



2017 SUPER BOWL EVENT SCHEDULE

Houston, TX

FRIDAY, JANUARY 27TH

6:30PM – 10:00PM

Super Bowl Live VIP Opening - PRIVATE

FREE nine-day festival celebrating SB LI. Includes live music, performances, interactive exhibits, food, and a 90-ft tall virtual reality trip to Mars.

Location: Discovery Green

1500 McKinney St, Houston TX

For more information: <http://www.housuperbowl.com/super-bowl-live>

SATURDAY, JANUARY 28TH

10:00AM – 10:00PM

NFL Experience Driven by Genesis

Pro football's interactive theme park. Offers interactive games, youth football clinics, NFL merchandise, player autograph sessions and more.

Location: GRB Convention Center

1001 Avenida De Las Americas, Houston TX

*Ticketed event. Available for purchase at:

SuperBowl.com or TicketMaster.com

10:00AM – 11:00PM

Super Bowl Live General Public Opening

FREE nine-day festival celebrating SB LI. Includes live music, performances, interactive exhibits, food, and a 90-ft tall virtual reality trip to Mars.

Location: Discovery Green

1500 McKinney St, Houston TX

For more information: <http://www.housuperbowl.com/super-bowl-live>

SUNDAY, JANUARY 29TH

10:00AM – 8:00PM

NFL Experience Driven by Genesis

Location: GRB Convention Center

10:00AM – 9:00PM

Super Bowl Live

Location: Discovery Green

Time TBD

Team Arrivals – PRIVATE

Location: TB

MONDAY, JANUARY 30TH

3:00PM – 9:00PM

Super Bowl Live

Location: Discovery Green



7:00PM – 10:00PM

Super Bowl Opening Night Fueled by Gatorade

Players and coaches of Super Bowl teams address fans and media. Appearances by Hall of Famers, cheerleaders, team mascots, Red Carpet fan photo opportunity. Doors open at 5:30PM.

Location: Minute Maid Park

*Ticketed event. Available for purchase at:

www.ticketmaster.com/Super-Bowl-Opening-Night-Fueled-By-tickets/artist/2176020

TUESDAY, JANUARY 31ST

3:00PM – 9:00PM

Super Bowl Live - PUBLIC

Location: Discovery Green

WEDNESDAY, FEBRUARY 1ST

8:00AM – 2:00PM

Healthy Body and Mind Screening Event

From Feb 1st – Feb 3rd, NFL Player Care Foundation and NFL Alumni Association are offering a FREE health screening program open to all former NFL players. Includes a series of confidential cardiovascular and prostate screenings, as well as mental health resources and education from Tulane University School of Medicine.

Location: Houston Marriott at the Texas Medical Center, Salon A-F
6580 Fannin Street, Houston TX

TO REGISTER: www.nflplayercare.com/screening OR

➤ CONTACT: Dana Lihan, Dana.Lihan@NFL.com · (954) 639-4584
Bonnie McCollough, bmccollo@tulane.edu · (504) 988-8481

10:00AM – 2:00PM

NFL Experience Kids' Day

NFL PLAY 60 Kids' Day gives more than 2,000 local children the opportunity to spend time with NFL players at the NFL Experience.

Location: GRB Convention Center

3:00PM – 10:00PM

NFL Experience Driven by Genesis

Location: GRB Convention Center

3:00PM – 11:00PM

Super Bowl Live

Location: Discovery Green

THURSDAY, FEBRUARY 2ND

8:00AM – 2:00PM

Healthy Body and Mind Screening Event

Location: Houston Marriott at the Texas Medical Center, Salon A-F



12:00PM – 2:00PM

Welcome Lunch – PRIVATE

Players and guests only.

Location: Legends Lounge

GreenStreet, 3rd Floor

1201 Fannin St, Houston TX 77002

➤ CONTACT: Laura Malfy, Laura.Malfy@NFL.com

3:00PM – 10:00PM

NFL Experience Driven by Genesis

Location: GRB Convention Center

3:00PM – 11:00PM

Super Bowl Live

Location: Discovery Green

4:00PM – 5:00PM

Legends 101 in the LEGENDS LOUNGE – PRIVATE

Learn about everything the Legends Community has to offer.

Location: GreenStreet, 3rd Floor

RSVP: NFLLegends@NFL.com

CONTACT: Tracy Perlman, Tracy.Perlman@NFL.com

5:00PM – 12:00AM

LEGENDS LOUNGE – OPEN TO ALL FORMER PLAYERS. MUST RSVP

From Feb 2nd – Feb 4th, The Lounge is a private hospitality space open exclusively to current and former players leading up to Super Bowl 51.

Location: GreenStreet, 3rd Floor

1201 Fannin St, Houston TX 77002

RSVP FOR ALL DAYS: <https://nfllegends.fishsoftware.com/loungersvp/>

**If not registered, can sign up on-site.*

➤ CONTACT: Tracy Perlman, Tracy.Perlman@NFL.com

5:00PM – 8:00PM

The Johnnie L. Cochran Awards – PRIVATE

The 12th Salute to Excellence Awards Ceremony by the Fritz Pollard Alliance. Honorees include minority head coaches, front office officials, HBCUs, and those who have led teams to NCAA Bowl Games.

Location: The Kingdom Builder's Center

6011 W Orem, Houston TX

7:00PM – 11:00PM

Ditka & Jaws Cigars with the Stars

NFL Alumni event.

