




SUPER BOWL XLIV CALENDAR OF EVENTS

NAME OF EVENT	TIME	TYPE	VENUE	TICKET PRICES	PUBLIC CONTACT	EXPECTED ATTENDANCE	BRIEF DESCRIPTION
Thursday, November 12, 2009							
Miami Lakes Volunteer Networking Event	7:00 p.m. - 9:00 p.m.		Shulas Steakhouse 7601 Miami Lakes Drive Miami Lakes, FL	Invite Only	Leslie Nixon (305) 614-7556 lnixon@southfloridasuperbowl.com	100	Networking event.
Monday, December 7, 2009							
Commissioner Luncheon	11:30 a.m.-1:30 p.m.		Land Shark Stadium 2269 Dan Marino Boulevard Miami Gardens, FL	Individual Ticket - \$44 Table for 10 - \$400 www.southfloridasuperbowl.com	Nikki Fiedler (305) 614 - 7580 nfiedler@southfloridasuperbowl.com	350-500	In anticipation of Super Bowl XLIV, NFL Commissioner Roger Goodell will address the South Florida community.
Tuesday, January 5, 2010							
FedEx Orange Bowl	8:00 p.m.	Non Sanctioned	Dolphin Stadium 2269 Dan Marino Blvd. Miami Gardens, FL	Ticketed event	N/A	65,000	BCS Bowl Game
Friday, January 15, 2010							
Artwork Display	TBD	Non Sanctioned	Avant Gallery 3850 N. Miami Avenue Miami, FL	Open to Public	TBD	TBD	Steve's Artwork will be on display at Avant Gallery from mid January until the week of Super Bowl
Thursday, January 28, 2010							
Hollywood Celebrity Charity Golf Tournament	TBD		Westin Diplomat 501 Diplomat Parkway Hallandale, FL	Open to Public	N/A	TBD	Registered golfers will be included in a foursome where they will play side by side with NFL Pros.
Vinofest	6:00 p.m. - 10:00 p.m.	Non Sanctioned	Downtown Delray Beach Atlantic Avenue Delray Beach, FL	Open to Public \$50.00 Online at TICKETWEB	Stacey Menna (561) 864 - 5514 stacey@kodetechnology.com www.thevinofest.com	TBD	The Vinofest will highlight the Art & Jazz on the Avenue, Downtown Delray Beach. There will be an open house for merchants and restaurants.
Art & Jazz on the Avenue	6:00 p.m. - 10:00 p.m.		Old School Square 51 N. Swinton Avenue Delray Beach, FL	Open to Public www.downtowndelraybeach.com	Marjorie Ferrer 561-279-1380 Marjorie@delraybeach.com	TBD	This event will include special football themed events featuring NFL players both past and current, Delray Rocks and FAU players and coaches. In addition, there will be open houses, music and a gallery stroll.
Celebrity -Tough Man Challenge	7:30 p.m. - 11:00 p.m.	Non Sanctioned	Westin Diplomat 3555 South Ocean Drive Hollywood, FL	Adults - \$20 Kids 12 and under - \$10 www.celebritytoughmanchallenge.com	James Pruitt (561) 523-7814 Jamespruit82@yahoo.com	3,500 - 6,500	The Tough-Man Challenge will include a celebrity golf outing, a celebrity boxing match, and an after party. Proceeds will benefit PAL, YMCA, American Cancer Society and Muscular Dystrophy
Friday, January 29, 2010							




