Virtual media availability with head coach and nine players.

**Event Name:** Kansas City Chiefs Team Media Availability with Assistant Coaches

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Tuesday, February 2

**Start Time:** 11:00 AM

**End Time (if applicable):** 11:45 AM

**Event Description:** Kansas City Chiefs – Virtual media availability with assistant coaches.

**Event Name:** Tampa Bay Buccaneers Media Availability

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Tuesday, February 2

**Start Time:** 1:00 P.M.

**End Time (if applicable):** 2:00 P.M.

**Event Description:** Tampa Bay Buccaneers – Virtual media availability with head coach and nine players.

**Event Name:** NFL & UNITED WAY CHARACTER PLAYBOOK EVENT

**Location:** VIRTUAL

**Date:** Tuesday, February 2

**Start Time:** 1:00 P.M.

**End Time (if applicable):** 2:00 P.M.

**Event Description:** VIRTUAL: The NFL will host three virtual screenings of the IndieFlix film, *Angst*, followed by a star-studded virtual panel discussion of the film on Tuesday, Feb. 2 at 1 p.m. for NFL/United Way Worldwide Character Playbook students and teachers. *Angst* is a film-based education program designed to raise awareness around anxiety, and to break down the stigma associated with mental health; the film is a natural extension of the Mental Wellness Basics digital course component of the Character Playbook program. Panelists include Jacksonville Jaguars WR DJ CHARK, Baltimore Ravens DT CALAIS CAMPBELL, NFL VP of Clinical and Wellness Services DR. NYAKA NIILAMPTI, and United Way Worldwide Chief Experience Officer STAN LITTLE. Middle- and high school students, teachers and families interested in joining a virtual screening and the panel discussion can register here:

<https://www.indieflix.com/nfl-character-playbook-angst>.

Funded by the NFL Foundation and United Way Worldwide, Character Playbook is a digital education resource that supports positive character development, social-emotional learning, mental wellness, and health relationships in middle- and high school students and is available to all U.S. schools free of charge.

**Contact Name:** Jordyn White

**Contact Email:** [Jordyn.White@nfl.com](mailto:Jordyn.White@nfl.com)

**Event Name:** DOMESTIC VIOLENCE CRISIS CENTER SUPPLY DROP OFF

**Location:** Tampa Bay, Florida

**Date:** Tuesday, February 2

**Start Time:** 1:00 P.M.

**End Time (if applicable):** 2:00 P.M.

**Event Description:** Five volunteers will work with the NFL on a hygiene supply drop-off at local domestic violence shelter and Crisis Center.

**Contact Name:** Jordyn White

**Contact Email:** [Jordyn.White@nfl.com](mailto:Jordyn.White@nfl.com)

**Event Name:** NFL Network Analysts Media Availability

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Tuesday, February 2

**Start Time:** 1:00 P.M.

**Event Description:** Media availability with Nate Burleson, Brian Billick, David Carr

**Contact Name:** Andrew Howard

**Contact Email:** [Andrew.Howard@nfl.com](mailto:Andrew.Howard@nfl.com)

**Event Name:** 1<sup>st</sup> and Future

**Location:** Watch on NFL Network

**Date:** Tuesday, February 2

**Start Time:** 8:00 P.M.

**Event Description:** The 6th annual NFL 1st and Future competition powered by Amazon Web Services (AWS) will be broadcast in primetime on NFL Network on Tuesday, Feb. 2 at 8 p.m. ET. 1st and Future is the NFL's annual pitch competition designed to spur innovation in player health, safety and performance. This year's event will feature two categories of competition. The Innovations to Advance Player Health and Safety Competition will feature up to four start-up businesses pitching their innovations that could improve player health and safety, including protective equipment, medical devices, sensors and training devices. The second category, the NFL Computer Vision Competition, crowdsourced access to NFL game data to model a computer vision system for detecting on-field helmet impacts during NFL plays. For more information, visit [www.nfl.com/1standfuture](http://www.nfl.com/1standfuture)

**Contact Name:** Caitlin McClure

**Contact Email:** [cmclure@gpg.com](mailto:cmclure@gpg.com)

### **WEDNESDAY, FEBRUARY 3**

**Event Name:** 2020 SUPER BOWL EXPERIENCE PRESENTED BY LOWE'S

**Location:** [Tampa Riverwalk – Julian B. Lane Park](#)

**Date:** Wednesday, February 3

**Start Time:** 3:00 P.M.

**End Time (if applicable):** 10:00 P.M.

**Event Description:** Super Bowl Experience – pro football's interactive theme park – offers fans a unique chance to get involved in the festivities surrounding Super Bowl LV, offering interactive games, youth football clinics, merchandise from NFL Shop presented by Visa and more.

