

**PARTYFIXXCO**  
THE ULTIMATE EVENTS & TRAVEL GUIDE

# THE BIG GAME - LUXURY - GIFTING SUITE

**BRUNCH + DAY PARTY**

SATURDAY, FEBRUARY 8, 2025 • 12PM - 4PM  
@ MERCHANT HALL • NEW ORLEANS, LA

# JOIN US

*Connect directly w/High Net-Worth individuals, NFL Players & Celebrities Super Bowl Weekend*

We're seeking to partner with Luxury Brands, looking to showcase their products and services at PartyFixx.co's 1st Annual Big Game Luxury Gifting Suite. This event is your chance to connect with current and former NFL Athletes, celebrities, influencers, and top media outlets flocking to New Orleans for the 2025 Super Bowl. This is not your usual celebrity gifting suite; we're offering far more than just photo opportunities or the possibility of brand sponsorship & endorsements.

At PartyFixx.co we focus on BIG DATA to drive unmatched value for our partners. As the producers of this event, we're able to deliver a unique, yet undervalued marketing opportunity no other gifting suite can match: Post-Event access to thousands of Event Registration Insights. This includes data from high net-worth individuals in New Orleans for Super Bowl Weekend, providing your brand with a direct line for follow-up marketing.

But that's not all. Does your brand utilize tracking pixels for re-targeting ads on social media? Participating brands will have the exclusive ability to install their tracking pixels on our Big Game Luxury Gifting Suite details page, and our 2025 Super Bowl Party Guide page. This allows your team to immediately target ads to the largest concentration of high-income earners, all searching for Super Bowl parties & premium experiences on PartyFixx.co. This is more than an event, it's a game-changing marketing opportunity.



# WHY A GIFTING SUITE?

Since 2012, PartyFixx.co has been the go-to platform for promoting events during major weekends, connecting partygoers to the best experiences. Super Bowl Weekend, with its unparalleled concentration of High Net-Worth individuals in one city, presents the ultimate opportunity for an exclusive event like the 2025 Big Game Luxury Gifting Suite.

Although the Big Game Luxury Gifting Suite is an invite only event, it will be heavily marketed through PartyFixx.co, as well as other paid and organic marketing. This goes beyond the typical gifting suite. Our gifting suite delivers luxury products, exclusive brand access, and valuable post-event data. Unlike traditional gifting suites, PartyFixx.co is sharing event registration data with our partners, giving brands a direct line of communication to thousands of high-value leads.

Over the years, PartyFixx.co has built strong relationships with celebrity artists & actors, professional athletes, and influencers through our collaboration with top promoters and hospitality groups. These connections inspired the creation of this gifting suite, which goes beyond simply showcasing luxury products. It's about leveraging this relationship to connect brands with high-profile individuals in a beneficial, yet meaningful way.

It only makes sense for PartyFixx.co to start bridging the gap between my celebrity friends, professional athletes, and the brands they naturally align with. With the rise of more athletes starting podcasts, YouTube channels, and other personal platforms, this gifting suite is the perfect marriage of influencers and brand opportunities. This event simplifies the process and creates unique opportunities for lasting partnerships.

As the #1 source for all things Super Bowl Weekend, PartyFixx.co is uniquely positioned to make this gifting suite the most talked-about event in New Orleans for Super Bowl Weekend 2025. By leveraging our platform and expertise, we're creating the ultimate intersection of luxury, exclusivity, and brand connection. This isn't just a gifting suite; it's a transformative marketing experience that sets a new standard for engagement during one of the world's biggest weekends.



