

# TALENT RESOURCES SPORTS

PRESS KIT

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**TRSPORTS**  
TALENT RESOURCES SPORTS

# WHO WE ARE

**WE'RE INDUSTRY INSIDERS WHO UNLOCK THE POWER OF SPORTS MARKETING. INFORMED BY DATA, WE'RE PROS AT CONNECTING BRANDS WITH ATHLETES THROUGH COVETED EXPERIENCES AND IMPACTFUL CAMPAIGNS THAT GET NOTICED.**

With over a decade of industry experience, we are early adopters navigating the constantly changing cultural landscape. We are on the pulse of what is current and relevant and able to ensure our partners are at the center of what is trending.



## DAVE SPENCER

**FOUNDER  
& CEO OF  
TR SPORTS**

Founder and Co-CEO of Talent Resources Sports. David began his career in finance after venturing into the world of content production for ABC with illusionist, David Blaine. In 2009, Spencer joined forces with Michael Heller to launch Talent Resources Sports. Spencer currently leads all athlete-driven enterprises, focusing specifically on endorsement deals and international campaigns.



## MICHAEL HELLER

**FOUNDER &  
CEO OF  
TALENT  
RESOURCES**

Owner and Founder of Talent Resources, Michael started his career in entertainment law where he oversaw and negotiated many opportunities for brands to garner celebrity support as he managed many celebrities careers from a commercial brand prospective which at the onset included but wasn't limited to Lindsay Lohan, Paris Hilton, Mischa Barton, & Rachel Hunter. Michael has established deep and strong connections within the entertainment, brand and celebrity space.

# VIDEOS

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Taking Stock

Bloomberg

THE BIG BUCKS BEHIND SUPER BOWL BASHES



Sean

TALENT RESOURCES SPORTS

AIN'T NO PARTY LIKE A SUPER BOWL PARTY

TALENT RESOURCES IS THROWING PARTIES WITH ROLLING STONE & PLAYBOY

THE BUSINESS OF  
**SPORTS**



# THE Hollywood REPORTER



## Stephen Curry's Post-ESPYS Party

The **NBA superstar** hosted the **live telecast** Wednesday night and then headed to Lavo on Sunset Boulevard for a party in partnership with his Unanimous Media and **Talent Resources Sports**, presented by crypto platform FTX. The four-time NBA champ and current MVP toasted his big year (with Tequila Don Julio 1942) alongside wife Ayesha Curry, father Dell Curry, sister Sydel Curry and friends like Kansas City Chiefs star Travis Kelce, Ryan Phillippe, Evan Ross, Katie and Denise Austin, Draymond Green, Brandon Jennings, Chloe Kim, Lil Rel Howery, Thuso Mbedu, Marsai Martin, Storm Reid, Baron Davis, Jay Pharoah and *Selling Sunset* stars Brett and Jason Oppenheim. The invite-only bash included experiential activations by brand partners FTX, Neiman Marcus, Snap Inc. and Chase Freedom. Curry at one point jumped in the deejay booth alongside DJ D-Nice who handled the music along with DJ Millie. Neiman Marcus brought its Concrete Runway to the bash where guests took selfies in front of a wall-sized mirror while Snapchat showcased **Pixy**, a new flying camera, and streamed the trailer for its Snap Original *Level Up with Stephen Curry*, a series that finds him mentoring student-athletes. Chase Freedom delivered sweets via an over-the-top cake.



**Entertainment  
Newswire**

## Stephen Curry's Unanimous Media and Talent Resources Sports Host Star Studded Night Presented by FTX



LOS ANGELES , July 22, 2022 /PRNewswire/ — **Stephen Curry** and his media company **Unanimous Media** along with **Talent Resources Sports (TRS)**, the Premier Sports Marketing Agency joined forces to produce a star-studded after party Wednesday night. The event, held in West Hollywood's Italian eatery **Lavo Ristorante** was filled with prestigious celebrities, close friends and **Curry's** family including wife **Ayesha Curry**, mom **Sonya Curry**, dad **Dell Curry** and sister **Sydel Curry**, **Travis Kelce (Kansas City Chiefs)**, **Ryan Phillippe**, **Evan Ross**, **Katie** and **Denise Austin**, **Draymond Green**, **Brandon Jennings**, **Baron Davis**, and **Jay Pharoah**. The invite only bash included experiential activations by brand partners **FTX**, **Neiman Marcus**, **Snap Inc.**, and **Chase Freedom**.



Ayesha and Stephen Curry | CREDIT: COURTESY TALENT RESOURCES SPORTS

The Golden State Warriors MVP had such a good time hosting the 2022 ESPY Awards that he's already ready to take on another emcee role.

"Oh absolutely," Curry tells PEOPLE Wednesday when asked if he'd ever host *Saturday Night Live*, while chatting at his Unanimous Media and **Talent Resources Sports** ESPY afterparty, presented by FTX. "I watch it every week [and] know all the characters."

The father of three even collaborated with a few of the cast members for his ESPYs hosting gig.

# Hollywood Life



## **Stephen Curry**

JULY 18, 2022, 2:12PM

Stephen Curry continues his hosting duties by celebrating with Tequila Don Julio 1942 in the DJ Booth at his Official After Party presented by FTX, Unanimous Media and Talent Resources Sports.

# EXTRA



## July 2022 Fresh Pix

Ryan Phillippe posed with David Spencer, president and co-CEO of Talent Resources Sports, at Unanimous Media and Talent Resources Sports' invite-only bash presented by FTX at Lavo West Hollywood.





### Lavo Ristorante

**Stephen Curry** and **Ayesha Curry** celebrate the 2022 ESPYS with Unanimous Media and Talent Resources Sports during a star-studded after-party presented by FTX.



**Stephen Curry** and his media company **Unanimous Media** along with CO-CEO, David Spencer **Talent Resources Sports (TRS)**, the Premier Sports Marketing Agency, joined forces to produce a star-studded after party Wednesday night (July 20th, 2022). The event, held in West Hollywood's Italian eatery **Lavo Ristorante** was filled with prestigious celebrities.

## Page Six



Steph Curry celebrates his epic season at Unanimous Media and **Talent Resources Sports'** invite-only bash presented by FTX at LAVO Ristorante.



### Stephen Curry Shares Emotions As Kids Watch Him Host 2022 ESPYS

Stephen Curry's three children might be used to their superstar father winning national championships, but the Golden State Warriors point guard says it's a "beautiful thing" they can now also watch him excel in other areas, such as hosting the 2022 ESPYS.

"I've experienced a lot of amazing things over the last 13 years that I've been in the league, but these are the times that are special because they get to remember these memories," Curry told ET Canada moments after the ESPYS came to an end at his, Unanimous Media and **Talent Resources** joint afterparty.

"I got that with my dad when he played in the league for 16 years," he added. "Riley's now 10, Ryan's seven and Canon's four so they're at the ages now where these type of experiences hit home a little different and they enjoy it. Tonight was definitely one of those experiences."