**Contact Name:** Dan Kitchen

**Contact Email:** [Dank@bzapr.com](mailto:Dank@bzapr.com)

**Contact Phone Number:** (860) 543-2538

**Event Name:** NFL Inspire Change Digital Divide Program

**Location:** IN PERSON

**Date:** Wednesday, February 3

**Start Time:** 10:15 AM

**End Time:** 11:30 AM

**Event Description:** \*MEDIA MUST RSVP\* Jefferson High School students will take part in EVERFI's 306 African-American history program. During the event, students will discuss one of EVERFI's new modules focused on Black trailblazers in business with a panel of thought leaders including NFL players. Funded by the NFL in schools nationwide, the EVERFI 306 program provides schools with a digital African-American history curriculum. The event will take place at Jefferson High School (4401 W Cypress St, Tampa). As part of ongoing efforts to help address the "digital divide" the NFL in collaboration with the Hillsborough Education Foundation will make a contribution to assist students throughout Tampa Bay.

**Contact Name:** Kelsey Boyd

**Contact Email:** [Kelsey.Boyd@nfl.com](mailto:Kelsey.Boyd@nfl.com)

**Event Name:** NFL Network Analysts Media Availability

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Wednesday, February 3

**Start Time:** 10:30 A.M.

**Event Description:** Media availability with Kurt Warner, Steve Mariucci, Michael Irvin and Rich Eisen

**Contact Name:** Andrew Howard

**Contact Email:** [Andrew.Howard@nfl.com](mailto:Andrew.Howard@nfl.com)

**Event Name:** CBS Media Day – General Session

**Location:** <https://cbs.zoom.us/j/92088845124>

**Date:** Wednesday, February 3

**Start Time:** 11:00 A.M.

**Event Description:** "THE SUPER BOWL TODAY" PREGAME TEAM: James Brown, Phil Simms, Bill Cowher, Nate Burleson and Boomer Esiason along with Chairman, Sean McManus; Executive Producer and EVP, Production, Harold Bryant; and Producer, Drew Kaliski

**Contact Name:** Jerry Caraccioli and Walt Scher

**Contact Email:** [gwcaccioli@cbs.com](mailto:gwcaccioli@cbs.com) / [walt.scher@cbs.com](mailto:walt.scher@cbs.com)

**Event Name:** CBS Media Day – BREAK OUT SESSIONS

**Date:** Wednesday, February 3

**DETAILS:**

12:20 P.M. - Gene Steratore - Rules Analyst

- Location: <https://cbs.zoom.us/j/99836790472>

12:40 P.M. - Ian Eagle and Charles Davis – Pregame Contributors

- Location: <https://cbs.zoom.us/j/97676976131>

1:00 P.M. ET - Amy Trask, London Fletcher and Kyle Long - That Other Pregame Show Analysts

- Location: <https://cbs.zoom.us/j/91215026444>

**Contact Name:** Jerry Caraccioli and Walt Scher

**Contact Email:** [gwcaccioli@cbs.com](mailto:gwcaccioli@cbs.com) / [walt.scher@cbs.com](mailto:walt.scher@cbs.com)

**Event Name:** PLAY 60 Kids Day at Super Bowl Experience Presented by Lowe's

**Location:** VIRTUAL

**Date:** Wednesday, February 3

**Start Time:** 1:00 P.M.

**End Time (if applicable):** 2:00 P.M.

**Event Description:** The NFL and the American Heart Association will host a virtual one-hour NFL PLAY 60 Kids Day virtual event for youth across the country featuring an interactive segment powered by GoNoodle focused on encouraging youth to stay active and healthy. The event will include appearances by NFL players, cheerleaders, and mascots participating in NFL PLAY 60 related physical activity exercises that encourage youth to get moving for 60 minutes a day. The event will be a fun and engaging way for teachers and parents to bring NFL PLAY 60 into their classroom or home. Visit [www.NFL.com/PLAY60](http://www.NFL.com/PLAY60) for more information.