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Celebrity Joes vs. Pros	TBD		Westin Diplomat Resort & Spa 3555 South Ocean Drive Hollywood Beach, FL	Open to Public	Jeanette Smith		Former NFL Greats, Miami Dolphin Players and Founders of South Florida Pros vs. Joes will be joined by numerous celebrity guests. You will see your favorite NFL players match against "celebrity Joes".
Champions Arch Built by Gerdau Ameristeel January 29th - February 8th	All day		Ocean Drive 10th Street Miami Beach 33139	Open to Public	Nikki Fiedler (305) 614-7580 nfiedler@southfloridasuperbowl.com	N/A	Recycled steel from the Orange Bowl and Dolphin Stadium will be turned into football themed statues spanning Ocean Drive.
South Florida Fan Fest	9:00 a.m. - 8:00 p.m.	Non Sanctioned	Miami Beach Convention Center 1901 Convention Center Drive Miami Beach, FL	\$10 in advance \$15 at the door www.southfloridafanfest.com	Sinbad ElHaddad (305) 773 - 6289 info@sinbadsports.com	30,000	This event will include fan fest type activities, a memorabilia show, and a concert.
Battle of the Beauties	2:00 p.m. - 6:00 p.m.	Non Sanctioned	Ocean Manor 4040 Galt ocean Drive Fort Lauderdale, FL	Adults- \$10 Children (5-15)- \$5 Children under 5- Free VIP Gala- \$75 per person www.sojoevents.com	Soulan Johnson 305-360-3732 soulan@sojoevents.com	Battle of the Beauties- 500-1,000 VIP Gala- 300-400	This event features the 26 Pro Bowl Cheerleaders (AFC vs. NFC) in a battle between the beauties.
Meet the Pros	6:00 p.m. - 9:00 p.m.	Non Sanctioned	Delray Beach, FL	Open to Public	Cathy Balestriere (561) 278 - 1700 cathy@cranesbeachhouse.com	TBD	A casual meet and greet and autograph session with 8 - 10 NFL players at 1 or more beachside hotels and restaurants.
Super Art in the Park	6:00 p.m. - 12:00 a.m.		Ponce Circle Park 2810 Ponce de Leon Boulevard Downtown Coral Gables, FL 33134	Free www.artintheparkconcerts.com	Mark Trowbridge (305) 446 - 1657 MTrowbridge@coralgableschamber.org	TBD	Super Art in the Park will feature an evening filled with many activities in and around Ponce Circle Park. This event features great live music, beautiful art, sports memorabilia, activities for kids and much more.
Vinofest (2)	6:15 p.m.	Non Sanctioned	Downtown Delray Beach Atlantic Avenue Delray Beach, FL	\$95 per person \$175 per couple Online at TICKETWEB www.thevinofest.com	Stacey Menna (561) 864 - 5514 stacey@kodetechnology.com www.thevinofest.com	TBD	A Latin American wine festival
Celebrity -Tough Man Challenge	7:30 p.m. - 11:00 p.m.	Non Sanctioned	Westin Diplomat 3555 South Ocean Drive Hollywood, FL	Adults - \$20 Kids 12 and under - \$10 www.celebritytoughmanchallenge.com	James Pruitt (561) 523-7814 Jamespruit82@yahoo.com	3,500 - 6,500	The Tough-Man Challenge will include a celebrity golf outing, a celebrity boxing match, and an after party. Proceeds will benefit PAL, YMCA, American Cancer Society and Muscular Dystrophy
Saturday, January 30, 2010							
Super Saturday In The Street	TBD		Downtown Hollywood (between 19th and 21st Avenue) Hollywood, FL	Open to Public	Jeanette Smith	TBD	Local businesses take it to the street with an extreme tailgating event in downtown Hollywood. Visitors will sample food from local restaurants and vote on their best tailgating experiences.
Pro Bowl Open to Public Practice	TBD		Lockhart Stadium 5201 NW 12th Avenue Fort Lauderdale FL	Open to Public	Erin Casey (212) 450 - 2000 erin.casey@nfl.com	TBD	Open to public practice featuring NFL Pro Bowl players.

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Youth Mini Camp	8:00 a.m. - 12:00 p.m.	Non Sanctioned	Boca Raton High School 1501 NW 15th Court Boca Raton, FL	Kids - \$15 Spectators - \$10 www.esmg.info	Dana Lee Csustros (561) 445 - 7066 DanaLeeU@aol.com	100 - 200	A youth mini football camp including a punt, pass, and kick competition.
South Florida Fan Fest	9:00 a.m. - 8:00 p.m.	Non Sanctioned	Miami Beach Convention Center 1901 Convention Center Drive Miami Beach, FL	\$10 in advance \$15 at the door www.southfloridafanfest.com	Sinbad ElHaddad (305) 773 - 6289 info@sinbadsports.com	30,000	This event will include fan fest type activities, a memorabilia show, and a concert.
Getting Onboard for Kids	11:00 a.m. - 3:00 p.m.	Non Sanctioned	Royal Caribbean Cruise Line 1850 Eller Drive Terminal #18 Port Everglades, FL	\$150 per person \$1,500 per table http://miamidadeoasis.amikids.org Call (305) 361 - 7934 ext. # 106	Pamela King (571) 201 - 4401 pamela@kcgpublicrelations.com	200	A fundraiser honoring NFL great Derrick Thomas aboard the new Oasis of the Seas cruise ship.
NFL FLAG Tournament Of Champions	11:00 a.m. - 5:00 p.m.		Central Broward Regional Park 3700 N.W. 11th Place Lauderhill, FL 33311	Open to Public	Nicki Ewell (212) 450 - 2000 nicki.ewell@nfl.com	TBD	Twenty four teams nationwide battle to be the champions of NFL FLAG.
Vinofest (3)	1:00 p.m. - 3:00 p.m.	Non Sanctioned	Downtown Delray Beach Atlantic Avenue Delray Beach, FL	\$25 per person \$30 at the door Online at TICKETWEB	Stacey Menna (561) 864 - 5514 stacey@kodetechnology.com www.thevinofest.com	TBD	A Latin American wine seminar
The Sean Taylor Foundation Inaugural Celebrity Softball Game	3:00 p.m. - 8:00 p.m.	Non Sanctioned	St. Thomas University 16401 NW37th Avenue Miami Gardens, FL	Kids under 12 - \$5 Adults - \$10 www.seantaylorfoundation.org Ticket office day of game	Jennifer Calcagno (786) 368 - 1061 jcalcagno@seantaylorfoundation.org	1,000 - 1,500	All proceeds will benefit The Sean Taylor Foundation and local youth football teams in South Florida. The event will feature homerun derby, rock n jock style challenges and a softball game.
Kickin' Arts at Old School Square	3:30 p.m. - 5:30 p.m.	Non Sanctioned	Old School Square 51 N Swinton Ave Delray Beach, FL	Open to Public	Cathy Balestriere (561) 278 - 1700 cathy@cranesbeachhouse.com	TBD	The event will include autographs and photographs from current and past NFL players, and a display of student pennant art.
Celebrity -Tough Man Challenge	7:30 p.m. - 11:00 p.m.	Non Sanctioned	Westin Diplomat 3555 South Ocean Drive Hollywood, FL	Adults - \$20 Kids 12 and under - \$10 www.celebritytoughmanchallenge.com	James Pruitt (561) 523-7814 Jamespruit82@yahoo.com	3,500 - 6,500	The Tough-Man Challenge will include a celebrity golf outing, a celebrity boxing match, and an after party. Proceeds will benefit PAL, YMCA, American Cancer Society and Muscular Dystrophy
Sunday, January 31, 2010							
Cycling for Education	7:00 a.m. - 10:00 a.m.	Non Sanctioned	Maritime Academy 13425 Ellison Wilson Road Juno Beach, FL	\$35 Registration Fee www.cyclingforeducation.org	Roseanne Sanchez (561) 683 - 1704	80	All participants will have the option to pedal 8, 16, 32, or 64 miles by bicycle. Will also feature live music and a best decorated bicycle contest.
South Florida Fan Fest	9:00 a.m. - 8:00 p.m.	Non Sanctioned	Miami Beach Convention Center 1901 Convention Center Drive Miami Beach, FL	\$10 in advance \$15 at the door www.southfloridafanfest.com	Sinbad ElHaddad (305) 773 - 6289 info@sinbadsports.com	30,000	This event will include fan fest type activities, a memorabilia show, and a concert.