# NEW YORK POST

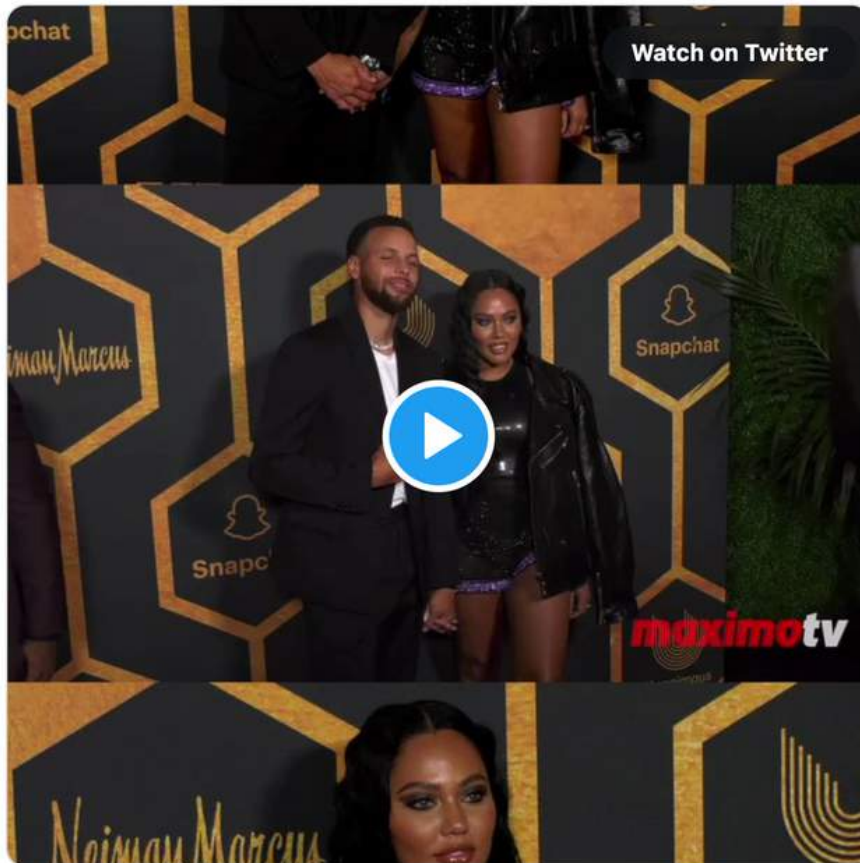
## Steph Curry and wife Ayesha cozy up at ESPYs afterparty



UnapologeticAyesha  
@AyeshaAlerts · Follow



Stephen and Ayesha Curry at the Unanimous Media And Talent Resources Sports 2022 ESPYs After Party ✨



11:31 AM · Jul 21, 2022



Prior to their dinner outing, Curry and his wife, Ayesha, 33, hit the red carpet at the Unanimous Media and Talent Resources Sports ESPYs afterparty, according to videos on Twitter.

Curry is coming off a stellar year to say the least. He collected his fourth NBA championship after the Warriors beat the Celtics in six games to win it all last month — and he was named NBA Finals MVP.

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**MORNING BUZZ**

## Speed Reads....

6.23.2022



**Talent Resources Sports**, a platform and service for brands to leverage the social media followings of athletes, has partnered Neiman Marcus with NBA Draft prospects **Chet Holmgren**, **Paolo Banchero** and **AJ Griffin** as the fashion retail company launches its "Concrete Runway" campaign (*Eric Prisbell, SBJ*).



5 LIVE

# Sports Illustrated returns to the Super Bowl party scene with Los Angeles as the star player



Samantha Cortese talks to David Spencer, co-CEO and founder of Talent Resources Sports about the high expectations around having the Super Bowl in a town known for its entertainment and glam.

This segment aired on KTLA 5 Live on Jan. 31, 2022.

## Kygo Reveals 'Dream' Collab and Talks DNCE's Return: 'It's Very Cool to Be Part of Their Comeback'



*Sports Illustrated* teamed up with Kygo's lifestyle brand, Palm Tree Crew, as well as ABG Entertainment and **Talent Resources Sports** for an unforgettable night of music ahead of Super Bowl LVI on Saturday, Feb. 12 at Century Park in Los Angeles, California.

"I've never been to the Super Bowl, and football for me means soccer," says Norwegian-native Kygo, adding, "I think it's cool to just be part of it. I'm excited. There's gonna be a lot of people in town, and it's just gonna be a fun weekend."

# Bloomberg

## Goldman's David Solomon Ditches His Tie to DJ for Bezos, Harris at the Super Bowl

- Goldman CEO on stage at Sports Illustrated's party in L.A.
- Outdoor event draws 2,000 revelers night before big game



Of course, Solomon, the bank's chief executive officer, didn't turn up in a suit and tie.

"He shows up with a backpack, in T-shirt, jeans, sneakers," said Michael Heller, co-founder of [Talent Resources Sports](#), which presented the party Saturday night in Los Angeles along with Sports Illustrated's owner, Authentic Brands Group. "After dark, he's a different person, so free-spirited."

## Goldman CEO David Solomon DJ'd Super Bowl party attended by Jeff Bezos



Sports Illustrated's star-studded Super Bowl party included a guest performance by Goldman Sachs CEO David Solomon, the Wall Street titan **who has a side hustle as a DJ.**

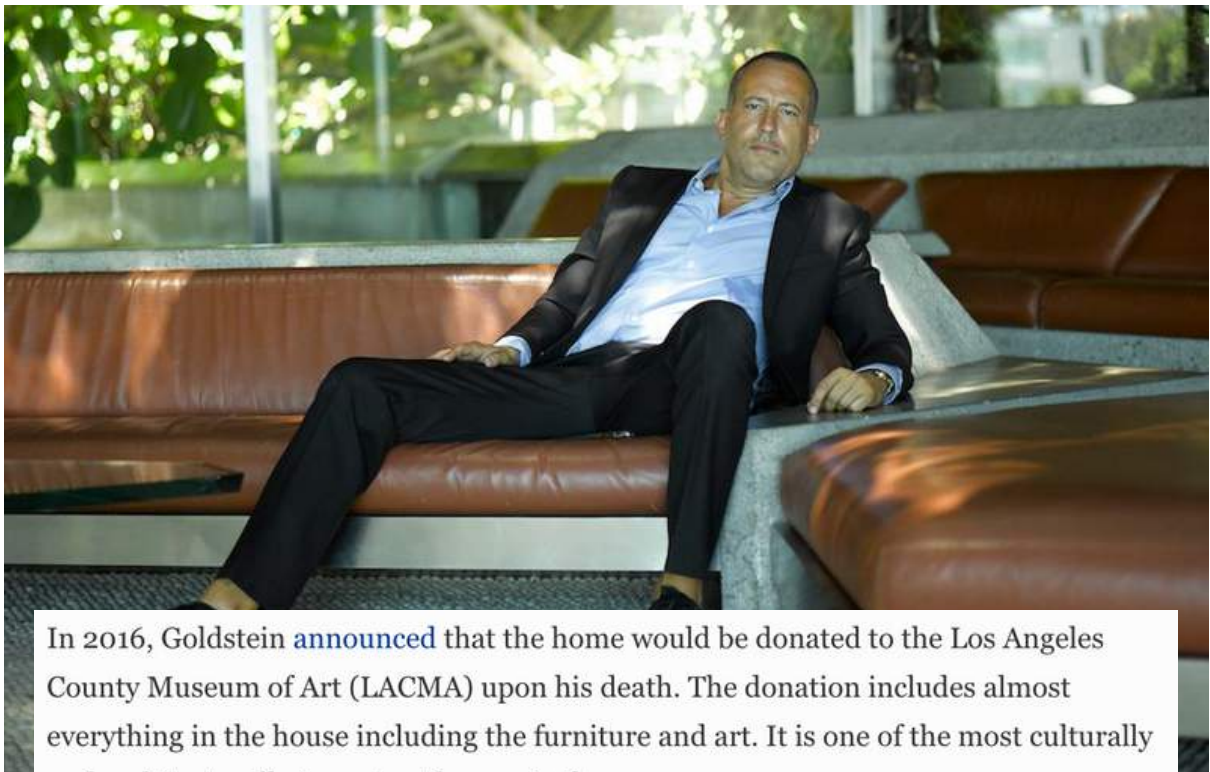
Hours before kickoff, Solomon performed at the party at Century Park in Los Angeles, appearing alongside well-known artists such as Kygo and Jack Harlow. The Goldman boss's set ran from 11 p.m. to midnight.