**Contact Name:** Jordyn White

**Contact Email:** [Jordyn.White@nfl.com](mailto:Jordyn.White@nfl.com)

**Event Name:** Tampa Bay Buccaneers Media Availability

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Wednesday, February 3

**Start Time:** 1:15 P.M.

**End Time (if applicable):** 2:15 P.M. ET

**Event Description:** Tampa Bay Buccaneers – Virtual media availability with head coach and nine players.

**Event Name:** SUPER BOWL SECURITY NEWS CONFERENCE

**Location:** VIRTUAL - <https://sblvmediacenter.nfl.net/>

**Date:** Wednesday, February 3

**Start Time:** 1:30 P.M.

**Event Description:** The NFL and members of the law enforcement community will provide an overview of public safety plans for Super Bowl activities in Tampa.

**Contact Name:** Kenlyn Tyree

**Contact Email:** [Kenlyn.Tyree@nfl.com](mailto:Kenlyn.Tyree@nfl.com)

**Contact Phone:** (917) 596-6955

**Event Name:** Kansas City Chiefs Team Media Availability

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Wednesday, February 3

**Start Time:** 2:30 P.M.

**End Time (if applicable):** 3:30 P.M.

**Event Description:** Kansas City Chiefs – Virtual media availability with head coach and nine players.

**Event Name:** Anti-Counterfeiting News Conference

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Wednesday, February 3

**Start Time:** 3:00 P.M.

**Event Description:** The NFL and law enforcement agencies announce the latest results of seizures of counterfeit game-related merchandise and tickets.

**Contact Name:** Kenlyn Tyree

**Contact Email:** [Kenlyn.Tyree@nfl.com](mailto:Kenlyn.Tyree@nfl.com)

**Contact Phone:** (917)-596-6955



**Event Name:** Zebra Technologies Press Conference

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Wednesday, February 3

**Start Time:** 3:30 P.M.

**Event Description:** Join NFL Executive Vice President of Football Operations, Troy Vincent along with New England Patriots' Linebacker, Brandon Copeland to discuss the NFL's Next Gen Stats and how analytics drive further engagement around football. Zebra Technologies' Vice President of Business Operations for Zebra Sports, John Pollard will join the panel to share stats for the teams headed to the Super Bowl and discuss the importance of giving back outside the field of play.

**Contact Name:** Therese Van Ryne

**Contact Email:** [therese.vanryne@zebra.com](mailto:therese.vanryne@zebra.com)

**Contact Phone Number:** 917-580-2396

**Event Name:** Health & Safety and Football Operations Briefing Media Briefing

**Location:** VIRTUAL - <https://sblvmediacenter.nfl.net/>

**Date:** Wednesday, February 3

**Start Time:** 4:00 PM

**Event Description:** Update from NFL Executives: Dawn Aponte (SVP of Football Operations), Jeff Miller (EVP, Communications, Public Affairs & Policy), Dr. Allen Sills (NFL Chief Medical Officer)

**Contact Name:** Brian McCarthy

**Contact Email:** [Brian.McCarthy@nfl.com](mailto:Brian.McCarthy@nfl.com)

**Event Name:** Play Football High School Day

**Location:** IN PERSON: Super Bowl Experience Presented by Lowe's

**Date:** Wednesday, February 3

**Start Time:** 4:00 P.M.

**Event Description:** \*Media MUST RSVP\* In recognition of National Girls and Women's in Sports Day, the NFL, in collaboration with the Tampa Bay Buccaneers and Nike, will celebrate female flag football student-athletes and coaches from Hillsborough County (Tampa) at this year's Play Football High School Day to be held at Super Bowl Experience presented by Lowe's. The student-athletes will hear from sport industry professionals, discuss the values learned from the game, and will have the opportunity to showcase their skills.