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Game day Fan Plaza	11:00 a.m. - 5:30 p.m.		Dolphin Stadium 2269 Dan Marino Blvd. Miami Gardens, FL	Open to Public	Mary Pat Augenthaler (212) 450 - 2000 marypat.augenthaler@nfl.com	TBD	The event will be designed to give fans an exciting, dynamic and festive area to celebrate prior to both games. The area will include merchandise, food and beverage, sponsor activation, and entertainment.
NFL FLAG Tournament Of Champions	12:30 p.m. - 5:00 p.m.		Dolphin Stadium Fan Plaza 2269 Dan Marino Blvd. Miami Gardens, FL	Open to Public	Nicki Ewell (212) 450 - 2000 nicki.ewell@nfl.com	TBD	Twenty four teams nationwide battle to be the champions of NFL FLAG.
NFL on Location Pro Bowl Package	3:30 p.m.		Dolphin Stadium 2269 Dan Marino Blvd. Miami Gardens, FL	www.nflonlocation.net (212) 655-5665 nflonlocation@nfl.com	www.nflonlocation.net (212) 655 - 5665 nflonlocation@nfl.com	3,000	NFL On Location provides complete packages to attend the Pro Bowl including exclusive pre game hospitality within Dolphin Stadium.
Pro Bowl	8:30 p.m.		Dolphin Stadium 2269 Dan Marino Blvd. Miami Gardens, FL	www.ticketmaster.com	N/A	65,000	AFC vs. NFC, NFL all-star game