"He shows up with a backpack, in T-shirt, jeans, sneakers," said Michael Heller, co-founder of **Talent Resources Sports**, which co-hosted the party alongside Sports Illustrated's parent company, Authentic Brands Group, **according to Bloomberg.**



# Forbes

## A Look Inside LA's Famous Sheats-Goldstein Mansion



In 2016, Goldstein [announced](#) that the home would be donated to the Los Angeles County Museum of Art (LACMA) upon his death. The donation includes almost everything in the house including the furniture and art. It is one of the most culturally and architecturally important homes in the area.

Co-CEO and co-founder of [Talent Resources Sports](#) David Spencer tells me, “It will be a museum and nobody will ever be able to live here again. There’s nothing like this anywhere else. With the pedigree of somebody so passionate about architecture, having James be the curator and developer of this property and extending John Lautner’s legacy over time is something he’s been really effective at doing and taking Lautner’s vision to new levels.”

Spencer and his business partner Michael Heller currently consult officially with the iconic home, managing the space for high-end brand activations, organizing exclusive events and photoshoots. Spencer generously gave me an exclusive behind-the-scenes walkthrough.

# THE *Hollywood* REPORTER

## Talent Resources Sports' David Spencer Reveals Event Plans for Super Bowl Week in Los Angeles

From a takeover of the iconic Sheats-Goldstein residence to a rooftop experience at West Hollywood's The Lot Studios, the co-CEO and marketing insider reveals his company's plans for the biggest week in pro football.



Dave Spencer need not set an alert. He serves as co-CEO and founder alongside Michael Heller of Talent Resources Sports, a firm that specializes in all aspects of marketing, social media, digital and media industries. They've been knee-deep in activations during Super Bowl week for more than a **decade**, having hosted major events for the likes of *Sports Illustrated* and Bloomberg. They'll have a major presence in L.A. come February and before they face crunch time, Spencer hopped on a virtual interview with *The Hollywood Reporter* to reveal this year's blueprints, what he makes of L.A. as a host city, and why he's already planning an epic viewing party (Hint: tickets will likely be through the roof with demand spiking due to last week's **Pepsi Super Bowl Halftime Show** lineup).

# MODERN LUXURY

MODERN LUXURY SPOTLIGHT



David Spencer at the Goldstein Estate



properties every year, including Oprah Winfrey's Lot Studios and the Sheats Goldstein Residence in LA, to create unique experiences for everyone involved.

**Q: Tell us about the Goldstein Estate, what makes it unique?**

**A:** The Goldstein Residence is the most historic and architecturally significant residence in Los Angeles. James Goldstein, the owner, is a larger than life personality across sports and entertainment. The iconic John Lautner designed residence is a highly sought after venue which has been featured in many movies such as Charlie's Angels and The Big Lebowski, with unique elements unlike any other property.

**Q: What differentiates TR Sports in this space?**

**A:** What makes us special is that we reverse engineer events based around high value real estate and venues to create important moments for our partners. We highlight the respective city in which we're operating to create memorable, atypical experiences for the brands we work with. People come to tap into our relationship equity to make marketing magic happen that no one else can get done.

**Q: What is your focus as founder/partner of TR Sports?**

**A:** Brands engage with TRS for an unbiased, expert opinion on how, why and who they should engage within the pop-culture space, with an emphasis on sports and the celebrity. This comes back to my belief that athletes have continued to reach new heights of celebrity and are some of the biggest influencers that brands can leverage.

**Q: Why are you passionate / what drives your passion for this arena?**

**A:** Everything comes down to our love as a company for leveraging the power of the burgeoning athlete and the sports landscape to advance the marketing directives of consumer brands that come to us for our knowledge, experience, and ability to stay on the pulse of what is relevant. We're continuously ahead of the curve on what's relevant and trending and help guide our partners on how to navigate their brands through culture, sports and entertainment.



WITH  
DAVID  
SPENCER

FOUNDER & CEO  
OF TALENT RESOURCES SPORTS

David Spencer, Founder + CEO of Talent Resources Sports, a niche experiential, branding and sports marketing agency, is currently gearing up for his Super Bowl 2022 activations in Los Angeles. Known for their annual Super Bowl, ESPY and NBA All-Star events, layered on top of their year round sports marketing partnerships, athlete campaigns and brand-building endeavors, Spencer has established TR Sports in the industry by name and reputation, paired with continued anticipation from industry peers, athletes and VIPS, with names like Elon Musk, Steph Curry, Nas, LeBron James, Tim Tebow and Mark Cuban regularly in attendance.

**Q: Tell us what we can expect for your Super Bowl 2022 programming in LA?**

**A:** The best in class media properties engage with Talent Resources Sports to bring their IP to life in a meaningful way. We leverage our network of consumer brands, celebrities, and super star athletes to build out experiential-driven events at pulse points throughout the calendar year. The Super Bowl is the perfect blend of sports and entertainment, and we pride ourselves on being at the epicenter of that by activating high value real estate

PHOTOGRAPHY BY: BEN DRAPER / BEN DRAPER PHOTOGRAPHY  
TALENTRESOURCESSPORTS.COM  
IG: @TALENTRESOURCESSPORTS #TRSPORTS

## David Spencer Of Talent Resources Sports: “You may not reach your exact goal for today, but you have to think more from a long-term perspective”

*You may not reach your exact goal for today, but you have to think more from a long-term perspective. It's about winning the long race and not running out of gas, while being able to manage your stamina, focus, and willpower for the long-term. I had the pleasure to interview David Spencer. With a Bachelor's [...]*

### Can you tell our readers what it is about the work you're doing that's disruptive?

We're the only self-financed company that is building event platforms for large-scale media companies like MAXIM, Playboy, Bloomberg, Rolling Stone, and now in a long-standing partnership with Sports Illustrated. We focus on events like the Super Bowl, NBA All-Star, ESPYS, the annual Lakers Holiday Party, and the Indian Wells Tennis Tournament. Being able to underpromise and over deliver is one of our big mantras, and we excel in managing brand expectations. Being a boutique agency, we were able to push through the pandemic and come out stronger. With no experiential marketing, many other agencies didn't survive the pandemic, but we were able to pivot and develop new digital marketing opportunities to come out even stronger. The pandemic gave us time to develop our digital capabilities and we succeeded with a number of different campaigns, such as the Got Milk campaign with Kyle Kuzma, the Acker Wines campaign with Paul Pierce, Carmelo Anthony, Kevin Love, Kyle Kuzma, and JJ Redick, and many other opportunities to follow.