**Contact Name:** Taylor Kielpinski-Rogers

**Contact Email:** [taylor.kielpinski-rogers@nfl.com](mailto:taylor.kielpinski-rogers@nfl.com)

**Event Name:** Metropolitan Ministries Stable Family Project

**Location:** IN-PERSON –Wellswood Community Center (4806 Wishart Blvd.)

**Date:** Wednesday, February 3

**Event Description:** \*MEDIA MUST RSVP\* As part of the Forever 55 Families pillar, the Tampa Bay Super Bowl LV Host Committee and Metropolitan Ministries have partnered to create the Stable Families Project, supporting 20 Tampa Bay families transitioning from homelessness to self-sufficiency. Many of these once-displaced families had to leave behind belongings before moving into a shelter. On Wednesday, Feb. 3, we celebrate their resilience as we welcome them home. Thanks to dedicated funding from the Stable Families project these families will move into newly furnished apartments at Sabal Place, providing a comfortable home where they can continue to thrive.

**Contact Name:** Jennifer Renspie

**Contact Email:** [Jennifer@crackerjackmedia.com](mailto:Jennifer@crackerjackmedia.com)



## **THURSDAY, FEBRUARY 4**

**Event Name:** 2020 SUPER BOWL EXPERIENCE PRESENTED BY LOWE'S

**Location:** [Tampa Riverwalk – Julian B. Lane Park](#)

**Date:** Thursday, February 4

**Start Time:** 3:00 P.M.

**End Time (if applicable):** 10:00 P.M.

**Event Description:** Super Bowl Experience– pro football's interactive theme park –offers fans a unique chance to get involved in the festivities surrounding Super Bowl LV, offering interactive games, youth football clinics, merchandise from NFL Shop presented by Visa and more.

**Contact Name:** Dan Kitchen

**Contact Email:** [Dank@bzapr.com](mailto:Dank@bzapr.com)

**Contact Phone Number:** (860) 543-2538

**Event Name:** Pepsi Super Bowl Halftime Talent Show News Conference

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Thursday, February 4

**Start Time:** 11:30 AM

**Event Description:** Pepsi Super Bowl Halftime Show Talent will be available to media.

**Contact Name:** Morgan Dreossi

**Contact Email:** [Morgan.Dreossi@nfl.com](mailto:Morgan.Dreossi@nfl.com)

**Contact Phone Number:** 646-771-9787

**Event Name:** Salute to Service Event at MacDill Air Force Base

**Location:** MacDill Air Force Base

**Date:** Thursday, February 4

**Start Time:** 11:00 A.M.

**Event Description:** IN-PERSON: The NFL will team up with the Tampa Bay Buccaneers to surprise and thank service members and their families at MacDill Air Force Base. Tampa Bay Buccaneers Cheerleaders, Mascot and NFL Legends will make 3 – 5 different stops across the base, including a tour of a B1 Bomber and KC-135 Tanker, getting a glimpse into the life on base. The guests will spend time with and thank each group for their service along the tour. Each visit will also include surprise NFL-themed gift for those in attendance. The NFL's longstanding commitment to the military remains a priority and through Salute to Service and events such as this one, the League is able to honor and connect with service members and military families.

**NOTE:** Media will need to submit full legal name, driver's license number and date of birth 72 hours in advance to be approved by the base.

**Contact Name:** Liz McCollum

**Contact Email:** [elizabethm@bzapr.com](mailto:elizabethm@bzapr.com)

**Event Name:** Tampa Bay Buccaneers Media Availability

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Monday, February 1

**Start Time:** 1:15 P.M.

**End Time (if applicable):** 2:15 P.M.

**Event Description:** Tampa Bay Buccaneers – Virtual media availability with head coach and nine players.

**Event Name:** Kansas City Chiefs Media Availability

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Thursday, February 4

**Start Time:** 2:30 P.M.

**End Time (if applicable):** 3:30 P.M.

**Event Description:** Kansas City Chiefs – Virtual media availability with head coach and nine players.

**Event Name:** COMMISSIONER ROGER GOODELL NEWS CONFERENCE

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Thursday, February 4

**Start Time:** 2:00 P.M.

**Event Description:** NFL Commissioner Roger Goodell's Super Bowl news conference.

**Contact Name:** Kenlyn Tyree

**Contact Email:** [Kenlyn.Tyree@nfl.com](mailto:Kenlyn.Tyree@nfl.com)

**Contact Phone:** (917) 596-6955

**Event Name:** NFLPA News Conference

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Thursday, February 4

**Start Time:** 3:00 PM

**Event Description:** NFL Players Association annual state of the union news conference with NFLPA members and staff, including President JC Tretter, Executive Director DeMaurice Smith and members of the NFLPA Executive Committee will take place on Thursday, February 4<sup>th</sup>.