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NAME OF EVENT	TIME	TYPE	VENUE	TICKET PRICES	PUBLIC CONTACT	EXPECTED ATTENDANCE	BRIEF DESCRIPTION
Monday, February 1, 2010							
Blitz Build 2010	7:30 a.m. - 3:00 p.m.		Shraders Haven 15372 SW 287th Street Homestead, FL	Call for information	Michelle Marcos (305) 634 - 3628 michelle.marcos@miamihabitat.org	3,000	Blitz Build 2010 is Miami Habitats 12th annual accelerated construction event. By completing daily goals, ten homes will be completed over the course of two weeks.
Palm Beach County Media Day	12:30 p.m. - 3:30 p.m.	Non Sanctioned	Palm Beach International Raceway 17047 Beeline Highway Jupiter, FL	Open to Public	Kris Pursell (561) 233 - 3124 kpursell@palmbeachsports.com	50	A tour that will attract sports and tourism writers and give them a taste of Palm Beach County.
Super Celebrity Fishing Classic Kickoff Party	7:00 p.m. - 10:00 p.m.		IGFA Fishing Hall of Fame 300 Gulf Stream Way Dania, FL 33004	Individual ticket - \$150 www.southfloridasuperbowl.com	Nikki Fiedler (305) 614-7559 nfiedler@southfloridasuperbowl.com	TBD	The Kickoff Party will include a captain's meeting, final registration, silent & live auctions and a video tribute that will honor Marquis Cooper, Corey Smith, William Bleakley, and Nick Schuyler.
Tuesday, February 2, 2010							
UFC - Bud Light	TBD	Non Sanctioned	Bud Light Hotel 1717 Collins Ave. Miami Beach, FL 33139	Free but ticketed Ticket giveaways by local radio stations and bars	www.anheuser-busch.com	N/A	An exclusive exhibition hosted by Dana White and Rashad Evans. Fighters will showcase their fighting techniques and demonstrate various fighting styles. The winners will get to meet their favorite UFC fighters afterwards.
Fox Pan American Sports Pro Football Celebrity Golf Classic III	TBD	Non Sanctioned	2301 Alton Road Miami Beach, FL	Call for information	Floyd Raglin (305) 761 - 2929 floyddrama@aol.com www.floydsportsmarketing.com	TBD	Proceeds benefit The Pro Football Legends of South Florida and Ganley Foundation.
Blitz Build 2010	7:30 a.m. - 3:00 p.m.		Shraders Haven 15372 SW 287th Street Homestead, FL	Call for information	Michelle Marcos (305) 634 - 3628 michelle.marcos@miamihabitat.org	3,000	Blitz Build 2010 is Miami Habitats 12th annual accelerated construction event. By completing daily goals, ten homes will be completed over the course of two weeks.
Wednesday, February 3, 2010							
Bud Light Pool Party	TBD	Non Sanctioned	Bud Light Hotel 1717 Collins Ave. Miami Beach, FL 33139	Free but ticketed Ticket giveaways by local radio stations and bars	www.anheuser-busch.com	N/A	Scary dudes one day, beautiful women the next. When the UFC is finished with the pool, they'll hand it over to some bikini-clad ladies for an unbelievable pool party featuring live music from Uncle Kracker.
Fox Pan American Sports Pro Football Celebrity Golf Classic III	TBD	Non Sanctioned	2301 Alton Road Miami Beach, FL	Call for information	Floyd Raglin (305) 761 - 2929 floyddrama@aol.com www.floydsportsmarketing.com	TBD	Proceeds benefit The Pro Football Legends of South Florida and Ganley Foundation.
Super Celebrity Fishing Classic Tournament	7:00 a.m. - 10:00 p.m.		Doubletree Grand Hotel Biscayne Bay / Sea Isle Marina Miami Beach, FL	VIP Package-\$3,500 Celebrity Boast Package-\$2,000 Basic Boat Package-\$1,200 Award Ceremony ticket-\$100	Nikki Fiedler (305) 614 - 7559 nfiedler@southfloridasuperbowl.com	TBD	A high profile, prestigious fishing tournament featuring legendary and current pro athletes and celebrities. Proceeds will be given to the families of the players whom were involved in the tragic boating accident on Feb. 28, 2009.






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Blitz Build 2010	7:30 a.m. - 3:00 p.m.		Shraders Haven 15372 SW 287th Street Homestead, FL	Call for information	Michelle Marcos (305) 634 - 3628 michelle.marcos@miamihabitat.org	3,000	Blitz Build 2010 is Miami Habitats 12th annual accelerated construction event. By completing daily goals, ten homes will be completed over the course of two weeks.
Habitat for Humanity Super Build Day	8:00 a.m. - 5:00 p.m.		Future Habitat for Humanity home 721 NW 2nd Street Boynton Beach, FL 33435	Open to public www.habitatsouthpalmbeach.org	Gina Graves (561) 819 - 6070 ext. 208 ggravesehfboca.org	50 - 100	Two build shifts are available for 20 people each from 8:00 a.m. - 12:00 p.m. and 1:00 p.m. - 5:00 p.m. Lunch will be provided to all volunteers between 12:00 p.m. - 1:00 p.m.
Thursday , February 4, 2010							
Rebuilding Together's Kickoff To Rebuild	TBD			Open to public	TBD	TBD	Two houses belonging to elderly, low-income homeowners will be rehabilitated by football players, elected officials, celebrities and corporate and community volunteers.
GO Magazine - Bud Light	TBD	Non Sanctioned	Bud Light Hotel 1717 Collins Avenue Miami Beach 33139	Free but ticketed Ticket giveaways by local radio stations and bars	www.anheuser-busch.com	TBD	GO Magazine will be taking over Bud Light Hotel to host a very special, VIPs only party with incredible food and live entertainment.
Switchboard Miami "Super Fiesta on the Island"	8:00 p.m.	Non Sanctioned	Jungle Island 1111 Parrot Jungle Trail Miami, FL 33132	Individual Ticket-\$250 in advance Individual Ticket-\$300 at the door www.switchboardmiami.org (305) 358 -1640 x109	Art Noriega (305) 373 - 6789 x 242 anoriega@miamiparking.com	1000	This event will give locals and visitors an unforgettable evening of live entertainment with a Latin Miami theme. Includes music, food and drinks, a silent auction and a ceremony recognizing sports personnel.
Blitz Build 2010	7:30 a.m. - 3:00 p.m.		Shraders Haven 15372 SW 287th Street Homestead, FL	Call for information	Michelle Marcos (305) 634 - 3628 michelle.marcos@miamihabitat.org	3,000	Blitz Build 2010 is Miami Habitats 12th annual accelerated construction event. By completing daily goals, ten homes will be completed over the course of two weeks.
2010 Hall of Fame Players Classic	9:00 a.m.	Non Sanctioned	The Biltmore Hotel 1200 Anastasia Ave Coral Gables, FL	Ticketed event megan@theimpact.com www.regonline.com/hof_playersclassic	Megan Holland (770)-478-2096 megan@theimpact.com	TBD	The 2010 Hall of Fame Players Golf Classic is an opportunity to spend the day with over 26 football Hall of Famers for a challenging round of golf at the renowned Biltmore Golf Club. Foursome will be paired with a player.
Super Bowl XLIV Sports Career Expo	9:30 a.m. - 2:00 p.m.		American Senior High school 18350 NW 67th Ave Miami, FL	Open to public	Nenette Chambliss (770) 323 - 8280 info@whynotsports.org	700	A national campaign that enlists professionals from all aspects of the sports industry to educate and enlighten high school and college students on alternative career opportunities within the sports arena.
Super Clematis by Night (Super Celebration Series)	5:00 p.m. - 11:00 p.m.		Downtown West Palm Beach Clematis Street West Palm Beach, FL	Open to public	George Linley (561) 233 - 3123 glinley@palmbeachsports.com www.wpb.org	25,000	Will feature a meet and greet session with professional football players, a parade, drill teams, cheerleaders, interactive sports, a drum line competition, and a concert at Meyer Amphitheater.
TASTE OF THE GAME VIP Cocktail Reception	6:00 p.m. - 9:00 p.m.	Non Sanctioned	Biscayne Lady Yacht Docked at the Epic Hotel 270 Biscayne Boulevard Miami, FL	Individual ticket - \$150.00 www.tasteofthegamemiami.com	Sheila Gilmore (818) 895 - 9797 sgilmore@espsportslawpro.com	350	Recognize and honor the legacy of former NFL great John Wooten with the establishment of the annual John Wooten Leadership Award. The award will be given to a college senior and NFL player.

