



CASE STUDY: Super Bowl LVII Exterior Fan Services

Date: February 2023

Location: Glendale, AZ

Client: NFL

EVENT SUMMARY

Kilowatt Events is hired by the NFL to create cohesion across fan-facing groups to foster a seamless, linear journey for fans as they enter and exit the stadium on gameday.





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BEHIND THE BULB

The Event Experience team worked in collaboration with several groups and vendors including Fahntoosh, On Location, Populous, MAP, SP+, AZ Host Committee and internal NFL departments to align on fan messaging along with virtual and in-person trainings for local workforce staff in preparation for Super Bowl Sunday.





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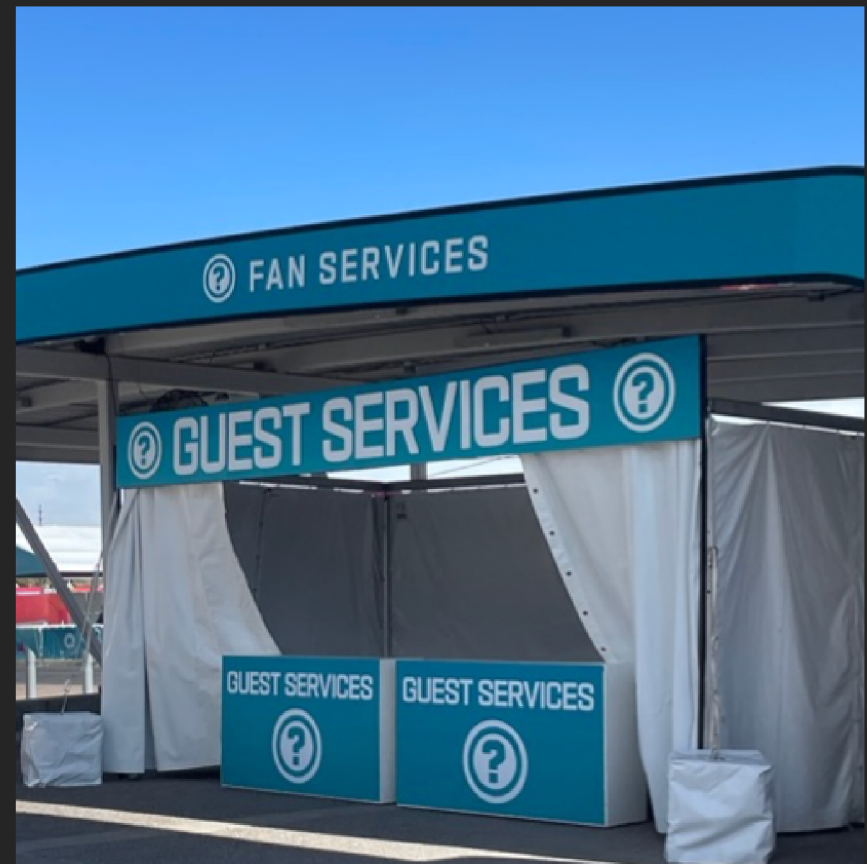
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CHALLENGES

CONSISTENCY: There are several different groups that a fan encounters on Super Bowl Sunday from parking and transportation to security. The Exterior Fan Services team set out to create consistency across any/all fan experiences by coordinating across teams and departments to ensure all staff, regardless of assignment, were working from the same information, maps, etc.





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TRAINING: The EFS team managed 150 local staff (sourced by the host committee) along with a layer of management to work the venue entries and wayfinding positions within the secure perimeter. Virtual training information varied by role and often there was more information than we could cover on our brief sessions. However, we were able to have an all-hands in-person training session two days before the game.