**Contact Name:** Erin Lockwood

**Contact Email:** [Erin.Lockwood@nflpa.com](mailto:Erin.Lockwood@nflpa.com)

**Contact Phone Number:** (202) 756-9171

**Event Name:** NFL GREEN WELLSWOOD COMMUNITY GARDEN BUILD

**Location:** Wellswood Park Community Center

**Date:** Thursday, February 4

**Start Time:** 2:15 P.M.

**Event Description:** On Thursday, Feb. 4 from 10 a.m. - 4 p.m. (photo/video opportunity will take place at 2:15 p.m.) the NFL will team up with Keep Tampa Bay Beautiful to build a community garden at Wellswood Park Community Center. The volunteers will help install hydroponic gardens, garden boxes, pollinator gardens, fruit trees, a shed and more. Children who attend the community center will learn about healthy eating and how to grow vegetables, and will build their own garden boxes to take home to continue to grow their own food.

**Contact Name:** Jordyn White

**Contact Email:** [Jordyn.White@nfl.com](mailto:Jordyn.White@nfl.com)

**Event Name:** FEEDING TAMPA BAY EVENT AT TRINITY CAFÉ

**Location:** IN PERSON: Trinity Café (7330 54th Ave., North, St. Petersburg, Fla.)

**Date:** Thursday, February 4

**Start Time:** 4:00 P.M.

**End Time (if applicable):** 6:00 P.M.

**Event Description:** \*MEDIA MUST RSVP\* The NFL will host a meal distribution event as part of the 'Huddle to Tackle Hunger' initiative that supports community members and local restaurants hit hardest by the pandemic. NFL friends and family, including Tampa Bay Buccaneers cheerleaders and mascot, will assist Feeding Tampa Bay by providing meals at the

7330 54th Ave., North, St. Trinity Café location. Trinity Cafe is Feeding Tampa Bay's free, full-service restaurant, open to guests 365 days a year, and provides a healthy and nutritious meal to those in need.

**Contact Name:** Jordyn White

**Contact Email:** [Jordyn.White@nfl.com](mailto:Jordyn.White@nfl.com)

**Event Name:** RISE's Sixth Annual Super Bowl Critical Conversation

**Location:** Event will be streamed on RISE's Twitter and Facebook pages

**Date:** Thursday, February 4

**Start Time:** 7:00 P.M.

**End Time (if applicable):**

**Event Description:** RISE's Sixth Annual Super Bowl Critical Conversation will feature NFL players addressing the question, "What comes next?" after our nation experienced a reckoning on race and an unprecedented wave of athlete activism in 2020. We will explore how athletes can best tackle issues of systemic racism, civic engagement and racial and social inequities that have been further exposed by the global pandemic, such as in education and the digital divide. Participants include Kansas City Chiefs All-Pro's PATRICK MAHOMES and TYRANN MATHIEU, as well as Rise CEO DIAHANN BILLINGS-BURFORD and CBS Sports Lead NFL Reporter TRACY WOLFSON, who will help call Super Bowl LV. More information will be available at [www.RISEtoWIN.org/SBLV](http://www.RISEtoWIN.org/SBLV)

**Contact Name:** Jared Shanker

**Contact Email:** [media@RISEtoWIN.org](mailto:media@RISEtoWIN.org)

**Event Name:** DOMESTIC VIOLENCE CENTER VOLUNTEER PROJECT

**Date:** Thursday, February 4

**Start Time:** N/A

**Event Description:** The NFL will host a volunteer event at The Spring of Tampa Bay. Approximately 10-15 volunteers from the NFL, the Tampa Bay Super Bowl LV Host Committee and the Junior League of Tampa will participate in a general refurbishment at the center. This event is not open to the media.

