

AZ Insider: Invitation Only Party with \$4 Million Budget

Written by Written by Kathy Shayna Shocket

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Kathy Shayna Shocket has the inside scoop on Arizona's social scene.



Kathy's scoop on why this PRIVATE PARTY'S BUDGET was \$4 MILLION . . . Danica Patrick was among the celebs!

I feel fortunate to have been invited to the lavish VIP reception for **Bob Parsons'** and Go Daddy's \$4 million employee private party. In the VIP area of about 150 guests we had the chance to rub shoulders with one of the most famous women race car drivers and model **Danica Patrick**, fitness TV star **Jillian Michaels** and race car superstar **Mario Andretti**! While many corporations are still cutting back on company parties, Bob and Go Daddy threw a \$4 million fete for employees. The extraordinary affair was rich with star power and had a mix of a New York and Las Vegas over-the-top ambiance. BODY GUARDS were plentiful!



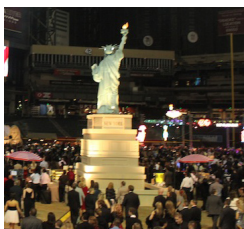
Here's race car legend and savvy entrepreneur **Mario Andretti** greeting me!

TV star and personal trainer **Jillian Michaels** also says, "Hello Kathy," before we chatted.



Bob makes no apologies for the blow out budget, stressing that his employees work very hard and produce over the top results. "Our incentives are very high, but so is our productivity and our accomplishments," notes Bob.

Outside of the VIP area, employees mingled amidst the over the top decor including a 30-foot replica of the **Statue of Liberty**. The Statue of Liberty reigned supreme over the bash that rocked with entertainment from rock star **Kid Rock**, country music stars **Dierks Bentley** and **Trace Atkins**.



Along with **Lady Liberty**, and other huge marquee landmarks, the thousands of employees and their guests indulged in culinary delights at the many, many culinary stations. A major highlight for partygoers was when Bob and Danica drew the winning employees' names for cash prizes totaling more than \$1.1 million. Bob was also flanked by his wife **Renee Parsons**. She and Bob and Go Daddy are also major contributors to the Valley's charitable causes.

As **Danica** told me, "Bob really knows how to go all out with his parties for his employees. "He makes them feel like they are celebrities and also having 3 major headliners in one evening (**Dierks Bentley**, **Kid Rock** and **Trace Atkins**) for an employee party is amazing."

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