

DOWNTOWN CAMPUS FACT SHEET



When:

SBC: Wednesday, January 28, 2015 to Sunday, February 1, 2015

NFL Experience: Saturday, January 24, 2015 to Sunday, February 1, 2015

Media Center: Sunday, January 25, 2015 to Sunday, February 1, 2015

Where:

North Border – Monroe St

East Border – 5th St

South Border – Jefferson St

West Border – 1st Ave

Hours of Operation:

Wed 2:00pm – 12:00am*

Thurs 2:00pm – 12:00am*

Fri 2:00pm – 12:00am*

Sat 10:00am – 12:00am*

Sun 10:00am – 3:00pm

*Entertainment & Activities concluding at 10PM. Concessions and Bud Light Beer Garden remain open until 12AM.

SAMPLE DAILY SCHEDULE AS OF December 10, 2014:

2:00pm	Food and Beer Concessions, Sponsor Activation Zone, Autograph Stage and Concert Stage open
2-6pm	Local talent & large format group performances on Concert Stage
6:00pm	Autograph Stage closes & Concert Stage changeover
7:00-10pm	Regional and national recording artist performance on concert stage
10-10:10pm	Nightly fireworks show
10:00pm	Activations and activities close
12:00am	Food & beverage close

For More Information Please Visit:

www.azsuperbowl.com/media

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|---|----------------------------------|---|---|-------------------------|---|
| 1. Verizon Power House | 6. American Airlines | 11. Bridgestone Performance Moment | 16. Dignity Health Barrow Brain Ball Experience | 21. NFL Fan Style Truck | 26. Salt River Project |
| 2. Network Broadcast Sets | 7. Arizona's Grand Tour by ADT | 12. Bud Light Beer Garden | 17. First Solar Countdown Clock | 22. NFL Team Shop | 27. Super-Sized Football Presented by Visit Phoenix |
| 3. The Grand Canyon Experience Presented by NBIAZ | 8. Arizona State University | 13. Cancer Treatment Centers of America | 18. Media Day Fueled by Gatorade | 23. Papa John's | 28. Tostitos® Party Bowl |
| 4. Super Bowl XLIX Roman Numerals | 9. AZCentral.com Autograph Stage | 14. City Skate | 19. Mexico Live It to Believe It | 24. Pepsi Hype Zone | 29. Univision Zone/ Zona Univision |
| 5. Pepsi Hyped for Halftime Stage | 10. Bridgestone Fan Gallery | 15. Cox Communications- Gigablast from Cox Lounge | 20. NFL Experience Engineered by GMC | 25. Puppy Bowl Cafe | 30. Verizon Biometric Charging Station |

Highlights:

- Arizona-themed Interactive Photo Opportunity
- Autograph Stage
- Concert Stage
- Food and Beer Concessions

CityScapeAttractions:

- Iconic Super Bowl XLIX Roman Numerals
- Network Broadcast Stage
- Nightly Firework Show
- Sponsor Activity Zones

CityScapeAttractions:

- Bud Light House of Whatever
- Legends Lounge
- NFL House

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#SB49

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#ProBowl

@Verizon
#SBCentral

