



**50% 50%**  
AGE 22 - 44

## EVENT SUMMARY:

Super Fan Fest is a FREE sports & entertainment event in the middle of Miami's hottest neighborhood, Wynwood during the week of Super Bowl 2020 in Miami, FL. Super Fan Fest is 80,000 square feet of action, activities and – best of all – people watching.

Fans will be able to watch the large screens from authentic bleachers, play pick-up touch games on the flag football field, try to kick it though the regulation field goal post, take a shot at the daily run, pass, and kick contests, evening concerts, cold cocktails, and more.



**300,000**  
SWARM'S FOLLOWERS  
+ EMAIL DATABASE



**150,000**  
ATTENDANCE

[www.swarminc.com](http://www.swarminc.com)



**WYNWOOD MARKETPLACE**  
(2<sup>ND</sup> AVE : CENTER OF WYNWOOD)

## DATE :

January 30<sup>th</sup> - February 3<sup>rd</sup> 2020

## TARGET DEMO :

Millennials, Families, Tourists, Young Professionals, Football Fanatics, Media

## FEATURES :

FREE Entrance, VIP Upgrades, Elevate Main Stage, Taste of Miami Food Truck Alley, Photo Ops, Field of Dreams, Measure Up, Tailgate Zone, Beer Garden, Large Scale Brand Activations



**30+ ART, CRAFT & LIFESTYLE VENDORS**  
**15+ FOOD TRUCKS**