Our recent work with Neiman Marcus is extremely disruptive. Neiman Marcus came to us with the challenge of tapping into the sports world and joining forces with different sports influencers, in which we used our proprietary software to guide Neiman to which athletes will be the most beneficial to the campaign. Our software allows us the ability to give quantitative data to our brand partners to support Talent decision making. That's an extremely disruptive asset that Talent Resources Sports has when we're going out and bridging the gap between consumer brands and athletes. We are never pushing a specific agenda of Talent but rather pushing data and analytics that align with the brand's marketing objectives. No one else is going out and doing that, nor do they have the analytical, quantitative tools and the relationships we have to be able to do so. The relationships are invaluable, and when combined with our software, it is an extremely beneficial duo. In general, there's such a disruption going on in sports right now. People are consuming media in such a different way than they were even five years ago. When fans go to a game today, they're sometimes second and third screening it. This not only shifts the consumer to more of a digital platform, but provides brands with so many opportunities to reach the consumer. We have been ahead of the curve by understanding and identifying the extreme change in media consumption and spearheading that exact disruption.

### In today's parlance, being disruptive is usually a positive adjective. But is disrupting always good? When do we say the converse, that a system or structure has 'withstood the test of time'? Can you articulate to our readers when disrupting an industry is positive, and when disrupting an industry is 'not so positive'? Can you share some examples of what you mean?

Disruption is capturing the attention of others in a cutting-edge, non-traditional way by not adhering to conventional norms in the industry and being inventive. This can obviously be viewed in both bad and good ways, it simply depends how you're using your disruption. It can be positive when disruption is used to cause controversy. Some people have the idea that any attention is good attention, but that's when I think disruption maybe 'not so positive'. On the other hand, disruption is positive when companies take risks. Taking risks is extremely important when trying to develop new business ideas and differentiate yourself from competitors. We're a company that is very different from a normal talent agency in the way that we're completely agnostic. We're going out and creating opportunities for the relationships in our network both on the talent and the brand side. A great example of this positive disruption is with the Super Bowl. It's important to recognize that the Super Bowl is an incredibly important, culturally charged moment. We are going out, taking multi-million dollar risks, and betting on ourselves. We secure real estate and build a platform that our partners can cooperatively advertise in and co-exist with brands of all kinds. No other agencies do what we do and take these million-dollar risks. We always want to convey authenticity and do what can't be replicated. Our relationship network and software used at Talent Resources Sports is disruptive by breaking through the industry and its competition. These two assets are rare and extremely valuable since they allow us to create the most beneficial partnerships.



# EntrepreneursBreak

## Talent Resources Sports Partners with the Famed Goldstein Residence in Beverly Hills for Super Bowl programming 2022



They will also spearhead the annual Sports Illustrated Party – With top tier guests typically in attendance such as Mark Cuban, Snoop Dog, Steph Curry, Elon Musk and more to attend the weekend’s events at the estate.

David Spencer and Mike Heller, co-founders and partners behind TR Sports, are established leaders in the experiential sports marketing world and have continued to produce top programming throughout the pandemic. After deciding to skip activating in Tampa due to the imminent risk of brand backlash and to protect safety of guests, clients and employees, the agency has been gearing up for Super Bowl 2022 fast and furiously.

They are planning high level activations in Los Angeles, as well as their annual ESPY and NBA All-Star events, which layer on top of their year round sports marketing partnerships, athlete campaigns and brand-building endeavors. Their decade plus long presence during Super Bowl weekend annually and notable sporting events all year long has established them in the industry by name and reputation, paired with continued anticipation from industry peers, Athletes and VIPS, with names like Elon Musk, Nas, Steph Curry, Rande Gerber, Tim Tebow and Mark Cuban regularly in attendance.



## Meet The Disruptors: David Spencer Of Talent Resources Sports On The Three Things You Need To Shake Up Your Industry



**I** had the pleasure to interview David Spencer. With a Bachelor's degree and MBA from NYU and a successful career in finance under David Spencer's belt, he ventured into the world of content production for ABC with illusionist, David Blaine. It was during this time that he developed strong relationships within the NBA, NFL, MLB, NHL and NASCAR and began procuring celebrity appearances. In working with the New York Knicks in this capacity, he realized the marketability of athletes — especially with the advancement of digital and social media.

In 2009, he joined forces with Michael Heller to launch Talent Resources Sports, mirroring the successful formula of “employing powerful, media-driven celebrity and influencer-based campaigns and experiences” in the sports realm.

Spencer currently leads all athlete-driven enterprises, focusing specifically on endorsement deals and international campaigns. He continues to work closely with renowned athletes and their teams to secure appearance opportunities, endorsement agreements and sponsorship initiatives. With a savvy eye for marrying brands with top-tier talent, he has been instrumental in facilitating the mainstream crossover of several elite athletes across the boundless range of sports. With an international background, he has enabled Talent Resources the access to expand its reach across industries, borders and cultures.



Sportstimesdaily.Com

## WELCOMING SUPER BOWL 2022 WITH DAVID SPENCER, THE CO-FOUNDER OF TR SPORTS



Spencer and Heller are enthusiastic about curating a once-in-a-lifetime experience at this Estate. The experience would include a showcase of different products and services. To make the experience more natural, one can openly interact with the various VIP attendees and the consumers through the various streaming platforms and social media, which will play a crucial role. Each event hosted by Spencer and Heller is carefully curated to provide a one-of-a-kind experience tailor-made by their experiential sports marketing agency. There are various exciting programs in the pipeline with leading names like Neiman Marcus, Sports Illustrated, and Bloomberg, to name a few.

Talent Resource Sports (TR Sports) has organized some of the most significant events in the last couple of years. Some of the biggest events they have under their hat include the Bleacher Report +Turner Sports NBA All-Star Weekend Event, NBA All-Star Event with Under Armour, Avion + Steph Curry's SC#0, and their annual pre-ESPRS series of events which they host in Los Angeles. Not just that, the brand is also behind various other events like the Annual Sports Illustrated Super Bowl Party and the Bloomberg Super Bowl Weekend Summit. TR Sports does various events with brands Men's fitness brands like Lacoste, Mercedes, and Louis XII all through the year. Apart from this, the company has also hosted some of the most popular events of the year, including the Space Jam 2 Movie Premier with Lebron James, Lacoste Rodeo Drive Opening, and the Calvin Harris album is just some of them.

# SOCIAL LIFE

magazine

## Insider Profile: Talent Resources Sports + Super Bowl 2022 Look Ahead

by Carlos Lacayo © June 11, 2021



Partners David Spencer and Michael Heller, the founders behind TR Sports, maintain a niche in the experiential sports marketing world, with an amped up event timeline for 2021 and 2022, especially highlighting their Super Bowl 2022 slate in Los Angeles.