# CONFIRMED 2025 ATHLETE & CELEBRITY RSVPS



**KYREN WILLIAMS**

NFL  
LOS ANGELES RAMS  
IG: KYREN.WILLIAMS



**ROBERT GRIFFIN III**

NFL  
(FORMER)  
IG: RGIII



**TREY MCBRIDE**

NFL  
ARIZONA CARDINALS  
IG: TREYMCBRIDE



**LASHAWN MERRITT**

TRACK & FIELD  
IG: LASHAWNMERRITT



**DAVID MONTGOMERY**

NFL  
DETROIT LIONS  
IG: REALLYUNDERSTANDME



**TY NSEKHE**

NFL  
(FORMER)  
IG: TYNSEKHE



**CAMERON NEWTON**

NFL  
(FORMER)  
IG: CAM



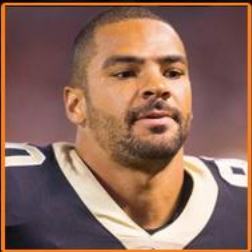
**DEMARIO DOUGLAS**

NFL  
NEW ENGLAND PATRIOTS  
IG: POPSHOTTA3



**JACK FLAHERTY**

MLB  
LOS ANGELES DODGERS  
IG: JFLARE



**CLAY HARBOR**

NBA  
(FORMER)  
IG: CLAYHARBS82



**TYRANN MATHIEU**

NFL  
NEW ORLEANS SAINTS  
IG: MATHIEU\_ERA



**TYRONE TRACY JR.**

NFL  
NEW YORK GIANTS  
IG: IAM\_TTJXI



# CONFIRMED 2025 ATHLETE & CELEBRITY RSVPS



**BUB MEANS**

NFL  
NEW ORLEANS SAINTS  
IG: BUBMEANS



**DARON PAYNE**

NFL  
WASHINGTON COMMANDERS  
IG: 94YNE



**DEXTER FOWLER**

MLB  
(FORMER)  
IG: DEXTERFOWLER



**CALAIS CAMPBELL**

NFL  
MIAMI DOLPHINS  
IG: CALAISCAMPBELL



**ED MCCAFFREY**

NFL  
(FORMER)  
IG: EDMCCAFFREY87



**DION DAWKINS**

NFL  
BUFFALO BILLS  
IG: JERZEYSTAR



**CAMERON DICKER**

NFL  
LOS ANGELES CHARGERS  
IG: DICKERTHEKICKER



**DELANIE WALKER**

NFL  
(FORMER)  
IG: DELANIEWALKER



**DJ CHARK**

NFL  
LOS ANGELES CHARGERS  
IG: DJCHARK82



**CESAR RUIZ**

NFL  
NEW ORLEANS SAINTS  
IG: BENJAMINSWATSON



**DEMARIO DAVIS**

NFL  
NEW ORLEANS SAINTS  
IG: DEMARIODAVIS



**DYLAN LAUBE**

NFL  
LAS VEGAS RAIDERS  
IG: DYLANLAUBE



# CONFIRMED 2025 ATHLETE & CELEBRITY RSVPS



**EJ SPEED**

NFL  
INDIANAPOLIS COLTS  
IG: DISTRICT.5\_



**JEFFERY SIMMONS**

NFL  
TENNESSEE TITANS  
IG: JSIMMONS\_94



**KIRK MORRISON**

NFL  
(FORMER)  
IG: KIRKMORRISON



**EVAN OGLESBY**

NFL  
BALTIMORE RAVENS  
IG: EVANOGLESBY



**GERALD MCCOY**

NFL  
(FORMER)  
IG: GERALDINI93



**JOHNATHAN ABRAM**

NFL  
NEW ORLEANS SAINTS  
IG: THEJABRAM



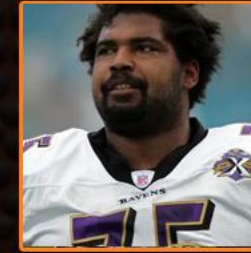
**GEORGE KARLAFTIS**

NFL  
KANSAS CITY CHIEFS  
IG: GEORGEKARLAFTIS



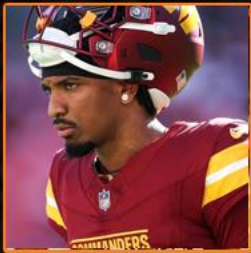
**JARED ALLEN**

NFL  
(FORMER)  
IG: JAREDALLEN69



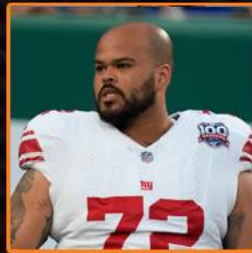
**JONATHAN OGDEN**

NFL  
BALTIMORE RAVENS  
IG: JONATHANOGDEN75



**JAYDEN DANIELS**

NFL  
WASHINGTON COMMANDERS  
IG: THATKIDJAYDEN



**JERMAINE ELUEMUNOR**

NFL  
NEW YORK GIANTS  
IG: THEMAINSHOW\_



**JOSH HINES-ALLEN**

NFL  
JACKSONVILLE JAGUARS  
