


SUPER BOWL XLIV CALENDAR OF EVENTS

NAME OF EVENT	TIME	TYPE	VENUE	TICKET PRICES	PUBLIC CONTACT	EXPECTED ATTENDANCE	BRIEF DESCRIPTION
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-dad 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.
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 ggraves@hfboca.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							
GQ 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	GQ Magazine will be taking over Bud Light Hotel to host a very special, VIPs only party with incredible food and live entertainment.
Eats Beats and Cleats Gridiron Greats Festival	All Day Autograph signings 1:00 p.m. - 7:00 p.m.	Non Sanctioned	On Lincoln Road	Open to public	N/A	N/A	A four day and night block party featuring live music, laser light shows, and food all while interacting with some of the biggest stars ever to hit the Gridiron. Certain proceeds will benefit the Gridiron Greats Assistance Fund.
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.

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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.
Pro Sports Wives Diamonds & Pearls Ultimate Fan Experience (February 4th - 7th)	12:00 p.m. - 6:00 p.m.	Non Sanctioned	Hyatt Regency Miami 400 SE 2nd Avenue Miami, FL 33131	Individual ticket - \$30 www.prosportswives.com	Gena Pitts (678) 438 - 3827 genapitts@prosportswives.com	4,000	Ultimate Tailgate Fan Experience Event includes food sampling, music, dancing, autographs, auction, and games for families.
Sprint Phone-A-Friend	4:00 p.m. - 8:00 p.m.	Non Sanctioned	South Beach Ocean Drive Between 7th and 8th	Open to the public	N/A	N/A	Sprint Phone-A-Friend @ NFLPLAYERS LIVE! will give fans the opportunity to have NFL stars call a friend or family member directly from Sprint wireless phones.
Super Clematis by Night (Super Celebration Series)	5:00 p.m. - 9:00 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 a Meyer Amphitheater.
Legends for Charity	6:00 p.m.	Non Sanctioned	The Westin Fort Lauderdale 321 North Fort Lauderdale Beach Boulevard Fort Lauderdale, FL	Individual ticket - \$150 Corporate table of 10 - \$3,000 www.legendforcharity.com	Cheryl DeLeonardis (954) 922 - 7013 ocean2ocean@bellsouth.net	TBD	A tribute to the career of NBC Sports and Showtime Sports Broadcaster Cris Collinsworth, recipient of the Pat Summerall Award. Hosted by Mike Trico and featuring guest speakers Dick Stockton and Warren Sapp. The dinner will benefit St. Jude Children's Research Hospital.
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.
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.
Gridiron Greats Billfish Bowl Captain's Party	6:45 p.m. - 9:00 p.m.	Non Sanctioned	Key Largo	N/A	info@ebcmiami.com	N/A	Will feature your host Jimmy Johnson, Mike Ditka and the Gridiron Greats, appetizers, live bands/music and cocktails and, Fashion Show featuring players from the Lingerie Football League. Don't miss this!
Super Bowl XLIV NFL Charities Super Bowl Celebrity Bowling Classic	7:00 p.m. - 11:00 p.m.		SpareZ Bowling 5325 S. University Drive Davie, Florida 954-434-9663	\$300 Donation to NFL Charities Open to Participants Only www.SuperBowl.com	Jeffrey Berg 800-221-5675 jberg@sparezbowling.com	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.
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.
Friday, February 5, 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.
Exhibition of Steve Sabol's Original Artwork (Meet & Greet)	TBD	Non Sanctioned	Avant Gallery 3850 N. Miami Avenue Miami, FL 33127	Open to public Call (305) 573 - 8873 www.stevesabolart.com	Vanessa Almerico/Avant Gallery (305) 573 - 8873 valmerico@avantgallery.com	N/A	Steve will be available at the gallery for a general public meet & greet.