After deciding to skip activating in Tampa due to the imminent risk of brand backlash and to protect the safety of guests, clients and employees, the agency is actively gearing up for Super Bowl 2022 Activations in Los Angeles, as well as their annual ESPY and NBA All-Star events, which layer on top of their year-round sports marketing partnerships, athlete campaigns and brand-building endeavors. Their decade-plus long presence during Super Bowl weekend annually and notable sporting events all year long has established them in the industry by name and reputation, paired with continued anticipation from industry peers, Athletes and VIPS, with names like Elon Musk, Nas, Steph Curry, Tim Tebow



## Marketing and Sponsorship: A Very Brady Bonanza: Fanatics scores big with merchandise around champion QB

■ **L.A. ENCORE:** With a new stadium to showcase, a population base 10 times larger than that of Tampa, and a pronounced propensity toward ostentation, next year's Super Bowl in Los Angeles was always looking like it will be an aircraft carrier compared to this year's dinghy of an NFL championship week. As the nation gets vaccinated, fans return to sports venues and marketing/hospitality budgets are restored, it's looking more and more as if it will be the biggest Super Bowl blowout ever, and likely sports' celebration of the pandemic's conclusion, re-establishing the sociability that is the industry's most redeeming quality.

After nearly zero industry gatherings in Tampa, we're told that some agencies have already booked party spaces and even sold sponsorships in L.A. for next year. Hospitality/event company **Talent Resources Sports** hosted events as large as the 4,000-person **Sports Illustrated** party during Super Bowl week in Miami in 2019. This year, TRS was dark in Tampa, but for L.A., it has booked a 4,500-square-foot Beverly Hills mansion during Super Bowl week — previously the site for NBA All-Star Game parties — as a venue, along with a 37,000-square-foot movie studio. TRS co-President **David Spencer** said those properties represent a \$6 million commitment for his company, "because we think it will be the biggest Super Bowl to date," he said.

**Jack Murphy** has been producing **DirectTV's** mega Super Bowl party and concerts for years. For L.A. there's some talk about two weekends of concerts around the Super Bowl.

"It feels like L.A. will be when everyone comes out of the box," Murphy said. "We've had some conversations with talent and locations that I would normally think were too early, but not this time. And we're talking less about COVID obstacles and more about pent-up demand."

# Super Bowl 2021: Amid Pandemic, the Celebrity Party Scene Is MIA



FilmMagic

David Spencer, right, and Robert Golden at a Sports Illustrated event during Super Bowl weekend in Atlanta in 2019.

David Spencer, co-CEO of **Talent Resources Sports**, knows the scene well as his company always has a strong presence at major cultural events like the Super Bowl. He says his team scouted locations in Tampa early last year. However, as the pandemic raged on, they suggested their partners err on the side of caution.

"We've advised our brands to make a digital pivot and plan for Los Angeles. We are focusing 100 percent on that being the first big major event coming out of COVID, one that is safe for brands to participate in and guests to attend," explains Spencer, adding that they have secured the Sheats-Goldstein residence and are in negotiations with three Sunset Strip hotels for takeovers. "I would never want to put Bob Kraft, Elon Musk or Steve Tisch in a situation where they are going to be exposed. We're not in the business of hosting a super-spreader event."

# Tampa Bay Times

SPORTS / BUCS

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## Bucs, not bucks: With a pandemic Super Bowl, Tampa misses an economic windfall

The home team's involvement is an X factor, but there's no avoiding the local financial impact of the coronavirus.

Veteran event producers **Talent Resources Sports** organized lavish Super Bowl parties for *Sports Illustrated* and Bloomberg last year in Miami and was planning to do the same this year. The company was "extremely bullish on Tampa," said CEO David Spencer, but the health risk was too great.

"Any given event that we're doing, we're spending anywhere between \$1.5 million and \$4.5 million per event, and I would say probably 75 to 80 percent of that is going back into the local economy for the vendors that we're working with," he said. "There is obviously a big trickle-down effect by not being able to host these events. I know there are some events and some people that are willing to take that risk, but I could never live with a situation where somebody could come to our event and get sick, or even worse."

Almost as soon as **Talent Resources Sports** called off its party plans, Spencer set his sights on Super Bowl 56 in Los Angeles. There, event companies are already "doubling down" on plans for much more lavish parties, he said, in part because of all the money they're saving this year in Tampa.

"People are ready to burst at the seams to go back out and socialize and to reinvest in the event space," he said.

## Talent Resources Sports Making Big Plans For SB LVI Party Scene

This past weekend marked the first time in over a decade that marketing agency Talent Resources Sports did not host a Super Bowl party, as its planned event with SI was pulled due to COVID concerns. However, TRS co-CEO David Spencer said the company is bullish on future events and is already "doubling down" as it prepares to host live events around Super Bowl LVI in L.A. TRS typically spends \$3-4M on its Super Bowl events, and Spencer said the firm has already committed to spend \$6.5M across multiple venues. "We're confident we're probably the only ones that have executed contracts for venues in LA," said Spencer. The firm was able to recoup its investment in Tampa this year thanks to contracts that allowed it to back out penalty-free if the game did not reach a certain live attendance threshold, and it has similar protections in place for next year's game. TRS has secured the famed Sheats-Goldstein Residence, which is owned by NBA superfan James Goldstein, and has also contracted on a movie studio and bought out several hotels. "We feel that going to (these venues) will create the sort of movie magic and allure that Hollywood and Los Angeles are known for," said Spencer. Most recently, TRS hosted SI's '20 Super Bowl party at the Fontainebleau Miami Beach luxury hotel, which featured performances from Marshmello and the Black Eyed Peas.

**SHIFTING PRIORITIES** : In the meantime, TRS has pivoted to focus on digital marketing campaigns, such as a recent digital series for Acker Wines featuring current and former NBAers Carmelo Anthony, Paul Pierce, JJ Redick, Kevin Love and Kyle Kuzma. The company has also put more attention on its venture arm, which owns stakes in Beyond Meat and Juul, among others.



THE WRAP

## Sports Illustrated Returns to Super Bowl Weekend With Saturday Night Party in Atlanta (Exclusive)

Teaming up with [Talent Resources Sports](#), SI is launching a Saturday night takeover at the College Football Hall of Fame on Feb. 2, 2019, ahead of the big game the following afternoon.

**Also Read:** ['NFL GameDay Morning' to Make UK Debut for Eagles-Jaguars London Game](#)

It will mark the first time Sports Illustrated has hosted a Super Bowl party since 2016, the night before the Denver Broncos beat the Carolina Panthers in SB50 in Santa Clara, California.

“We are excited to be returning to the Super Bowl party scene. To be able to bring SI’s unique brand back to the festivities with [Talent Resources Sports](#), an event producer that has been so ingrained in the Super Bowl for years, will allow fans to celebrate the weekend in whole new way,” Sports Illustrated editor-in-chief Chris Stone said.

“Providing an out-of-the-box experience for our network of athletes, celebrities and influencers, remains our priority. We look forward to taking our collective formula to a scale that has not been reached before,” David Spencer, co-founder of [Talent Resources Sports](#), added.