IG: JOSHUAHINESALLEN

UPDATED ON: JANUARY 22, 2025



# CONFIRMED 2025 ATHLETE & CELEBRITY RSVPS



**JT GRAY**

NFL  
NEW ORLEANS SAINTS  
IG: JTGRAY



**CODY FORD**

NFL  
CINCINNATI BENGALS  
IG: CODYFORD74



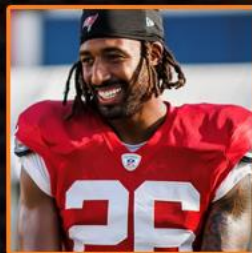
**MICHAEL COX**

NFL  
(FORMER)  
IG: COXM29



**KENDALL BROOKS**

NFL  
TENNESSEE TITANS  
IG: K\_B\_



**LOGAN RYAN**

NFL  
(FORMER)  
IG: LOGANRYAN



**MICHAEL CRABTREE**

NFL  
(FORMER)  
IG: KINGCRAB15



**KERBY JOSEPH**

NFL  
DETROIT LIONS  
IG: JKERB25\_



**MARCELLUS WILEY**

NFL  
(FORMER)  
IG: MARCELLUSWILEY



**ODAFE OWEH**

NFL  
BALTIMORE RAVENS  
IG: DAFEOWEH



**LARRY SANDERS**

NBA  
(FORMER)  
IG: THERREAL\_LARRYSANDERS



**MARLON HUMPHREY**

NFL  
BALTIMORE RAVENS  
IG: MARLON



**PAULSON ADEBO**

NFL  
NEW ORLEANS SAINTS  
IG: PAU11SON\_

UPDATED ON: JANUARY 22, 2025



# CONFIRMED 2025 ATHLETE & CELEBRITY RSVPS



**NATE HOBBS**

NFL  
LAS VEGAS RAIDERS  
IG: NATEHOBBSJR



**ERIC METCALF**

NFL  
(FORMER)  
IG: EM21DAFUL



**JEREMIAH PHARMS**

NFL  
NEW ENGLAND PATRIOTS  
IG: PHARMS34



**KRISTIAN WILKERSON**

NFL  
LAS VEGAS RAIDERS  
IG: 6DEMO



**BILLY DAVIS**

NFL  
(FORMER)  
SUPER BOWL WINNER  
IG: BILLYDAVIS3035



**DEZ BRYANT**

NFL  
(FORMER)  
IG: DEZBRYANT



**CARL CRAWFORD**

MLB  
(FORMER)  
IG: CARLCRAWFORDCEO



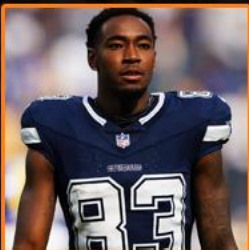
**TRAVON WALKER**

NFL  
JACKSONVILLE JAGUARS  
IG: YTW\_44



**TERRACE MARSHALL JR.**

NFL  
LAS VEGAS RAIDERS  
IG: TERRACEMJR



**JALEN BROOKS**

NFL  
DALLAS COWBOYS  
IG: 3KJAY\_



**ANDREI IOSIVAS**

NFL  
CINCINNATI BENGALS  
IG: ANDREIOSIVAS



**ANTONIO GATES**

NFL  
(FORMER)  
IG: THEANTONIOGATES85



# CONFIRMED 2025 ATHLETE & CELEBRITY RSVPS



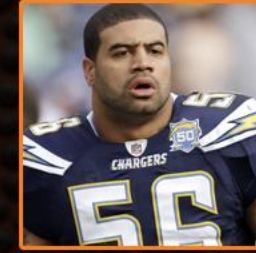
**QUENTIN LAKE**

NFL  
LOS ANGELES RAMS  
IG: QLAKEE



**DAWN RICHARD**

AMERICAN SINGER  
IG: DAWNREICHARD



**SHAWNE MERRIMAN**

NFL  
(FORMER)  
IG: SHAWNEMERRIMAN



**SEAN MURPHY-BUNTING**

NFL  
ARIZONA CARDINALS  
IG: SEANMURPHYBUNTING



**TJ WARD**

NFL  
(FORMER)  
IG: BOSSWARD43



**TERRON ARMSTEAD**

NFL  
MIAMI DOLPHINS  
IG: T\_ARMSTEAD72



**SOLOMON THOMAS**

NFL  
NEW YORK JETS  
IG: SOLLYTHOMAS90



**ARIK ARMSTEAD**

NFL  
JACKSONVILLE JAGUARS  
IG: ARIKARMSTEAD



**TERRELL SUGGS**

NFL  
(FORMER)  
IG: UNTOUCHABLEJAY55



**VERONE MCKINLEY III**

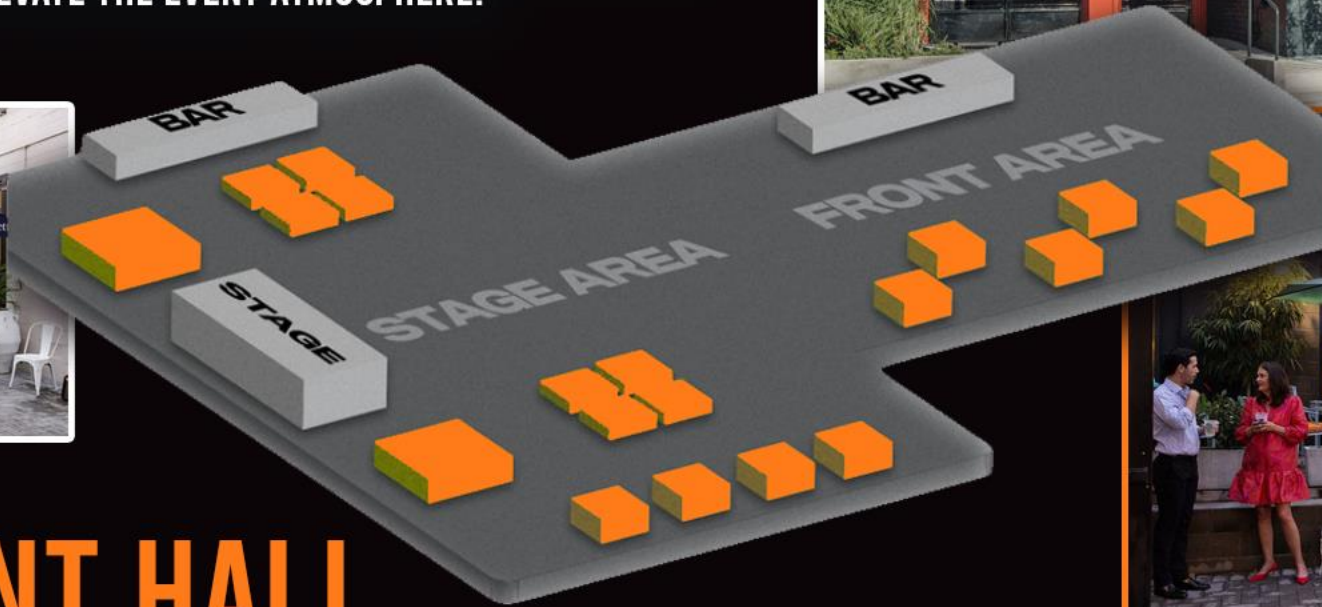
NFL  
ARIZONA CARDINALS  
IG: VERONE

UPDATED ON: JANUARY 22, 2025