**Contact Name:** Jordyn White

**Contact Email:** [Jordyn.White@nfl.com](mailto:Jordyn.White@nfl.com)

## **FRIDAY, FEBRUARY 5**

**Event Name:** 2020 SUPER BOWL EXPERIENCE PRESENTED BY LOWE'S

**Location:** [Tampa Riverwalk – Julian B. Lane Park](#)

**Date:** Friday, February 5

**Start Time:** 10:00 A.M.

**End Time (if applicable):** 10:00 P.M.

**Event Description:** Super Bowl Experience – pro football's interactive theme park – offers fans a unique chance to get involved in the festivities surrounding Super Bowl LV, offering interactive games, youth football clinics, merchandise from NFL Shop presented by Visa and more.

**Contact Name:** Dan Kitchen

**Contact Email:** [Dank@bzapr.com](mailto:Dank@bzapr.com)

**Contact Phone Number:** (860) 543-2538

**Event Name:** Super Bowl Legacy Grant Press Conference

**Location:** Water Works Park (1701 N Highland Ave, Tampa, FL 33607)

**Date:** Friday, February 5

**Media Arrival:** 9:30 AM

**Start Time:** 10:00 AM

**Event Description:** The NFL, Tampa Bay Super Bowl LV Host Committee and Tampa Bay Buccaneers executives will participate in a Super Bowl Legacy Grant press conference at Water Works Park (1701 N Highland Ave., Tampa), to celebrate these grant awards. The NFL Foundation's contribution will support several Forever 55 initiatives including programs and resources for at-risk, underprivileged families; a three-year youth mentorship and leadership program in East Tampa spearheaded by the Tampa Bay Buccaneers; the resoLVE action initiative which aims to help eliminate systemic injustice and structural racism through the support of local community organizations focused on community policing and financial literacy; and the Forever 55 Legacy Grant program designed to help fund a variety of community projects in underserved communities directly related to Forever 55's pillars.

**Speakers include:** Rob Higgins, Roger Goodell, Claire Lessinger, Derrick Brooks, Darcie Glazer-Kassewitz, LaKendria Robinson

**Contact Name:** Jordyn White

**Contact Email:** [Jordyn.White@nfl.com](mailto:Jordyn.White@nfl.com)

**\*NOTE:** Attendance will be limited to account for physical distancing of attendees. Please contact the media team to confirm availability before planning to participate.

**Event Name:** Super Bowl Career Fair

**Location:** Virtual

**Date:** Friday, February 5

**Event Description:** VIRTUAL: The NFL Player Care Foundation (PCF) will be hosting its 3rd Annual Super Bowl Career Fair. The virtual event will allow NFL Legends the opportunity to network and interview with over 40 national employers including: CBS Sports, Cigna, FedEx, Lowe's, Nationwide, NBC Sports, PepsiCo, Rocket Mortgage, Verizon, Visa, and more. The Career Fair will start with an educational webinar which will include a keynote speech by Gatorade's Senior Vice President & General Manager, Brett O'Brien. The webinar session is open to the media and select participants will be available to speak with media about their event experience.

**Contact Name:** Jordyn White

**Contact Email:** [Jordyn.White@nfl.com](mailto:Jordyn.White@nfl.com)

**Event Name:** NFL Network Analysts Media Availability

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Friday, February 5

**Start Time:** 1:00 P.M.

**Event Description:** Media Availability with Scott Pioli, Willie McGinest, Terrell Davis

**Contact Name:** Andrew Howard

**Contact Email:** [Andrew.Howard@nfl.com](mailto:Andrew.Howard@nfl.com)

**Event Name:** NFL & All Pro Dad's Family Football Clinic

**Location:** Virtual

**Date:** Friday, February 5

**Start Time:** 6:30 P.M.

**Event Description:** VIRTUAL: Family and Football is a special event during Super Bowl week designed to encourage family engagement for NFL fathers, their children, and significant others. The program, hosted in conjunction with All Pro Dad, will promote positive parenting while creating memories around the game. Players and Legends are encouraged to join with their families for this fun, interactive, virtual event.

