

Case Study: NFL Honors Red Carpet

Date: 2017-2020

Location: Annual Super Bowl Location

Event Summary: Every year, the NFL recognizes the League's best players, performances, and plays at the NFL Honors. The awards show is typically the night before the Super Bowl, and travels with the SB accordingly. While the awards show utilizes indoor theater venues, the Red Carpet needs vary year to year.

Kilowatt supports the show by managing the construction of the Red Carpet. This includes designing the show to fit the needs of the League and NFL Network, pulling permits, and managing vendors including tents, power, perimeter infrastructure, and safety.

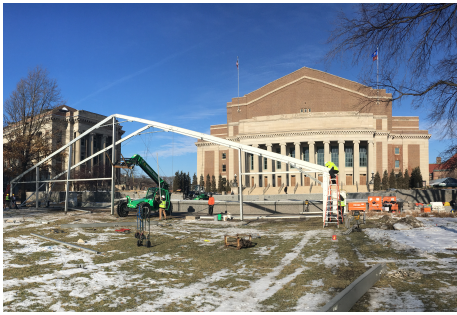
On show day, KWE works closely with the league and networks on crowd flow, access, and transportation.



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Challenges & Relevant Experience: During the Super Bowl, space becomes a premium. While the venues are chosen far in advance, the footprint of the carpet is always a work in progress, requiring a close relationship with the venue and local authorities. Road closures, impactful to the city's residents are required, which requires us to work closely with traffic, police, and fire departments to ensure the municipality can still operate in the days leading up to the show.

Both the inclement weather in February as well as TV Production, mandate a covered carpet. Commonplace for Red Carpets is a natural rectangular shape on a flat surface. This is seldom the case at NFL Honors. Kilowatt carefully works with all suppliers and partners to devise a carpet that is functional, safe and ADA Compliant. All the while managing the often-challenging site, consisting of turns and elevation changes.

Super Bowl Red Carpets are erected in the middle of dense urban areas for over a week and subsequently, safety, as well as a secure, vehicle mitigated perimeter are of the utmost importance. We work closely with the NFL to make sure we alleviate any risks.

Location Specific Challenges:

Minneapolis: On the campus of U of M, the team devised a plan to navigate the complex nature of the site, all the while managing significant student pedestrian traffic during the build. Part of the build was over an underground parking structure that required temporary reinforcing to handle the load above. And of course, snow management!

Atlanta: Working in the middle of Uptown ATL, our build in the middle of a major street, took exhaustive detail to progressively build to meet hard deadlines. These are construction projects, so devising the operation with an accessible yard for equipment staging was an exercise of extreme logistics. And of course, we had to have the street back open 12 hours after the event!