OUR VENUE LAYOUT WILL BE THOUGHTFULLY DESIGNED TO ENSURE MAXIMUM ATTENDEE ENGAGEMENT, OFFERING A LAYOUT THAT ENCOURAGES SEAMLESS INTERACTION BETWEEN GUESTS AND EVERY BRAND PRESENT. THE SPACE IS INTENTIONALLY CRAFTED TO FOSTER MEANINGFUL CONNECTIONS, MAKING IT THE PERFECT ENVIRONMENT FOR NETWORKING AND ENGAGEMENT.

GUESTS CAN UNWIND IN OUR LUXURIOUS LOUNGE AREA, IDEAL FOR INTIMATE CONVERSATIONS, AND RELAXED INTERACTIONS. SAVOR A SELECTION OF CURATED DISHES CRAFTED TO DELIGHT EVERY PALATE, AND ENJOY A FOUR-HOUR OPEN BAR, CREATING THE ULTIMATE SETTING TO EXPERIENCE BRAND ACTIVATIONS AND ELEVATE THE EVENT ATMOSPHERE.



# MERCHANT HALL

1152 Magazine St. New Orleans, LA 70130



# FIRST DOWN | \*OFFER BASED GIFTING SUITE PACKAGE

As a “FIRST DOWN” sponsor, your products will be featured through 225 curated gift bags for all pro players, celebrities, and social media influencers attendees. These items can include your branded products or custom marketing materials. This exclusive opportunity ensures your brand reaches a high-value audience, creating lasting impressions with influencers, media, and VIP’s in attendance.

## WHAT'S INCLUDED?

- YOUR PRODUCT OR BUSINESS ADVERTISEMENT FEATURED IN EVERY LUXURY GIFT BAG.
- BRAND LOGO, DESCRIPTIONS, AND WEBSITE URL PROMINENTLY DISPLAYED ON THE EVENT PAGE.
- PLACEMENT OF YOUR BRAND LOGO IN EMAIL MARKETING CAMPAIGNS.
- INCLUSION OF YOUR BRAND NAME AND WEBSITE IN DIGITAL PRESS RELEASES AND PROMOTIONAL MATERIALS.
- HALF-PAGE ADVERTISEMENT IN OUR CUSTOM EVENT MAGAZINE.

\*Why is This Opportunity Offer-Based? We want to make this undervalued marketing opportunity accessible to as many brands as possible. With the influx of BIG DATA we anticipate collecting, the full impact of this event can only truly be measured after its success. By allowing brands to set their own offers, you're not only shaping the future value of this partnership but also helping establish the foundation for an event that will become an annual tradition.





# TOUCHDOWN

# \*OFFER BASED

GIFTING SUITE  
PACKAGE

As a “TOUCHDOWN” sponsor, your brand will deliver 100 luxury products or services that will be exclusively gifted to a select group of high-profile attendees. This includes 30-60 current and former NFL players, 20-40 celebrities and musicians, and 125 influential social media personalities. This opportunity ensures your brand is placed directly into the hands of elite individuals, maximizing exposure and creating impactful, lasting impressions with key tastemakers.