**Contact Name:** Taylor Kielpinski-Rogers  
**Contact Email:** [Taylor.Kielpinski-Rogers@nfl.com](mailto:Taylor.Kielpinski-Rogers@nfl.com)

## **SATURDAY, FEBRUARY 6**

**Event Name:** 2020 SUPER BOWL EXPERIENCE PRESENTED BY LOWE'S

**Location:** [Tampa Riverwalk – Julian B. Lane Park](#)

**Date:** Saturday, February 6

**Start Time:** 10:00 A.M.

**End Time (if applicable):** 10:00 P.M.

**Event Description:** Super Bowl Experience— pro football's interactive theme park —offers fans a unique chance to get involved in the festivities surrounding Super Bowl LV, offering interactive games, youth football clinics, merchandise from NFL Shop presented by Visa and more.

**Contact Name:** Dan Kitchen

**Contact Email:** [Dank@bzapr.com](mailto:Dank@bzapr.com)

**Contact Phone Number:** (860) 543-2538

**Event Name:** 'Huddle to Tackle Hunger' Feeding Tampa Bay Event at Trinity Café

**Location:** Trinity Café (22-2 E. Busch Blvd)

**Date:** Saturday, February 6

**Start Time:** 9:00 A.M.

**End Time:** 11:00 A.M.

**Event Description:** The NFL will host a meal distribution event as part of the 'Huddle to Tackle Hunger' initiative that supports community members and local restaurants hit hardest by the pandemic. Trinity Cafe is Feeding Tampa Bay's free, full-service restaurant, open to guests 365 days a year, and provides a healthy and nutritious meal to those in need.

**Contact Name:** Jordyn White

**Contact Email:** [Jordyn.White@nfl.com](mailto:Jordyn.White@nfl.com)

**Event Name:** Super Bowl Breakfast

**Location:** Virtual

**Date:** Saturday, February 6

**Event Description:** On this 34th year of the NFL-sanctioned Super Bowl Breakfast, Saturday, Feb. 6, the event will extend far beyond the host-city of Tampa. Due to the ongoing global COVID-19 pandemic, this year's breakfast will air as a special Facebook Live event, expanding its reach to sports fans who wouldn't normally have the opportunity to attend in person. The event will feature sports legends such as ANTHONY MUNOZ, CHAD HENNINGS, ROCKY BLEIER, BENJAMIN WATSON, FRANK REICH, JAMES BROWN and will be emceed by AKBAR GBAJABIAMILA, co-host of American Ninja Warrior.

TONY DUNGY, BART STARR JR. and CHERRY STARR will present the 2021 Bart Starr Award during the event. NFL players selected New Orleans Saints' linebacker, DEMARIO DAVIS to receive the award for exemplifying outstanding character and leadership in the home, on the field and in the community. It is the only award—other than the Pro Bowl—voted on by all NFL players.

The award, bearing the name of NFL Hall of Famer, Bart Starr, honors Starr's lifelong commitment to serving as a positive role model to his family, teammates and community.

Davis is known by his peers for his commitment to community service and social justice. In 2020, Davis helped launch the #SayHerName campaign to raise awareness of issues facing

black women in America. His Devoted Dreamers project equips “the next generation of leaders with the tools to be successful, spiritually, mentally, and physically.”

To find more information about the Bart Starr Award, the Super Bowl Breakfast and to purchase tickets, visit [www.superbowlbreakfast.com](http://www.superbowlbreakfast.com).

**Contact Name:** Darrin Gray

**Contact Email:** [Darrin.Gray@athletesinaction.org](mailto:Darrin.Gray@athletesinaction.org)

**Event Name:** Legends Community Coaching Network

**Location:** VIRTUAL

**Date:** Saturday, February 6

**Start Time:** 2:00 P.M.

**Event Description:** VIRTUAL: The NFL Legends Community will be officially launching the Legends Community Coaches Network. The network celebrates NFL Legends coaching football across all levels while providing them with tools and resources for their team. The event will bring Legends from all over the country together to discuss NFL Way to Play, development opportunities, and will host a Legends coaching panel.