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NAME OF EVENT	TIME	TYPE	VENUE	TICKET PRICES	PUBLIC CONTACT	EXPECTED ATTENDANCE	BRIEF DESCRIPTION
Super Bowl XLIV NFL Charities Celebrity Bowling Classic	7:00 p.m. - 11:00 p.m.		Spare Z Bowling 6325 N. University Drive Davie, FL	\$300 Donation to NFL Charities Open to Participants Only www.SuperBowl.com	Nick Nicolosi (201) 489-0049 n.nicolosi@verizon.net	250	Amateur bowlers team up with current and former NFL players including Hall of Famers for an evening of fun at one of the nation's most popular bowling party venues for the benefit of South Florida YET Centers.
Pepsi Super Bowl Fan Jam	6:30 p.m. - 11:00 p.m.		7th Street (Beach) Miami Beach, FL	Free	N/A	5,000	Concert featuring A list performers broadcast live on VH1.
Friday, February 5, 2010							
Artwork Meet & Greet	TBD	Non Sanctioned	Avant Gallery 3850 N. Miami Avenue Miami, FL 33127	Open to public	TBD	TBD	Steve's artwork on display for the public to view.
Blitz Build 2010	7:30 a.m. - 3:00 p.m.		Shraders Haven 15372 SW 287th Street Homestead, FL	Call for information	Michelle Marcos (305) 634 - 3628 michelle.marcos@miamihabitat.org	3,000	Blitz Build 2010 is Miami Habitats 12th annual accelerated construction event. By completing daily goals, ten homes will be completed over the course of two weeks.
Helmets for Homes Build Day	8:00 a.m. - 12:00 p.m.		Fort Lauderdale Green Build Site 2224 NW 26th Street Fort Lauderdale, FL	Sign up Online www.habitatbroward.org	Maureen Hodgson 954-396-3030x211 maureen@habitatbroward.org	TBD	Please join us for a day of fun as we work together to build a home for a deserving family in need for up to 15 people.
University of Miami 13th Annual Entertainment and Sports Law Symposium	8:15 a.m. - 6:00 p.m.	Non Sanctioned	University of Miami School of Law 1311 Miller Drive Coral Gables, FL	Open to public Ticketed event um.esls@gmail.com	TBD	TBD	TBD
NFL Alumni Super Bowl of Golf Showcase	9:00 a.m. - 3:00 p.m.	Non Sanctioned	Grande Oaks Golf Club 3201 W. Rolling Hills Circle Davie, FL	5,000 per foursome (800) 878 - 5437 x 212 www. nflalumni.org	Patrick Gavin (800) 878 - 5437 x 211 pgavin@nflahq.org	140	Foursomes are teamed with a former NFL player to compete in this celebrity Pro-Am golf tournament for fun and prizes.
Pro Football Hall of Fame Super Bowl XLIV Luncheon	11:30 a.m. - 2:30 p.m.	Non Sanctioned	Indian Creek Country Club 55 Indian Creek Village Miami Beach, FL	Individual tickets - \$975 www.profootballhof.com	Dave Motts (330) 430 - 4005 dave.motts@profootballhof.com	200	Will include a reception and seated lunch with member from the Pro Football Hall of Fame. Proceeds will benefit the Pro Football Hall of Fame and HOF Enshrinee Assistance Fund.
Stars vs. Studs	1:00 p.m. - 4:00 p.m.	Non Sanctioned	Peacock Park 2820 McFarlane Road Miami, FL	\$20.00 www.sppsports.com	Nancy Lankford (847) 673 - 0592 x 827 Nancy@sppsports.com	5,000	A simulated version of Pros vs. Joes that will test the skills of top athletes compared against average sports fans.