## WHAT'S INCLUDED?

- RETARGET HIGH-VALUE VISITORS WITH YOUR TRACKING PIXEL INTEGRATED INTO PARTYFIXX.CO SUPER BOWL PAGE.
- CUSTOM BRAND INTEREST OPT-IN OPTIONS ON EVENT REGISTRATION FORM.
- EXCLUSIVE POST-EVENT ACCESS TO BRAND-INTERESTED CONTACTS FOR FOLLOW-UP MARKETING OPPORTUNITIES.
- BRAND LOGO, DESCRIPTION, AND WEBSITE URL DISPLAYED ON THE EVENT PAGE.
- ONE DEDICATED EMAIL SENT TO ALL INVITED GUESTS, PRESS, AND PARTYFIXX.CO SUPER BOWL SUBSCRIBERS.
- BRAND NAME AND WEBSITE NAME FEATURED IN DIGITAL PRESS RELEASES AND MARKETING MATERIALS.
- SIX-FOOT LUXURY PRODUCT DISPLAY SPACE TO SHOWCASE YOUR BRAND EXPERIENCE.
- UP TO THREE ON-SITE REPRESENTATIVES TO MANAGE AND REPRESENT YOUR BRAND.
- FULL-PAGE ADVERTISEMENT IN OUR EXCLUSIVE CUSTOM EVENT MAGAZINE.
- LOGO PROMINENTLY DISPLAYED ON THE EVENT STEP & REPEAT BACKDROP FOR HIGH-IMPACT BRANDING.
- PROFESSIONAL STAFF WILL CAPTURE MEMORABLE PHOTOS WITH ALL TALENT ENGAGING WITH YOUR BRAND EXPERIENCE.
- EXCLUSIVE PHOTO OPPORTUNITIES WITH ATTENDEES ENGAGING WITH PRODUCTS AT YOUR BRANDED SPACE.
- DIRECT ENGAGEMENT WITH ATTENDING MEDIA TO AMPLIFY YOUR BRAND'S PRESENCE.
- A FULL-PAGE AD IN THE CUSTOM EVENT MAGAZINE, PROVIDING PREMIUM EXPOSURE FOR YOUR BRAND.

(Potential Venue Layout for the Luxury Gifting Suite)



JAMIE MADDISON  
REGISTERED



JORDAN JAMES  
REGISTERED

\*Why Is This Opportunity Offer-Based? We want to make this undervalued marketing opportunity accessible to as many brands as possible. With the influx of BIG DATA we anticipate collecting, the full impact of this event can only truly be measured after its success. By allowing brands to set their own offers, you're not only shaping the future value of this partnership but also helping establish the foundation for an event that will become an annual tradition.



# SUPER BOWL AUDIENCE DEMOGRAPHICS

## AGES 21-34 (YOUNG PROFESSIONALS):

PERCENTAGE: 30%

THIS GROUP INCLUDES YOUNGER PROFESSIONALS AND EARLY-CAREER INDIVIDUALS WHO ARE TECH-SAVVY, BRAND-CONSCIOUS, AND SOCIALLY ACTIVE. THEY PRIORITIZE EXPERIENCES AND ARE LIKELY TO ATTEND HIGH-PROFILE EVENTS, PARTIES, AND ATTRACTIONS ALONGSIDE THE GAME.

## AGES 35-49 (ESTABLISHED PROFESSIONALS):

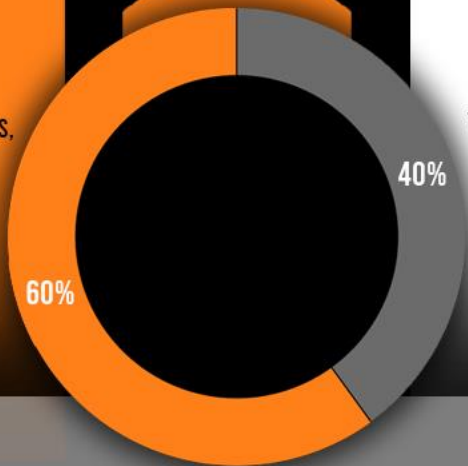
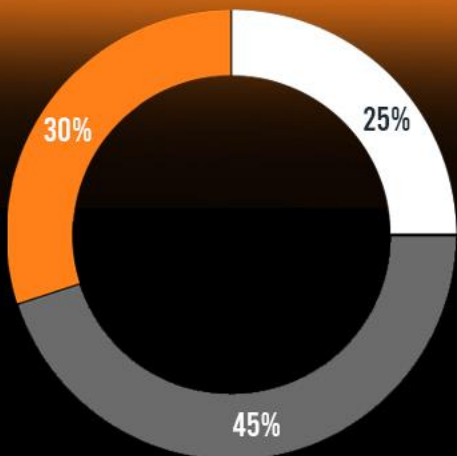
PERCENTAGE: 45%

THE LARGEST DEMOGRAPHIC, OFTEN COMPRISED OF MID-CAREER PROFESSIONALS AND BUSINESS OWNERS WITH SUBSTANTIAL DISPOSABLE INCOMES. THEY VALUE LUXURY ACCOMMODATIONS, PREMIUM DINING, AND CURATED EXPERIENCES, MAKING THEM A KEY TARGET FOR BRANDS.

## AGES 50-60+ (EXECUTIVE & SENIOR PROFESSIONALS):

PERCENTAGE: 25%

THIS GROUP OFTEN CONSISTS OF HIGH-EARNING EXECUTIVES AND RETIREES WHO CAN AFFORD TOP-TIER TICKETS, VIP PACKAGES, AND EXCLUSIVE EXPERIENCES. THEY TYPICALLY SPEND THE MOST PER CAPITA ON ACCOMMODATIONS, FINE DINING, AND PRIVATE EVENTS.