**Contact Name:** Taylor Kielpinski-Rogers

**Contact Email:** [Taylor.Kielpinski-Rogers@nfl.com](mailto:Taylor.Kielpinski-Rogers@nfl.com)

**Event Name:** 22nd Annual Super Bowl Gospel Celebration

**Location:** Virtual

**Date:** Saturday, January 6

**Start Time:** 8:00 P.M.

**Event Description:** VIRTUAL: 22nd Annual Super Bowl Gospel Celebration will return to BET during Super Bowl LV. Following the theme “Nothing Can Stop Us,” the highly-anticipated night of praise and worship will feature performances by THE NFL PLAYERS CHOIR, ERICA CAMPBELL, VOICES OF FIRE PRESENTED BY PHARRELL WILLIAMS, PJ MORTON, KIERRA SHEARD, KORYN HAWTHORNE, ZACARDI CORTEZ, and an exclusive performance by gospel music pioneer and living legend JOHN P. KEE. Additionally, the show will feature appearances by DESEAN JACKSON and DAK PRESCOTT. The Super Bowl Gospel Celebration will present Watson with this year’s “Faith In Action Award.”

Originating at Super Bowl XXXIII in 1999, the annual event joins together key NFL Players, top Gospel/Contemporary Christian and mainstream GRAMMY® Award-winning artists and special guests all on one **stage to bring audiences an evening of uplifting music and inspirational messages.**

**For more information visit:** [www.superbowlgospel.com](http://www.superbowlgospel.com)

**Event Name:** 10<sup>th</sup> ANNUAL NFL HONORS

**Location:** Virtual - <https://sblvmediacenter.nfl.net/> AND Watch on NFL Network

**Date:** Saturday, February 6

**Start Time:** 9:00 P.M.

**Event Description:** In lieu of traditional NFL Honors media availability, pre-recorded video messages will be provided for media by AP award recipients.

**Contact Name:** Liz McCollum

**Contact Email:** [elizabethm@bzapr.com](mailto:elizabethm@bzapr.com)

## **SUNDAY, FEBRUARY 7**

**Event Name:** Taste of the NFL

**Location:** Virtual



**Date:** Sunday, February 7

**Start Time:** 11:30 A.M.

**Event Description:** VIRTUAL: Taste of the NFL @Home, a purpose-driven Super Bowl culinary experience whose mission to fight childhood hunger is more urgent than ever in 2021.

Celebrating its 30th anniversary in the midst of a global pandemic, Taste of the NFL @Home will feature a completely reimagined and interactive format, with the combined star power of celebrity chefs Carla Hall, Andrew Zimmern and Tim Love cooking up delicious recipes – all with the goal of helping GENYOUth to feed our nation's kids. The virtual event will take place on Sunday, Feb. 7 at 11:30 a.m. LIVE from Raymond James Stadium in Tampa, site of Super Bowl LV. Taste of the NFL @Home will bring the fun and flavor of Super Bowl eating to the comfort and safety of one's kitchen.

**Contact Name:** Jordyn White

**Contact Email:** [Jordyn.White@nfl.com](mailto:Jordyn.White@nfl.com)

**Event Name:** SUPER BOWL LV

**Location:** Raymond James Stadium

**Date:** Sunday, February 7

**Start Time:** 6:30 P.M.

**Event Description:** AFC Champion **Kansas City Chiefs** and NFC Champion **Tampa Bay Buccaneers** for the 2020 National Football League Championship and the Vince Lombardi Trophy, 6:30 P.M ET, Sunday, February 7, 2021 at Raymond James Stadium.

## **MONDAY, FEBRUARY 8**

**Event Name:** SUPER BOWL LV HOST COMMITTEE CLOSING NEWS CONFERENCE

**Location:** VIRTUAL – <https://sblvmediacenter.nfl.net/>

**Date:** Monday, February 8

**Start Time:** 8:00 A.M.

**Event Description:** The Tampa Bay Host Committee will be available to media to provide a wrap-up of the week's festivities.

**Speakers Include:** Rob Higgins, Commissioner Roger Goodell, Mayor Jane Castor, Commissioner Hagan, Derrick Brooks, Will Weatherford

**Contact Name:** Brooke Skelley

**Contact Email:** [bskelley@tampabaylv.com](mailto:bskelley@tampabaylv.com)

**Event Name:** SUPER BOWL LV WINNING TEAM HEAD COACH AND MVP PRESS CONFERENCE

**Location:** TBD

**Date:** Monday, February 8

**Start Time:** TBD

**Event Description:** Winning team head coach and Super Bowl LV MVP press conference.