# Page Six

## Goldman Sachs CEO to DJ Sports Illustrated Super Bowl 2020 party



**MORE ON:  
SUPER BOWL 2020**

**Kansas City Chiefs celebrate Super Bowl 2020 win in Las Vegas**

**Harvey Weinstein threw Super Bowl party hours before appearing to fall asleep in court**

**Shakira's bedazzled Super Bowl halftime boots cost \$20K**

**Jay-Z's explanation for sitting during Super Bowl national anthem**

Sports Illustrated's [Super Bowl 2020](#) party is banking on a banker to provide entertainment.

Page Six can exclusively reveal that the publication has hired Goldman Sachs CEO David Solomon to DJ the soiree, which will take place on Feb. 1 at The Fontainebleau in Miami Beach and is also hosted by Casamigos.

Solomon, who goes by DJ D-Sol, will be joined by the Black Eyed Peas, Marshmello and rapper DaBaby.

"We wanted to do something special, I saw David performing at an event and everyone loved him. I then got the idea to have him DJ at the Sports Illustrated party," Michael Heller of [Talent Resources Sports](#), the company behind the event, told Page Six on Friday. "We cater to a high networking crowd that would be familiar with him, and we couldn't think of

a better person to add to the lineup."

# Want to Host an Epic Super Bowl Weekend Party? Event Insiders Share Secrets

## Talent Resources Sports

partners Michael Heller and David Spencer explain what it takes to stand out.

Super Bowl LIII is now just days away — kicking off Sunday in Atlanta, which will host VIPs on-and-off the field. While the showdown between the New England Patriots and the Los Angeles Rams is sure to inspire major events and soirees in both of those cities, the most epic (and most star-studded) bashes will take place within walking distance of Mercedes-Benz Stadium.

One of those events is *Sports Illustrated's* "Saturday Night Lights" featuring performances by Snoop Dogg, Lil Wayne, DJ Irie and Dallas Austin. *The Hollywood Reporter* recently caught up with two of the architects of that event — Michael Heller and David Spencer of Talent Resources Sports — for an insider's look at what it takes to make a splash during an ever-competitive Super Bowl weekend.





## Steph & Ayesha Curry, J.B Smoove, Young Jeezy and More at Tequila Avion's NBA All-Star After Party Presented by Talent Resources Sport

Before heading up against Team LeBron, opposing captain **Steph Curry** stepped out with wife, **Ayesha**, to celebrate the 2018 NBA All-Star team selection with an intimate dinner hosted by **Under Armour** produced by **Talent Resource Sports**. Family and close friends enjoyed the sweeping views from the **Goldstein estate** while they indulged on herb roasted branzino, grilled lobster, handmade pasta and other culinary delights from **Michael Mina's** new seafood destination, **Cal Mare**. Curry was joined by fellow athletes **Joel Embiid**, **Josh Jackson**, **Danilo Gallinari** and **Joakim Noah** where they played virtual golf and enjoyed the **3D Photo Booth** inside the adult playground. Joining the festivities, Grammy-award nominee, **Young Jeezy**, shot some hoops on the **Avion** basketball court where guests sipped on **Tequila Avion Reserva 44**. Basketball legend, **Scottie Pippen**, arrived hand in hand with wife, **Larsa Pippen**, as they arrived at **Club James** and danced to the sounds of **DJ Jus Ske**. **Talent Resources Sports** owners, **Mike Heller** and **David Spencer**, hosted **Curb Your Enthusiasm's** **J.B Smoove** and wife, **Nick Kroll** and **Natalie Emmanuel**. Just as the night winded down, guests were surprised with 30 boxes of **D'Amore's Pizza** which were devoured in less than 10 minutes!





# DIGITAL AND RADIO FACTS

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## KIA Motors Luxury Lounge sponsored by **Talent Resources Sports** and ZIHR on Friday, January 30th



AnnaLynne McCord arrived in a new Sorento and picked up Otterbox phone cases at the KIA Motors Luxury Lounge presented by **Talent Resources Sports** & ZIRHKIA Motors Luxury Lounge sponsored by **Talent Resources Sports** and ZIHR on Saturday, January 31st. Day 2: Annalynne McCord, Craig Robinson, Prince Amukamara (Giants), Brad Hawkins (Boyhood), Alex Karpousky (HBO-Girls), Bradley Roby (Broncos), George RR Martin (Game of Thrones), Marshawn Lynch (Seahawks), Kamerion Wimbley (Titans), Sam Moore (Musician), Arthur Jones (Colts), John Brenkus (Sports Science), Matthew Berry (ESPN), Ron Rivera (Panthers), Cyrus Kouandjio (Bills), Lecrae (Grammy Nominated Hip-Hop Artist), Shane Boyd (Cardinals), Stefan Charles (Bills), Zach Line (Vikings), Cooper Helfet (Seahawks), Holly Robinson-Peete, Tahj Mowry, Josh Johnson (49ers), Evan Longoria (Devil Rays), and many more! KIA Motors Luxury Lounge sponsored by **Talent Resources Sports** and ZIHR on Friday, January 30th. DAY 1: Josh Gordy (Colts), Jahil Brown (Colts), Alterraaun Verner (Buccaneers), Dealnie Walker (Titans), Andrew Sendejo (Vikings), Akbar Gbajabamila (NFL Network), Major Wright (Buccaneers), Scott Solomon (Browns), Leger Douzable (Jets), Simeon Rice (Retired NFL), Shawn Johnson (Olympic Gymnast), Will Smith (Saints), Bene Benwikere (Panthers), Jonathan Ogden (Retired Raven), Bryan Braman (Eagles), Chimdi Chekwa (Raiders), Coby Fleener (Colts), Damien Anderson (Cardinals), David Gilreath (Patriots), Devon Kennard (Giants), Luis Castillo (Chargers), Major Wright (Buccaneers), Marcel Reece (Raiders), Stepfan Taylor (Cardinals), Tyree Washington (Olympian), Will Smith (Saints) and many more!



# INSIDER

## Inside **Talent Resources'** Swanky Manhattan Office Where They Are Changing The Game Of Celeb Endorsements

Before Mike Heller created **Talent Resources** — a global strategic marketing firm based in New York — he was an entertainment lawyer who also briefly acted as Lindsay Lohan's manager.



**Talent Resources' David Spencer and Mike Heller in their swanky Manhattan office.** Daniel Goodman / Business Insider

With Lohan, Heller used his law degree and connections from past event planning to help the then-20-year-old actress plan a Malibu birthday bash and later score deals to be the face of brands such as Jill Stuart and Louis Vuitton.

Fast forward to today and Heller is no longer tied to the actress (although his father, a famous attorney, did bail her out of her most recent stint in jail) and Heller is running **Talent Resources**, an integrated marketing company that is pairing celebrities with brands and brands with events.

Heller and his team work with brands in conjunction with their annual programs, such as Sean John, Playboy, Vibe magazine, Kia and Chapstick and he also represents an array of clients in each of **Talent Resources** divisions.

But Heller tells Business Insider "It's not just about pairing brands with a celebrity anymore, it's pairing them with what lifestyle they're looking for, what demographic they are trying to hit."