**GENDER BREAKDOWN**  
MALE ATTENDEES: 60% | FEMALE ATTENDEES: 40%

## \$100,000-\$250,000 (AFFLUENT PROFESSIONALS)

PERCENTAGE: 40%

THIS GROUP INCLUDES UPPER-MIDDLE-CLASS INDIVIDUALS, SUCH AS MID-LEVEL PROFESSIONALS, ENTREPRENEURS, AND DUAL-INCOME HOUSEHOLDS. THEY PRIORITIZE LUXURY EXPERIENCES BUT MAY BUDGET SELECTIVELY ACROSS ACCOMMODATIONS, DINING, AND ENTERTAINMENT.

## \$250,000-\$500,000 (HIGH-EARNERS)

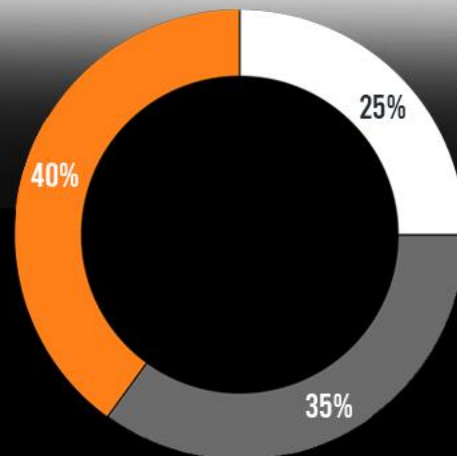
PERCENTAGE: 35%

COMPRISED SENIOR PROFESSIONALS, BUSINESS OWNERS, AND EXECUTIVES, THESE INDIVIDUALS ARE ACCUSTOMED TO PREMIUM SERVICES AND ARE LIKELY TO PURCHASE VIP TICKETS, STAY IN HIGH-END HOTELS, AND ATTEND EXCLUSIVE EVENTS.

## \$500,000-\$1,000,000+ (ELITE AND ULTRA-WEALTHY)

PERCENTAGE: 25%

THIS GROUP CONSISTS OF TOP-TIER EXECUTIVES, CELEBRITIES, AND ULTRA-WEALTHY INDIVIDUALS. THEY SPARE NO EXPENSE, OPTING FOR LUXURY SUITES, PRIVATE EVENT ACCESS, AND BESPOKE EXPERIENCES, SIGNIFICANTLY CONTRIBUTING TO THE EVENT'S ECONOMIC IMPACT.





