



SUPERBOWL EXTRAVAGANZA

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EVENT THEME AND PURPOSE

- The main goal of this event is to build community engagement and game-day spirit.
- This connects them to the experience because everyone will have the chance to watch the Superbowl, as their favorite team wins.

- My primary audience will be die-hard fans because they would be more engaged to this event.
- This event would be catered to them by ensuring that everything runs smoothly, such as the wait time with security and easy access to the event.



TARGET AUDIENCE

DATE, DURATION, & LOCATION

- The event will take place on February 9th due to the excitement of the Superbowl.
- This event will last two hours, and it will be in downtown Center City near the game.
- This is important for the attendees due to the city vibe and being able to hold a lot of people.



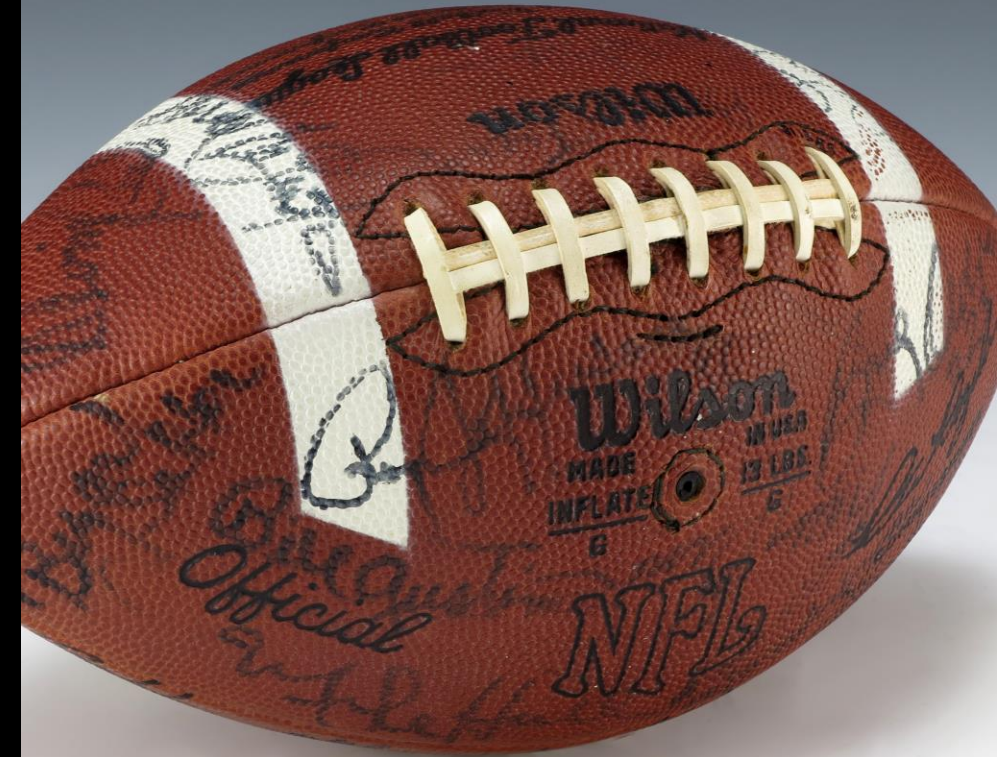
EVENT ACTIVITIES & ENGAGEMENT FEATURES

- A photobooth will be offered where fans can take pictures with their friends or family.
- There will be a gaming station where they can win Eagles prizes and gift cards.
- A cheesesteak truck will be there, so they can experience the best that the city has to offer.





- This event will be a success because it enables die-hard fans a chance to celebrate the Eagles making in the Superbowl, while making lasting memories.
- It does not matter what type of event that is marketed, however; you must be passionate with what you do.



EVENT'S SUCCESS AND CLOSING