

Super Bowl LIII



● Super Bowl 53

- Overview
- Events
- Hotels
- Transportation
- Public Safety

● Super Bowl 53 Overview

- 3 days till Super Bowl 53
- 10 day operational period
- Events start Saturday, January 26, 2019
- Gameday is Sunday, February 3, 2019
- Major departure day is Monday, February 4, 2019
- Expecting 1 million visitors total
- 10,000 volunteers
 - TEAM ATL to welcome and assist visitors
- Pour Til 4
- Cobb County Community Meetings hosted by Cobb Travel & Tourism
- The Big Game

● Cobb County NFL Events

Shaq's Fun House - Live! At The Battery

February 1, 2019 9 pm-2 am

Featuring a Waffle House-pop up diner, Ferris Wheel, Cirque de Soleil

Performances by Migos, Tiesto, Diplo, Little Jon and T-Pain

NFL Play Football Family Festival - Marietta High School

February 2, 2019 10:00 am - 1 pm

FREE to the public

Football-related activation, special guest speakers, parent's forum, music, giveaways.

Clinics will be led by USA Football certified coaches.

● Cobb County NFL Events

19th Annual Celebrity Flag Football Challenge- SunTrust Park

February 2, 2019 12:00 pm

Teams comprised of pro-athletes, celebrities and musicians

Honorary Captains include: Ron “Jaws” Jaworski, Michael Irvin, Andre Reed and Brian Jordan

QBs - Doug Flutie and Michael Vick

Armed Forces scrimmage against pros prior to Kick-off

Taste of the NFL - Cobb Galleria Centre

February 2, 2019 7:00 pm

Atlanta’s Celebrity Chef- Kevin Rathbun

Benefitting the Atlanta Community Food Bank

● NFL Sanctioned Events

Super Bowl Live

January 26 - 28, 31, February 1 and 2 at Centennial Olympic Park

- FREE—includes live concerts, national broadcast activations, food and fun

Super Bowl Experience

January 26 - February 3 at Georgia World Congress Center-Building B

- Open to the public ticketed event— Virtual reality, free autographs from NFL players, NFL Flag Clinics, NFL Shop

Super Bowl Opening Night

January 28 at State Farm Arena

- Open to the public ticketed event
- Formally known as Media Day

Bud Light Super Bowl Music Fest

January 31 - February 2 at State Farm Arena

- Open to the public ticketed event
- Three night festival featuring artist Bruno Mars, Cardi B, Ludacris, Aerosmith and more

● NFL Sanctioned Events

BET Gospel Celebration

January 31 at Atlanta Symphony Hall

- Open to the public ticketed event

NFL Honors

February 2 at The Fox Theater

- Private red carpet ticketed event

Direct TV Presents: Foo Fighters

February 2 at Atlantic Station

- Open to the public ticketed event

Super Bowl LIII

February 3 at Mercedes-Benz Stadium

- Open to the public ticketed event
- Gates open at 2 pm

NORTHSIDE DR.

MITCHELL ST.



SUPER BOWL LIII

NFL TAILGATE
(GWCC C)

SUPER BOWL EXPERIENCE
(GWCC B)

YOUNG INTL. BLVD

**SUPER BOWL LIII
OPENING NIGHT**
(STATE FARM
ARENA)

**MEDIA OPS/
RADIO ROW**
(GWCC A)

IVAN ALLEN JR. BLVD.

ANDREW

ANDREW YOUNG INTL. BLVD

MARIETTA ST.

LUCKIE ST.

CENTENNIAL OLYMPIC PARK DR.



SUPER BOWL LIVE
CENTENNIAL OLYMPIC
PARK

BAKER ST.

IVAN ALLEN JR. BLVD.

ATLANTA

HOST TO SUPER BOWL LIII

● Hotels

- Expecting **more than 1 million visitors** - 150,000 out of town guests
- 120 hotels in official NFL room block, representing more than 20,000 room nights on peek.
- 20 Cobb County hotels in NFL room block, representing more than **8,000 room nights**
- Department of Homeland Security is staying in Cobb
- Expect all remaining hotel rooms throughout the county to be filled with team fans

Cobb County NFL Hotels

Atlanta Marriott Northwest at the Galleria
Baymont Inn & Suites Marietta/ Atlanta North
Courtyard Atlanta Kennesaw
Courtyard Atlanta Marietta Windy Hill
Courtyard Cumberland Center
Days Inn- Atlanta/Windy Hill/Suntrust Park
DoubleTree by Hilton Atlanta- Marietta
Drury Inn & Suites Atlanta Northwest
Embassy Suites by Hilton Atlanta Kennesaw Town Center
Fairfield Inn & Suites Atlanta Vinings Galleria
Hilton Garden Inn Atlanta Wildwood
Hotel Indigo Atlanta- Vinings
Hyatt House- Atlanta Cobb Galleria
Hyatt Place Atlanta Cobb Galleria
Hyatt Regency Suites Atlanta Northwest
Omni Hotel at The Battery
Residence Inn by Marriott Town Center
Renaissance Atlanta Waverly Hotel
Sheraton Suites Galleria
Wyndham Atlanta Galleria

- Hotel & Street Decor



● Transportation

MARTA

- February 1 at 4 a.m. rail service and certain bus routes will run continuously, 24 hours-a-day, until February 5 at 2 a.m.

CobbLinc

- Working closely with Super Bowl 53 Transportation Team
- Supporting visitors in reaching events

Rideshare

- Will be geofenced around a 5 to 10 block perimeter away from the stadium

Hartsfield Jackson International Airport

- Expecting 150,000 departing passengers on Monday, February 4
- Main security checkpoint open 24 hours February 3 - 4

Cobb County International Airport

- Will be one of the four busiest airports
 - Netjets 400 to 600 flights expected
 - Flexjets 100-125 flights expected
 - Wheels Up 70-100 flights expected
 - Private TBD
- Peak arrivals January 26 through January 28
- Peak departures February 3 and 4
- **Unique opportunity to welcome prospects and visitors**

NEW ORLEANS – SUPER BOWL





MINNEAPOLIS – SUPER BOWL

© North Star A

● Public Safety

SEAR 1 Rating

- Determined by Department of Homeland Security and FBI
- Highest Level
- Extensive security protocol

Situational Awareness System

- Communication of Super Bowl-related events to public safety entities

Cobb County Public Safety

- Direct connection with Super Bowl 53 Security Team
- Well prepared for Cobb County events and guests

SUPER BOWL



SUPER BOWL GAMEDAY MAP

FANS:

SUNDAY, FEBRUARY 3, 2019



LEGEND

- SECURED PERIMETER
- SECURITY CHECKPOINT
- STADIUM GATES
- RAPID TRANSIT STATION
- WILL CALL (BOX OFFICE)

as of November 20, 2018 at 10:00am

ATLSuperBowl53.com

Know Before You Go