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Pepsi Super Bowl Fan Jam	6:30 p.m. - 11:00 p.m.		7th Street (Beach) Miami Beach, FL	Free	N/A	5,000	Concert featuring A list performers broadcast live on VH1.
NFL Alumni Player of the Year Awards Dinner	6:00 p.m. - 10:00 p.m.		Westin Diplomat 3555 South Ocean Drive Hollywood, 33019	\$10,000 for table of 8 (800) 878 - 5437 x 212 www.nflalumni.org	Patrick Gavin (800) 878 - 5437 x 211 pgavin@nflahq.org	450	A star studded fundraising dinner and show during which current NFL players receive awards from Hall of Fame enshrines.
TASTE OF THE GAME Red Heart Gala	6:30 p.m. - 10:30 p.m.	Non Sanctioned	Four Seasons Hotel Miami 1435 Brickell Avenue Miami, FL	Individual ticket - \$500.00 www.tasteofthegamemiami.com	Sheila Gilmore (818) 895 - 9797 sgilmore@espsportslawpro.com	450	In celebration of National Wear Red Day and The Heart Truth®Red Dress campaign a cocktail reception, fashion show and dinner will be held to raise funds for Athletes for Life and WomenHeart.
ESPN Live Boxing	7:00 p.m. - 11:00 p.m. 9:00 p.m. - Live begins	Non Sanctioned	TBD	Individual tickets Tables	N/A	2,000	World Title Fight broadcast Live on ESPN.
Super Bowl Gospel Celebration	7:30 p.m. - 10:30 p.m.		James L. Knight Center 400 SE Second Avenue Miami, FL	Individual tickets - \$39 - \$100 www.superbowlgospelcelebration.com	Melanie Few Harrison (404) 493 - 5557 melanie@resultsinc-agency.com	5,000	The Super Bowl Gospel Celebration brings the top secular, gospel artists and key NFL players together on one stage for uplifting music and inspirational messages.
Bud Bowl Concert	8:00 p.m.	Non Sanctioned	Bud Light Hotel 1717 Collins Ave. Miami Beach, FL 33139	Free but ticketed Ticket giveaways by local radio stations and bars	www.anheuser-busch.com	TBD	To welcome the final round of winners to the Bud Light Hotel, we're hosting the official Bud Bowl concert featuring critically acclaimed, Grammy-award-winning artist Usher.
Celebrity Bowl-a-Thon	9:00 p.m. - 1:00 p.m.	Non Sanctioned	Strike Miami 1401 NW 12th St Miami, FL 33172	Ticketed event www.sppsports.com	Nancy Lankford (847) 673 - 0592 x 827 Nancy@sppsports.com	N/A	A bowling competition to raise money for a charity.
Saturday , February 6, 2010							
Blitz Build 2010	7:30 a.m. - 3:00 p.m.		Shraders Haven 15372 SW 287th Street Homestead, FL	Call for information	Michelle Marcos (305) 634 - 3628 michelle.marcos@miamihabitat.org	3,000	Blitz Build 2010 is Miami Habitats 12th annual accelerated construction event. By completing daily goals, ten homes will be completed over the course of two weeks.
2010 Super Bowl Breakfast	8:00 a.m. - 10:00 a.m.		Westin Diplomat 3555 South Ocean Drive Hollywood, FL	\$2,000 - Priority table of 10 \$1,500 - Corporate table of 10 www.superbowlbreakfast.com	Terry Bortz Terry.Bortz@athletesinaction.org (513) 290 - 6737	2,000	Brief Description of Event Presentation of the Bart Starr Award for outstanding character and leadership. Includes past and present NFL greats.
Youth Mini Camp	8:00 a.m. - 12:00 p.m.	Non Sanctioned	Glades Central High School 1001 SW Avenue M Belle Glade, FL	Kids - \$15 Spectators - \$10 www.esmg.info	Dana Lee Csustros (561) 445 - 7066 DanaLeeU@aol.com	100 - 200	A youth mini football camp including a punt, pass, and kick competition.