## We Talk Super Bowl LII With **Talent Resources Sports**, David Spencer and Mike Heller



**GC:** We heard that you're hosting exciting events during Super Bowl LII. What will that entail?

**DS:** **Talent Resources Sports** has been part of Super Bowl in one form or another for the last ten years. We originally began by producing events for large scale brands and primarily contributed our experience. Over the past several years, we evolved that model into identifying out-of-the-box and memorable real estate locations for our guests. Our goal is to create memories that will live through conventional media with a special emphasis on social media. Social media is important for brands because it creates a bilateral form of communication between the brand and the consumer. This two-way style conversation stands in stark contrast with conventional, unilateral advertisements.

**GC:** What are some of the challenges that an event producer typically comes across when executing international events? How has TR Sports managed to overcome those obstacles?

**MH:** (Mike Heller) This year we're producing the fourth annual Rolling Stone event. We brought back Mercedes Benz to debut their new G Wagon and GT Convertible. Additionally, we've partnered with Jay Z's music streaming company, Tidal, to provide an A-List music lineup headlined by MIGOS. This event is unparalleled and continues to grow each year. At Super Bowl 2018, we're the executive producers for Playboy's event, featuring Snoop Dogg. Athletes and celebrities, who attend these events, return annually because they understand **Talent Resources Sports** executes world-class events. We curate the guest list, which provides the platform for exclusive nighttime events, while creating opportunities for likeminded individuals in the world of marketing to network and interact. Our events are not open to the public, they are invitation only.

# SNYDER SHOWDOWN

## 049 | The Intersection of Sports, Entertainment, and Consumer Brands with David Spencer, CEO of Talent Resources Sports



### Summary

David Spencer is the CEO and co-founder of **Talent Resources Sports** a full-service agency offering marketing and creative strategy development with a leading edge in the world of entertainment and professional sports. David sits down with Chris Snyder to discuss the business of sports marketing and the value of building a tight-knit network of connections.

### Highlights

- How growing up in Manhattan helped David build a strong profession business network
- The business of sports marketing
- How athletes and entertainers are the new entrepreneurs
- How the sports industry is responding to COVID-19
- Leveraging adversity and failure for personal and professional growth



# Rolling Stone To Rock San Francisco During Big Game Weekend

AVICII TO HEADLINE THE HOTTEST PARTY OF 2016

ALSO FEATURING PERFORMANCES BY ELLE KING AND TRAVIS SCOTT

NEW YORK, Jan. 21, 2016 /PRNewswire/ -- *Rolling Stone* will once again host one of the hottest, most exclusive events during the biggest weekend in football, featuring headliner global superstar artist and producer Avicii. For the second year, *Rolling Stone* is partnering with **Talent Resources Sports**, a full-service sports marketing and experiential events agency, to produce its highly-anticipated event this February in San Francisco, celebrating the 50<sup>th</sup> anniversary of the big game.

Kicking off February 6<sup>th</sup> at 9pm, *Rolling Stone's* fifth annual Big Game Bash, *Rolling Stone Live: San Francisco*, will be held at The Galleria within the iconic San Francisco Design Center, located in the heart of the Design District. The luxurious event space will host top celebrities, athletes, and influencers in town for the weekend, and feature special performances by today's hottest artists.

"We are excited to bring *Rolling Stone Live* to San Francisco this year during the big game weekend and showcase incredible musical talent for our guests," says Michael Provus, Publisher, *Rolling Stone*. "We look forward to once again partnering with TOAST, Bookem Danno and **Talent Resources Sports**."

## About **Talent Resources Sports**

**Talent Resources Sports** (TRS), a business entity within Talent Resources, facilitates a wide variety of athlete engagements including product placement, personal appearances, and long-term brand endorsements. TRS works with corporate clients to integrate athlete-driven campaigns into an overall marketing strategy. TRS partners with properties and lifestyle brands like *Rolling Stone* to create fully integrated programs that bring brands, athletes, celebrities and audiences together. TRS centers these events around big conversations to maximize exposure and participation. We exist at the intersection of sports and entertainment.



## Sports Illustrated Brings “The Party” to Miami Beach to Celebrate the Biggest Weekend in Sports Featuring Musical Performances by Marshmello and Black Eyed Peas

*The Legendary Big-Game Celebration will be held on February 1 at the Fontainebleau Miami Beach*

NEW YORK--(BUSINESS WIRE)--Sports Illustrated today announced that it will be heading to Miami Beach with The Party, its annual marquee event. The legendary sports enterprise is joining forces with The Undisputed Group for this year’s VIP big-game night on Saturday, February 1, 2020, at the world-famous Fontainebleau in Miami Beach, Florida.

“This year, we’re presenting an immersive, elite playground for partygoers with a curated mix of talent, sponsors, photo opportunities and more.”

 [Tweet this](#)

The merging of these industry titans will bring together some of the top names in entertainment and sports at one of the most luxurious oceanfront hotels in Miami Beach. Guests can expect a night of unforgettable musical performances by Marshmello and the Black Eyed Peas and dancing complemented by live video mixing by DJ Irie.

“We are thrilled to bring Sports Illustrated back to the big-game weekend and to join forces with The Undisputed Group, who has unrivaled expertise in spectacular event production,” said Corey Salter, Group President, Entertainment at Authentic Brands Group, owner of the Sports Illustrated brand. “SI is the source that connects audiences to athletes and teams across the sports world, and we are certain that not only will this be an unforgettable experience for fans, but our most memorable big-game event to date.”

Last year’s Sports Illustrated big-game event was held at the College Football Hall of Fame in Atlanta and featured performances by Snoop Dogg, Lil Wayne, DJ Irie and Dallas Austin. Top musicians, celebrities, models and athletes were in attendance, including will.i.am, Lil Jon, Danielle Herrington, Jasmine Sanders, Aly Raisman, Kyler Murray and Baker Mayfield.

“Each year, we aim to make our big-game event with Sports Illustrated bigger and better than ever,” said David Spencer, Founder and Co-CEO of The Undisputed Group. “This year, we’re presenting an immersive, elite playground for partygoers with a curated mix of talent, sponsors, photo opportunities and more.”

Undisputed Group produces world-class events centered around culturally charged experiences. They partner with properties and lifestyle brands to create fully integrated programs that bring brands, athletes, celebrities, and audiences together.

Undisputed Group is the collaboration of Michael Heller and David Spencer of **Talent Resources Sports**, a sports marketing company specializing in bridging the gap between athletes and brands with decades of experience, along with Matthew Gavin and Frank Catrambone of Big Game Events, an experiential marketing agency specializing in large scale event production, marketing, and talent relations.

The Undisputed Group partnership will curate bespoke events and consumer experiences around destination events annually, and provide out-of-the-box experiential marketing initiatives for consumer brands at those key times of the year. As the retail sales model for these brands continues to evolve, Undisputed Group will quickly cement itself as a secret weapon for global brands and retailers alike.

# Page Six

## DaBaby joins starry Sports Illustrated Super Bowl bash



The SI event's being organized by [Talent Resources Sports](#)' Michael Heller and David Spencer — who've teamed with Matthew Gavin and Frank Catrambone as Undisputed Group — along with Miami nightlife guru Dave Grutman, and Authentic Brands Group, which bought Sports Illustrated last year as well as Barneys New York. Casamigos is a partner as well.