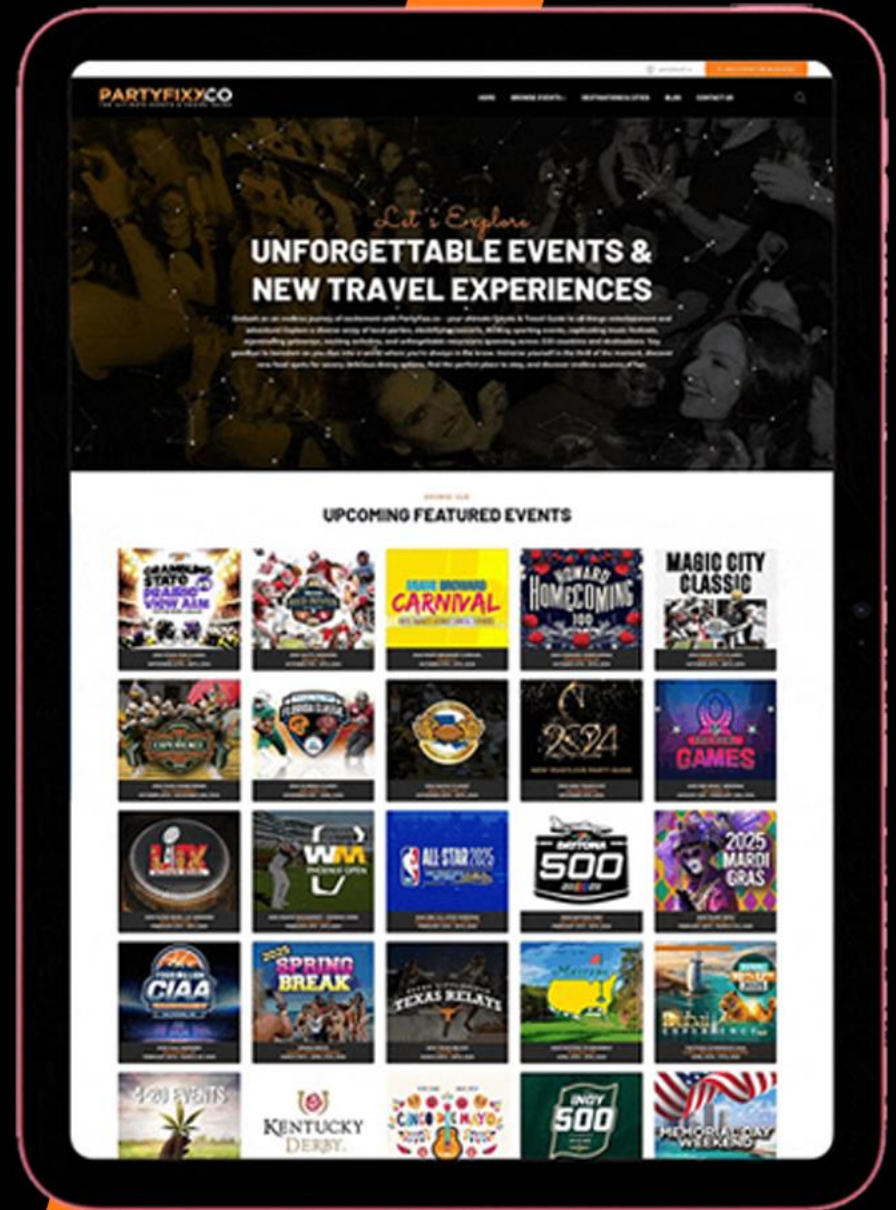
# ABOUT PARTYFIXX.CO

Founded in 2012 by Austin Smith, PartyFixx.co has grown into the ultimate event, travel, and party guide for major event weekends. Inspired by a Dallas nightlife website highlighting the best parties, Austin recognized the need for a centralized platform catering to event-goers and promoters.

Starting as a passion project for the 2012 NBA All-Star Weekend, the website quickly gained traction as promoters sought to list their events. Charging \$50 per event initially, Austin's platform evolved into a reliable marketing tool, eventually commanding \$300 per listing that very weekend.

From 2012 to 2017, Austin created one-off websites for annual NBA All-Star Weekends, but he soon realized the potential for a unified brand. In 2017, PartyFixx.co was born, leveraging SEO to dominate search results for major event keywords. By attracting a highly targeted audience, it became an essential resource for event-goers and a cost-effective solution for promoters to reach attendees actively searching for events.

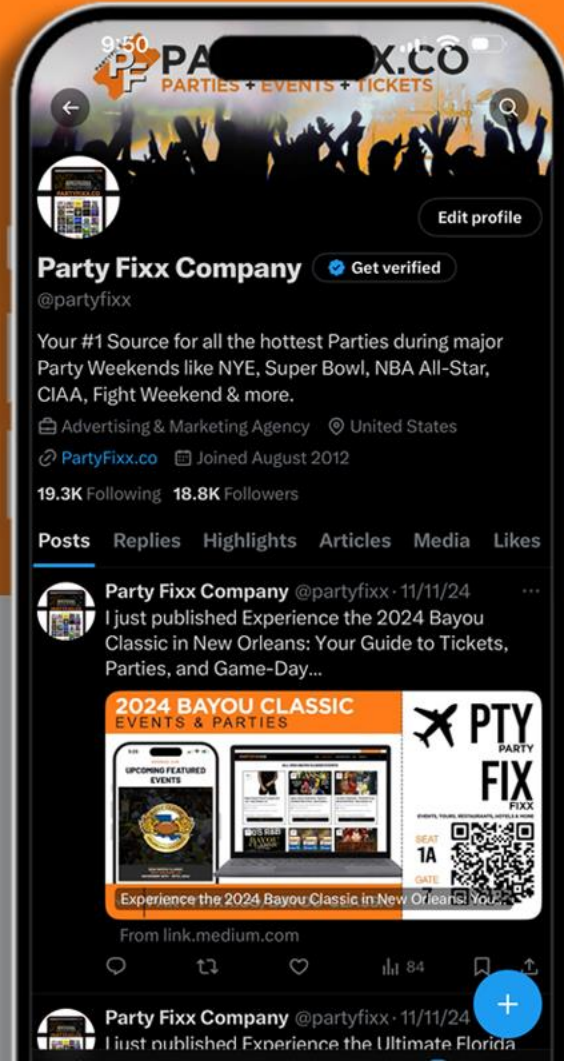
Today, PartyFixx.co is a one-stop hub for discovering events, concerts, and activities nationwide, combining Austin's innovative vision with a deep understanding of audience needs. It remains a trusted platform for anyone seeking the best parties and experiences during iconic weekends.



