

Super Bowl XLIX Phoenix Parties

Written by By Stacia Affelt, Tamara Kraus and Melissa Larsen

Tuesday, 13 January 2015 15:09 - Last Updated Monday, 26 January 2015 10:04



Who says the big game officially starts at kickoff and ends after the final score? For us, it starts and ends when the party does. From viewing parties, concert festivals, player meet-and-greets and even firework shows, this year's Super Bowl party lineup is guaranteed to impress everyone who visits the Valley for the game. Check out our top picks for public and private parties in the Valley.



Public:

Taste of the NFL's Party with a Purpose

As this year's Super Bowl host city, the Valley also has the pleasure of welcoming the 24th Annual Taste of the NFL's Party with a Purpose held on the eve of Super Bowl XLIX on Saturday, Jan. 31, 2015 at WestWorld in Scottsdale. This year's star-studded culinary celebration brings together exceptional cuisine, chefs from around the country, including Arizona Cardinals Celebrity Chef Beau MacMillan of Sanctuary on Camelback Mountain (check out his Q & A on P. TK)—along with NFL players, coaches, legends and more, all to support the fight against hunger. Taste of the NFL has appointed Andrew Zimmern, of Travel Channel's "Bizarre Foods with Andrew Zimmern," as this year's national culinary host for its Party with a Purpose, alongside Taste of the NFL national celebrity spokesperson, Alyssa Milano. Tickets are \$700 each; \$9,000 for VIP tables of 10. An exclusive Diamond Package Experience is also available. For more info, visit tasteofthenfl.com.

SuperBowl Central

During the week leading up to the highly anticipated 2015 Super Bowl, Downtown Phoenix will be transformed into a hub of parties and activities for excited fans centered around CityScape. From a concert stage to numerous beer gardens, to nightly fireworks shows, there will be something for every fan. The events will take place from 2 to 10 p.m. on Jan. 28 to 30; 10 a.m. to 10 p.m. on Jan. 31; and 10 a.m. to 3 p.m. on Feb. 1. Admission is free. For more information, go to <https://azsuperbowl.com/super-bowl-central/>.

Autograph Signing at Patriots Park at CityScape Phoenix Come out to get an autograph from your favorite former NFL player. The event is part of Verizon Super Bowl Central and is free and open to the public. For more information, visit www.cityscapephoenix.com.

Playboy Party at W Scottsdale

On Friday, Jan. 30, Playboy hosts one of the Super Bowl's biggest bashes at W Scottsdale. The exclusive event will be hosted by two-time Grammy Award winner, Nelly, with music by DJ duo The Captains of Industry, and will feature 24 Playboy Playmates in bunny costumes mingling with celebrities, athletes and VIP guests. A select number of tickets will be available for purchase at www.wscottsdaletickets.com; for VIP table information, contact 602.405.0099.

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DIRECTV Super Fan Festival

The likes of Alesso, American Authors, Becky G, Ingrid Michaelson, Young The Giant, Zac Brown Band, Calvin Harris, Imagine Dragons and Snoop Dog will take the stage the unprecedented, three-day music festival will feature 13 concerts beginning daily at 5 p.m. Wednesday, Jan. 28 to Friday, Jan. 30 at the Pendergast Family Farm in Glendale, across from University of Phoenix Stadium in Glendale, the site of Super Bowl XLIX. Before the Big Game on Sunday, February 1, the First Annual DIRECTV Super Fan Tailgate, hosted by supermodel and television personality Chrissy Teigen and former NFL All-Pro, "NFL Today" analyst and television personality Tony Gonzalez, will be held at DIRECTV Super Fan Stadium for DIRECTV's Super Bowl partners. Tickets begin at \$99 and are available for purchase now in limited supply at www.stubhub.com/directv.



Inaugural Super Bowl Culinary Kickoff

Chef Charlie Palmer and Michael Mina will host their Inaugural Super Bowl Culinary Kickoff Thursday, Jan. 29 at Mina's Bourbon Steak (pictured) located in the Fairmont Scottsdale Princess in Scottsdale, Arizona. The special event will be an exclusive evening for 150 guests including professional athletes, celebrities, musicians, culinary greats, top vintners and sponsors. Confirmed guests include Marshall Faulk, Ronnie Lott, Dwight Clark, Rich Aurilia, Shawn Estes, Dick Vermeil, Charles Woodson, Eric Sogard, Andre Wadsworth, Rich Eisen and others. The event will begin with a one-hour cocktail reception hosted by NFL players, alumni and celebrities bartending and pouring wine for guests. Following the reception, guests will be served a seated three-course dinner specially prepared by chefs Palmer and Mina paired with elite. Grammy Award-winning artist Michelle Branch will perform throughout the evening. The price is \$2,000 for the dinner and after party, or \$500 for the after party only, all at Bourbon Steak. For more info, visit events.thedelislegroup.com/product/culinary-kickoff/.

10th Annual Legends for Charity Dinner

Before Super Bowl XLIX in Glendale, sports heavy hitters will come together on Thursday, Jan. 29, for the 10th Annual Legends for Charity Dinner benefiting St. Jude Children's Research Hospital. In addition to raising funds for the St. Jude Children's Hospital, The Legends for Charity event, which has become one of the cornerstone events for the Super Bowl, recognizes an outstanding national broadcaster for their significant contributions to field of sports. This year, veteran sports broadcaster Jim Nantz will present the award to Joe Buck, Lead Play-by-Play Broadcaster for FOX Sports. For more info, visit <http://www.stjude.org/stjude/v/index.jsp?vgnextoid=340d338a59e26210VqnVCM1000001e0215acRCRD>.