DaBaby has made headlines recently for more than just his music: He was allegedly involved in [a scuffle with a Miami promoter](#) over non-payment for a Florida event, was [detained in North Carolina](#) for alleged misdemeanor marijuana possession and was involved in an alleged fight with a worker at the Dallas/Fort Worth airport.

# Bloomberg Media

## Bloomberg Media and Talent Resources Sports Announce the Inaugural Bloomberg Power Players Summit

**New York, December 16, 2019** — Bloomberg Media and Talent Resources Sports (TRS) announced today the first-ever Bloomberg Power Players Summit, which will take place on January 31, 2020, at Soho Studios in Miami.

Hosted by Bloomberg TV and Radio anchors **Jason Kelly** and **Carol Massar**, the summit will cover topics such as deal-making, transformative technology, the shift to streaming, sustainability and the athlete's competitive edge. The current list of confirmed participants includes: **Al Guido**, President, San Francisco 49ers; **Cynthia Marshall**, CEO, Dallas Mavericks; **Stephen Ross**, Owner, Miami Dolphins; **John Skipper**, Executive Chairman, DAZN and Former President, ESPN; and **George Pyne**, Founder, Bruin Sports Capital. The full agenda and speakers will be announced in January.

The event will include a live taping of Bloomberg TV's *The David Rubenstein Show: Peer-to-Peer Conversations*. The multi-platform Bloomberg TV series features Carlyle Group Co-Founder and Co-Executive Chairman, **David M. Rubenstein**, in candid conversation with the world's most influential power players about their personal and professional journeys.

"Talent Resources Sports is excited to partner with Bloomberg Media to bring the Power Players Summit to Miami. Aligning TRS's years of experience in sports and celebrity marketing with the gold standard of news and business journalism and events will create a meaningful platform for leaders in business and sports to have significant and relevant conversations," said TRS Co-CEOs and Co-Founders **Michael Heller** and **David Spencer**.



# CELEBMAGNET

## Justin Bieber Spotted at Maxim Super Bowl Party, Presented by Talent Resources Sports



**SPOTTED:** Justin Bieber, Aaron Paul, The Bella Twins at MAXIM Magazine's annual Super Bowl party, presented by Talent Resources Sports, to celebrate the biggest weekend in football.

Reports say that while Bieber was denied entry to several parties in New York, he snuck into Maxim by TR Sports around 2 AM through the backdoor. [Sources](#) tell CelebMagnet that the Biebs was in a mellow mood and just hanging out with his friends near the back.

# People

## A Complete Guide to All the Celebrity Parties During Super Bowl Week in Miami

Heading to South Beach for Super Bowl 54? Here are the biggest and best events you need to know about.

### **Sports Illustrated's "The Party"**

*Saturday, Feb. 1, Fontainebleau Miami Beach*

**DaBaby, Black Eyed Peas** and **Marshmello** will hit the stage at SI's epic pre-game bash overlooking the beach. In addition to catching live video mixing by **DJ Irie**, drinking cocktails by Casamigos tequila, and mingling with *Sports Illustrated* Swimsuit models, guests can also bid in a silent auction featuring sports and entertainment memorabilia. [Tickets are still available.](#)

# Rolling Stone

## Diplo, Nas, Big Sean to Perform at Rolling Stone's Big Game Bash

On February 4th, Rolling Stone will take over the Museum of Fine Arts (MFAH) for Rolling Stone Live: Houston



On February 4th, *Rolling Stone* will take over the Museum of Fine Arts (MFAH) — one of the 10 largest art museums in North America — for Rolling Stone Live: Houston, featuring special performances from Grammy-winning producer, DJ and member of both Major Lazer and Jack Ü — **Diplo**; multi-platinum **hip-hop** artist **Nas**; and Grammy-nominated recording artist Big Sean. The private event will also showcase sets from world-renowned DJ Cassidy and promises to draw some of the biggest names in sports and entertainment on the eve of **Super Bowl LI**.

“I have been an avid Rolling Stone reader for as long I can remember and I’m excited to head to Houston to headline Rolling Stone Live and kick off their 50th Anniversary year-long celebration with this party,” said Diplo.

Rolling Stone is partnering with **Talent Resources Sports** for the third year in a row to produce the event. For additional details, visit [RollingStone.com/biggameweekend](http://RollingStone.com/biggameweekend).

# ET

## Celebs Party at Super Bowl 2020

Celebs Party at Super Bowl 2020

### Nancy Shevell and Paul McCartney

The former Beatle and his wife stepped out for *Sports Illustrated's* official Super Bowl bash, "The Party," presented by Casamigos in Miami Beach.



### Saweetie

The "ICY GRL" rapper performed at the *SI* soiree, which was also attended by the likes of Elon Musk, Lil Jon, Aaron Judge and Cedric the Entertainer.

# EXTRA



## Super Bowl Parties 2020

Marshmello checked out Twix Candy Pop and Oreo Cookie Pop as he arrived at the Sports Illustrated annual "The Party" by [Talent Resources Sports](#) and ABG at The Fontainebleau in Miami.

Photo: World Red Eye



## 'Rolling Stone' Super Bowl party one of the hottest tickets in town

And you thought the weekend was all about Sunday's game. Well, that might be the hottest ticket in town, but celebrity-packed Super Bowl parties are a close second.



Musician Elle King performs onstage during Rolling Stone Live SF with Talent Resources on February 6, 2016 in San Francisco, California. *Cindy Ord, Getty Images For Rolling Stone*

The Rolling Stone party on Saturday night was a star-studded event. Athletes mingled with A-list celebs as musical guest Avicii rocked the house.

After winning the Warriors' 41st consecutive home game, 2015 NBA MVP Steph Curry hit the carpet at the *Rolling Stone* + **Talent Resources Sports** party with his wife Ayesha Curry.

# yahoo!entertainment

## Diplo, Nas to Perform at Rolling Stone's Big Game Bash



On February 4th, Rolling Stone will take over the Museum of Fine Arts (MFAH) for Rolling Stone Live: Houston during Super Bowl LI weekend.

When the biggest sporting event in the United States touches down in Texas in 2017, *Rolling Stone* will host one of the most highly anticipated parties of the year, presented by Mercedes-Benz.

On February 4th, *Rolling Stone* will take over the Museum of Fine Arts (MFAH) — one of the 10 largest art museums in North America — for Rolling Stone Live: Houston, featuring special performances from Grammy-nominated producer Diplo and legendary hip-hop artist Nas. The private event will also showcase sets from world-renowned DJ Cassidy and promises to draw some of the biggest names in sports and entertainment on the eve of Super Bowl LI.

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# RECAPS [CLICK THUMBNAIL TO VIEW](#)



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THE PARTY, MIAMI



SPORTS ILLUSTRATED:  
SATURDAY NIGHT LIVE, ATLANTA



BLOOMBERG POWER  
PLAYERS SUMMIT, MIAMI



ROLLING STONE LIVE:  
MINNEAPOLIS



TR NBA ALL-STAR,  
LOS ANGELES



ROLLING STONE LIVE:  
HOUSTON