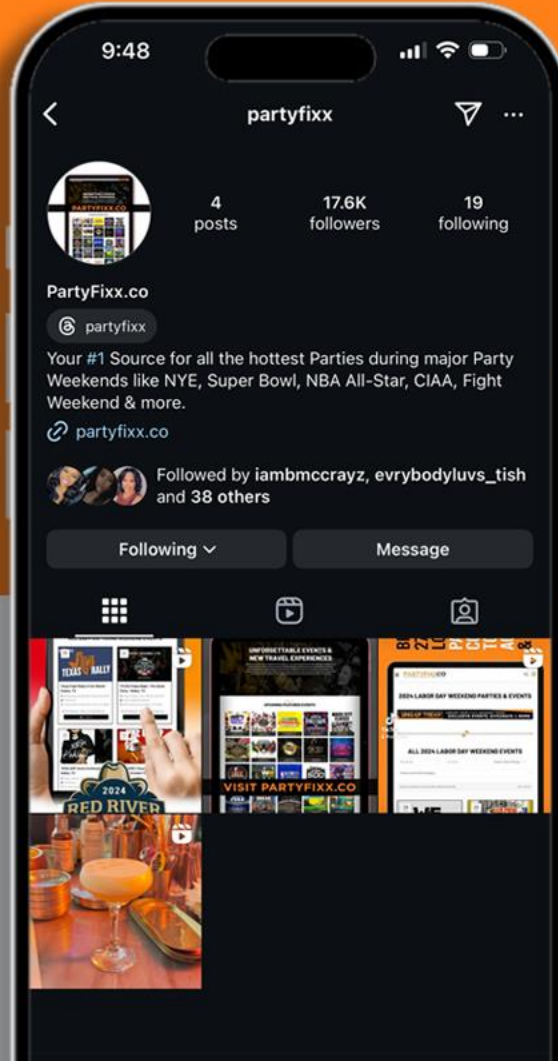


# 55.9K SOCIAL MEDIA FOLLOWERS

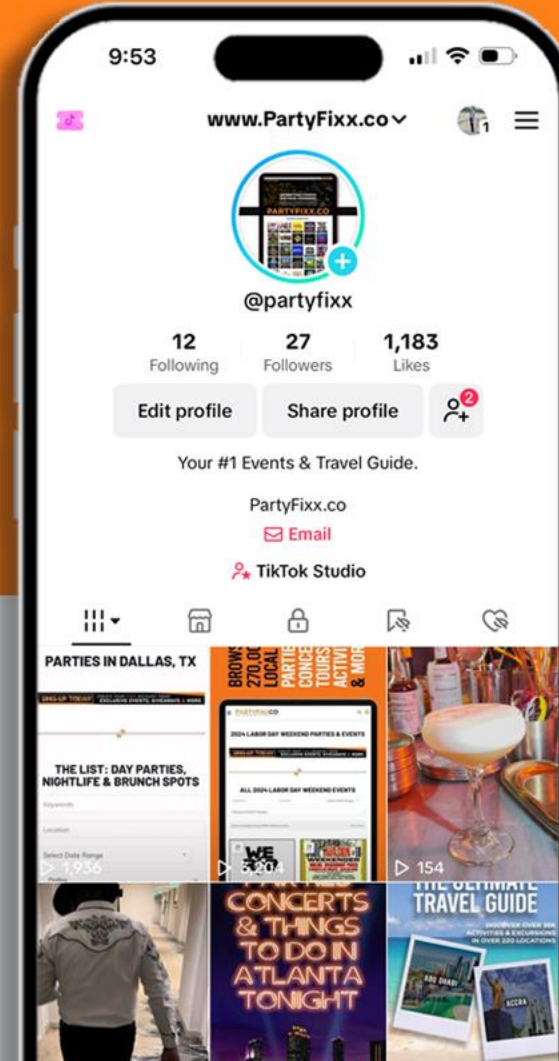
**X/TWITTER**  
19.3K FOLLOWERS



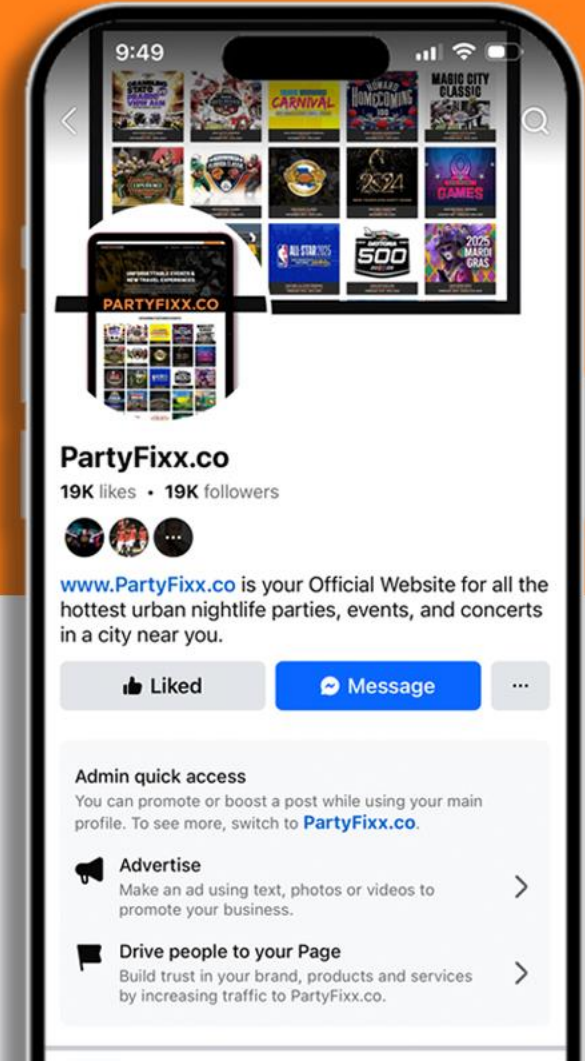
**INSTAGRAM**  
17.6K FOLLOWERS



**TIKTOK**  
27 FOLLOWERS



**FACEBOOK**  
19K FOLLOWERS





# HAVE QUESTIONS? LET'S TALK



**AUSTIN SMITH**

**AUSTIN@PARTYFIXX.CO | 214-315-6215**