Bud Light House of Whatever

Friday through Sunday, Kimpton's Hotel Palomar Phoenix at CityScape Phoenix will become "Bud Light House of Whatever." From parties to concerts, this will be the hub for all #UpForWhatever activities. For more information, visit www.cityscapephoenix.com.

Super Ball 2015

Before changing into your sports jersey, get dressed up for the black-tie Super Ball 2015 vintage sports gala and silent auction to benefit Arizona Assistance in Healthcare. The event will celebrate the Super Bowl with a vintage tailgate party, including game screenings, surprise boxes and special football player guests. The Ball will be held at the Bentley Projects in downtown Phoenix on Jan. 17. Tickets are \$350 per person. Get additional information by visiting azaih.org.



"The Night Before" Concert at US Airways Center

Country's biggest stars will be heading to the Valley for the ultimate pre-game concert at US Airways Center. Chart toppers Jason Aldean, hometown boy Dierks Bentley (pictured) and Florida Georgia Line will perform at this year's concert on Jan. 31. Go

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to Radio.com/TheNightBefore for more information.

Talking Stick Resort/Casino Arizona

Gather your friends for a free viewing party hosted by NBC Sports Radio AM 1060. The 21-and-up event starts at 3 p.m. and will feature kickoff cash drawings, score squares and jersey giveaways. Watch the game on six different screens while enjoying drink and food specials. For more information, visit <http://www.talkingstickresort.com/watch-the-big-game.aspx>.

Westgate Entertainment Center Super Music Series

Celebrate the days leading up to the big game listening to the Valley's top local bands and national bands in this Super Bowl hotspot, presented by Bud Light. The five-day concert series begins Jan. 28 and ends on Super Bowl Sunday. Enjoy the sounds of Los Lobos, Chainsmokers, Eli Young Band, Dramarama, Bow Wow Wow and Gene Loves Jezebel, Naked Eyes, Kianna Martinez, Jared & The Mill, and Chad Freeman & Redline. Get more information at www.westgateaz.com.

Hearts & Helmets Celebrity Party and Charity Poker Tournament

On Saturday, Jan. 31, Pro Player Insiders and Dream Dealers are holding one of the hottest events before the Big Game. NFL Icon Jim McMahon and 2003 World Series of Poker Champion Chris Moneymaker are hosting the celebrity-filled *Hearts and Helmets* Charity Poker Tournament. Some of the biggest names in sports, Hollywood, and poker will play Texas Hold'em side-by-side with party. This exclusive affair is being held at a private residence in Scottsdale and kicks off with a VIP reception at noon. Proceeds from the event will benefit the Every Kid Counts Children's Charity. Other confirmed celebrity guests include Andre Reed (NFL Hall of Famer), CeCe Peniston (award winning singer), Tim Brown (NFL), Marcellus Wiley (NFL/ESPN), Calais Campbell (NFL), Shelly Duncan (MLB), Chris Duncan (MLB), Jeni Summers (model), Marvin "Young MC" Young (Grammy Winner) and more. Hearts & Helmets VIP tickets are \$500. VIP admission opens at noon for a celebrity meet and greet. The poker tournament starts at 1 p.m. General admission tickets are \$175. General admission begins at 6pm. All attendees are invited to play the casino games from 7 p.m. to 10 p.m.



Private:

The Giving Back Fund's Big Game Big Give

Michael Bay, producer and director, will host this year's highly anticipated private party, alongside movie star Mark Wahlberg, benefiting [The Giving Back Fund](http://TheGivingBackFund.org), which is a nonprofit that creates and manages philanthropy programs. It will be held on Jan. 31 from 6:30 to 10:30 p.m. in the private home of Matt Williams, former World Series Arizona Diamondbacks player and coach, and his wife Erika (pictured), former Phoenix TV broadcaster. Don't miss out on what ESPN calls the "# 1 Super Bowl Party of the Year."

ALL IN Magazine Super Bowl Weekend

The gaming world experts at ALL IN Magazine announce their Super Bowl weekend party line-up hosted at one of the most elite private estates in Paradise Valley. The three exclusive, invite-only events takes place from Friday, Jan. 30 to Sunday, Feb. 1 and support ALL IN Cause. The Friday evening party features a live performance from Jimmy Fallon's "The Tonight Show" band, The Roots. Saturday evening is a high stakes celebrity poker tournament, while Sunday's Ultimate Tailgate Party is devoted to the big game. \$1,000 VIP (Roots tent acces) and \$600 (select guest) on Friday; \$1,000 poker seat buy-in and \$500 (guest) on Saturday; \$400 on Sunday.

Club PrimeSport VIP Super Bowl Pregame Party

Get as close to the University of Phoenix Stadium as possible, and get ready for the game with a premium open bar, delicious food, NFL celebrity appearances, and more entertainment. Three-time Super Bowl Champion Emmitt Smith and ESPN Sports Reporter Michelle Beadle will be hosting the event. The event will take place from 12:30 to 3:30 p.m. on Feb. 1. Learn more and purchase tickets at <https://www.primesport.com/d/superbowl>.

NFL House

Lucky Strike, Gypsy and Copper Blues, located in CityScape Phoenix, will host NFL guests for four days of parties.

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Legends Lounge

From Thursday through Sunday, alumni and hall of fame players will attend this event at Stand up Live in CityScape Phoenix.