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Youth Mini Camp	8:00 a.m. - 12:00 p.m.	Non Sanctioned	Boynton Beach High School 4975 Park Ridge Boulevard Boynton Beach, FL	Kids - \$15 Spectators - \$10 www.esmg.info	Dana Lee Csustros (561) 445 - 7066 DanaLeeU@aol.com	100 - 200	A youth mini football camp including a punt, pass, and kick competition.
Youth Mini Camp	8:00 a.m. - 12:00 p.m.	Non Sanctioned	Callaway "Tate" Recreation Center 1420 West 10th Street Riviera Beach, FL	Open to Public	John William (561) 845 - 4070 parksandrec@rivierabch.com	600 - 800	A youth mini football camp including a punt, pass, and kick competition.
Battle of the Beauties Youth Football Clinic	8:30 a.m. - 12:00 a.m.	Non Sanctioned	Northeast High School 700 NE 56th Street Oakland Park, FL	\$20 per child www.sojoevents.com www.battleofthebeauties.net	Soulan Johnson (305) 360 - 3732 soulan@sojoevents.com	500-1000	Battle of the Beauties Youth Football Clinic will feature Pro Trainer Tony Sands and current and former NFL players teaching football skills to participants, plus a motivation session for kids.
Super Bowl XLI NFL Charities Celebrity Golf Classic	11:00 a.m. - 5:00 p.m.		Doral Golf Resort 4400 87th Ave. Miami, FL	\$1,500 Donation to NFL Charities Open to Participants Only www.SuperBowl.com	Nick Nicolosi (201) 489 - 0049 n.nicolosi@verizon.net	360	Celebrity/Amateur golf classic to benefit the NFL Yet initiative.
The Miami Auto Experience	11:00 a.m. - 5:00 p.m.	Non Sanctioned	159 NE 8th Street Miami, FL	\$20.00 \$30.00 at the door www.miamiautoexperience.com	Robert Gullery (917) 576 - 8490 Robert.Gullery@gmail.com	5,000	Will feature the hottest vehicals in Florida, NFL talent and live entertainment. Proceeds will go to the Boys and Girls Club of Miami.
Celebrity Flag Football Game	1:00 p.m. - 4:00 p.m.	Non Sanctioned	Peacock Park 2820 McFarlane Road Miami, FL	\$20.00 www.sppsports.com	Lisa Levine (847) 673 - 0592 Lisa@sppsports.com	5,000	Celebrity flag football game featuring current NFL and alumni players that will help benefit the Joe DiMaggio's Children's Hospital.
DIRECTV Beach Bowl	12:00 p.m.		21st and 22nd Street (on beach) Miami Beach, FL	Free	N/A	10,000	Celebrity flag football and concert featuring the All-American Rejects.
Troupe 21's Player Networking Event	2:00 p.m. - 6:00 p.m.		James L. Knight Center Riverfront Central Ballroom 400 SE Second Ave. Miami, 33131	\$75 - Individual Tickets \$2,500 - \$125,000 - Sponsorship PNEINFO.com troupe21.com	Danielle Baker 214-749-7833 PNE@troupe21.com	500	A business fair including vendor booths and a happy hour for NFL Players and Executives.
NAME OF EVENT	TIME	TYPE	VENUE	TICKET PRICES	PUBLIC CONTACT	EXPECTED ATTENDANCE	BRIEF DESCRIPTION
TASTE OF THE GAME Taste of the Tropics	3:00 p.m. - 7:00 p.m.	Non Sanctioned	The Epic Hotel 207 Biscayne Boulevard Way Miami, FL	Individual ticket - \$250.00 www.tasteofthegamemiami.com	Sheila Gilmore (818) 895 - 9797 sgilmore@espsportslawpro.com	500	Experience Miami's finest prepared Latin delicacies, live cooking demonstrations by award-winning celebrity Chefs, and rhythmic musical performances benefiting Athletes For Life and WomenHeart.