Location: Irish Cowboy

**Ticketed event. Available for purchase at:*

www.ditkajawscigars.com

➤ CONTACT: Samantha Arnone, Samantha.Arnone@NFLAlumni.org



TBD

NFLPA Player's Party – PRIVATE

Private event for NFLPA partners, licensees and NFL players, including cocktails, dinner and a variety of entertainment.

Location: Museum of Fine Arts Houston – Beck Building
1001 Bissonnet St, Houston TX

➤ CONTACT: Jenna Nobles, Jenna.Nobles@NFLPA.com

FRIDAY, FEBRUARY 3RD

8:00AM – 2:00PM

Healthy Body and Mind Screening Event

Location: Houston Marriott at the Texas Medical Center, Salon A-F

8:00AM – 5:00PM

Legends on The Links Golf Tournament

Location: Golf Club of Houston
5860 Wilson Road, Humble TX

➤ To purchase foursome please contact: Laura Malfy, Laura.Malfy@NFL.com

10:00AM – 10:00PM

NFL Experience Driven by Genesis

Location: GRB Convention Center

10:00AM – 11:00PM

Super Bowl Live

Location: Discovery Green

10:30 AM – 1:30 PM

Hall of Fame Merlin Olsen Brunch – PRIVATE

Honoring Hall of Fame running back Earl Campbell and Houston Texans owner Bob McNair.

Location: Marriott Marquis
1777 Walker Street, Houston TX

For more information: <http://www.profootballhof.com/events/merlin-olsen-luncheon-at-super-bowl-li/>

11:00AM – 2:00PM

Off the Field Legends on the Runway Fashion Show

Location: Tootsies
2601 Westheimer Rd at Kirby, Houston TX

*Ticketed event. Available for purchase at:

www.offthefieldpwa.org

➤ CONTACT: Ericka Lassiter, Ericka.Lassiter@gmail.com

4:00PM – 5:00PM

Legends 101 in the LEGENDS LOUNGE – PRIVATE

Learn about everything the Legends Community has to offer.

Location: GreenStreet

RSVP: NFLLegends@NFL.com

➤ CONTACT: Tracy Perlman, Tracy.Pperlman@NFL.com



5:00PM – 12:00AM

LEGENDS LOUNGE – PRIVATE

Location: GreenStreet, 3rd Floor

7:30PM

18th Annual Super Bowl Gospel Celebration

The only NFL Gospel Concert ft. Grammy Award-winning musical artists, active & retired NFL players, the NFL Players Choir, and celebrity guests.

Location: Lakewood Church

3700 Southwest Fwy, Houston TX

*Ticketed event. Available for purchase at:

Superbowlgospel.com/celebration

➤ CONTACT: Alison DeGroot, Alison.DeGroot@NFL.com

SATURDAY, FEBRUARY 4TH

10:00AM – 10:00PM

NFL Experience Driven by Genesis

Location: GRB Convention Center

10:00AM – 11:00PM

Super Bowl Live

Location: Discovery Green

5:00PM – 12:00AM

LEGENDS LOUNGE – PRIVATE

Location: GreenStreet, 3rd Floor

7:00PM – 11:00PM

Taste of the NFL

Annual wine and food event featuring a chef from each NFL city alongside a current or former NFL player. 35+ food stations and a silent auction.

Location: University of Houston

*Ticketed event. Available for purchase at:

www.tasteofthenfl.com/superbowlevent

7:00PM – 12:00AM

THE TRUST Locker Room Lounge – PRIVATE

Location: Bell Tower on 34th

901 W 34th St, Houston TX

RSVP by Feb 3: spark.adobe.com/page/f24em1VGMys6c/

➤ CONTACT: Bronwyn Longchamp, Bronwyn.Longchamp@PlayersTrust.com

8:00PM – 1:00AM

Pro Football Players Mothers Association Super Bowl Gala

Location: Double Tree by Hilton Hotel

6 E Greenway Plaza, Houston TX

*Ticketed event. Available for purchase at:

<https://www.eventbrite.com/e/super-bowl-gala-in-h-town-tickets-28338232416>



6:00PM – 8:00PM

NFL Honors – PRIVATE

The NFL will salute its best players and plays from the 2016 season.

Location: Wortham Theater Center
501 Texas Ave, Houston TX

9:30PM – 2:00AM

Ebony Event – PRIVATE

Location: Bayou Place
500 Texas Ave, Houston TX

SUNDAY, FEBRUARY 5TH

11:00AM – 2:00PM

NFL Alumni Official Game Day Brunch – PRIVATE

Location: Del Frisco's Double Eagle Steak House at The Galleria
5061 Westheimer Rd #8060, Houston TX

➤ CONTACT: Samantha Arnone, Samantha.Arnone@NFLAlumni.org

10:00AM – 3:00PM

NFL Experience Driven by Genesis

Location: GRB Convention Center

10:00AM – 3:00pm

Super Bowl Live

Location: Discovery Green

1:30PM – 4:30PM

GameDay Fan Plaza

Location: NRG Stadium
NRG Pkwy, Houston TX

4:30PM

THE TRUST Locker Room Lounge Game Day Viewing Party – PRIVATE

Location: Bell Tower on 34th
901 W 34th St, Houston TX

RSVP by Feb 3: spark.adobe.com/page/f24em1VGMys6c/

➤ CONTACT: Bronwyn Longchamp, Bronwyn.Longchamp@PlayersTrust.com

5:30PM – 10:00PM

SUPER BOWL LI

Location: NRG Stadium

To purchase additional tickets for Super Bowl events, visit:

1iota.com/Show/568/Super-Bowl-LI