SUPER BOWL XLIV CALENDAR OF EVENTS

Taste of the NFL	6:00 p.m. (VIP) 6:00 p.m. (Table) 7:00 p.m. (Guest) - 11 p.m.		Broward County Convention Center 1950 Eisenhower Boulevard Fort Lauderdale, FL	\$500 - Guest \$600 - VIP \$6,000 - Corporate Table of 10	Liz Brown (651) 338 - 6977 liz@tasteofthenfl.com	3,000	Food and wine extravaganza featuring a top chef from each NFL city paired with a current or alumni NFL player. Tax deductible charity event to benefit hunger relief for the Daily Bread Food Bank.
Super Bowl Saturday Night	4:00 p.m. - 10:00 p.m.		Fort Lauderdale Beach 1140 Seabreeze Blvd Fort Lauderdale, FL	Free	Mary Pat Augenthaler (212) 450 - 2000 marypat.augenthaler@nfl.com	TBD	A free concert open to the public featuring two main acts and topped off with a firework extravaganza .
Black Eyed Peas Concert	7:30 p.m.	Non Sanctioned	American Airlines Arena 601 Biscayne Blvd Miami, FL 33132	Open to Public	Call for information (786) 777 - 1250. www.ticketmaster.com	20,000	A concert featuring a nationally renowned act.
Dane Cook	8:00 p.m.	Non Sanctioned	Bank Atlantic Center 1 Panther Parkway Fort Lauderdale, FL	www.ticketmaster.com	www.ticketmaster.com	15,000	Comedy show.
Bud Bowl Concert	8:00 p.m.	Non Sanctioned	Bud Light Hotel 1717 Collins Avenue Miami Beach 33139	Free but ticketed Ticket giveaways by local radio stations and bars	www.anheuser-busch.com	TBD	Jamie Foxx will take over the Bud Light Hotel and host his Foxx and Friends Bud Bowl party with live music and performances.
Sunday, February 7, 2010							
Jimmy Football Bud Bowl Tailgate	TBD	Non Sanctioned	Bud Light Hotel 1717 Collins Avenue Miami Beach 33139	Free but ticketed Ticket giveaways by local radio stations and bars	www.anheuser-busch.com	TBD	The entire experience culminates when Jimmy Football shows everyone how to do tailgating right at the Official Jimmy Football Bud Bowl Tailgate.
Blitz Build 2010	7:30 a.m. - 3:00 p.m.		Shraders Haven 15372 SW 287th Street Homestead, FL	Call for information	Michelle Marcos (305) 634 - 3628 michelle.marcos@miamihabitat.org	3,000	Blitz Build 2010 is Miami Habitats 12th annual accelerated construction event. By completing daily goals, ten homes will be completed over the course of two weeks.
Game day Fan Plaza	1:00 p.m. - 5:00 p.m.		Dolphin Stadium 2269 Dan Marino Blvd. Miami Gardens, FL	Super Bowl Ticket holders Only www.superbowl.com	Mary Pat Augenthaler (212) 450-2000 marypat.augenthaler@nfl.com	TBD	The event will be designed to give fans an exciting, dynamic and festive area to celebrate prior to both games. The area will include merchandise, food and beverage, sponsor activation, and entertainment.
NAME OF EVENT	TIME	TYPE	VENUE	TICKET PRICES	PUBLIC CONTACT	EXPECTED ATTENDANCE	BRIEF DESCRIPTION
NFL on Location Super Bowl Package	3:30 p.m.		Dolphin Stadium 2269 Dan Marino Blvd. Miami Gardens, FL	www.nflonlocation.net (212) 655-5665 nflonlocation@nfl.com	www.nflonlocation.net (212) 655 - 5665 nflonlocation@nfl.com	3,000	NFL On Location provides complete packages to attend the Super Bowl including exclusive pre and post game hospitality within Dolphin Stadium. Includes open bar, full menu, player appearances and more!

SUPER BOWL XLIV CALENDAR OF EVENTS

Super Bowl XLIV	6:30 p.m.		Dolphin Stadium 2269 Dan Marino Blvd. Miami Gardens, FL	Sold Out	www.superbowl.com	65,000	AFC vs. NFC for NFL Championship.
Monday, February 8, 2010							
Blitz Build 2010	7:30 a.m. - 3:00 p.m.		Shraders Haven 15372 SW 287th Street Homestead, FL	Call for information	Michelle Marcos (305) 634 - 3628 michelle.marcos@miamihabitat.org	3,000	Blitz Build 2010 is Miami Habitats 12th annual accelerated construction event. By completing daily goals, ten homes will be completed over the course of two weeks.
Tuesday, February 9, 2010							
Blitz Build 2010	7:30 a.m. - 3:00 p.m.		Shraders Haven 15372 SW 287th Street Homestead, FL	Call for information	Michelle Marcos (305) 634 - 3628 michelle.marcos@miamihabitat.org	3,000	Blitz Build 2010 is Miami Habitats 12th annual accelerated construction event. By completing daily goals, ten homes will be completed over the course of two weeks.
Wednesday, February 10, 2010							
Blitz Build 2010	7:30 a.m. - 3:00 p.m.		Shraders Haven 15372 SW 287th Street Homestead, FL	Call for information	Michelle Marcos (305) 634 - 3628 michelle.marcos@miamihabitat.org	3,000	Blitz Build 2010 is Miami Habitats 12th annual accelerated construction event. By completing daily goals, ten homes will be completed over the course of two weeks.
Thursday, February 11, 2010							
Blitz Build 2010	7:30 a.m. - 3:00 p.m.		Shraders Haven 15372 SW 287th Street Homestead, FL	Call for information	Michelle Marcos (305) 634 - 3628 michelle.marcos@miamihabitat.org	3,000	Blitz Build 2010 is Miami Habitats 12th annual accelerated construction event. By completing daily goals, ten homes will be completed over the course of two weeks.
Friday, February 12, 2010							
Blitz Build 2010	7:30 a.m. - 3:00 p.m.		Shraders Haven 15372 SW 287th Street Homestead, FL	Call for information	Michelle Marcos (305) 634 - 3628 michelle.marcos@miamihabitat.org	3,000	Blitz Build 2010 is Miami Habitats 12th annual accelerated construction event. By completing daily goals, ten homes will be completed over the course of two weeks.
Saturday, February 13, 2010							
Blitz Build 2010	7:30 a.m. - 3:00 p.m.		Shraders Haven 15372 SW 287th Street Homestead, FL	Call for information	Michelle Marcos (305) 634 - 3628 michelle.marcos@miamihabitat.org	3,000	Blitz Build 2010 is Miami Habitats 12th annual accelerated construction event. By completing daily goals, ten homes will be completed over the course of two weeks.

SUPER BOWL XLIV CALENDAR OF EVENTS

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