

TALENT RESOURCES SPORTS

PRESS KIT

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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 from 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.

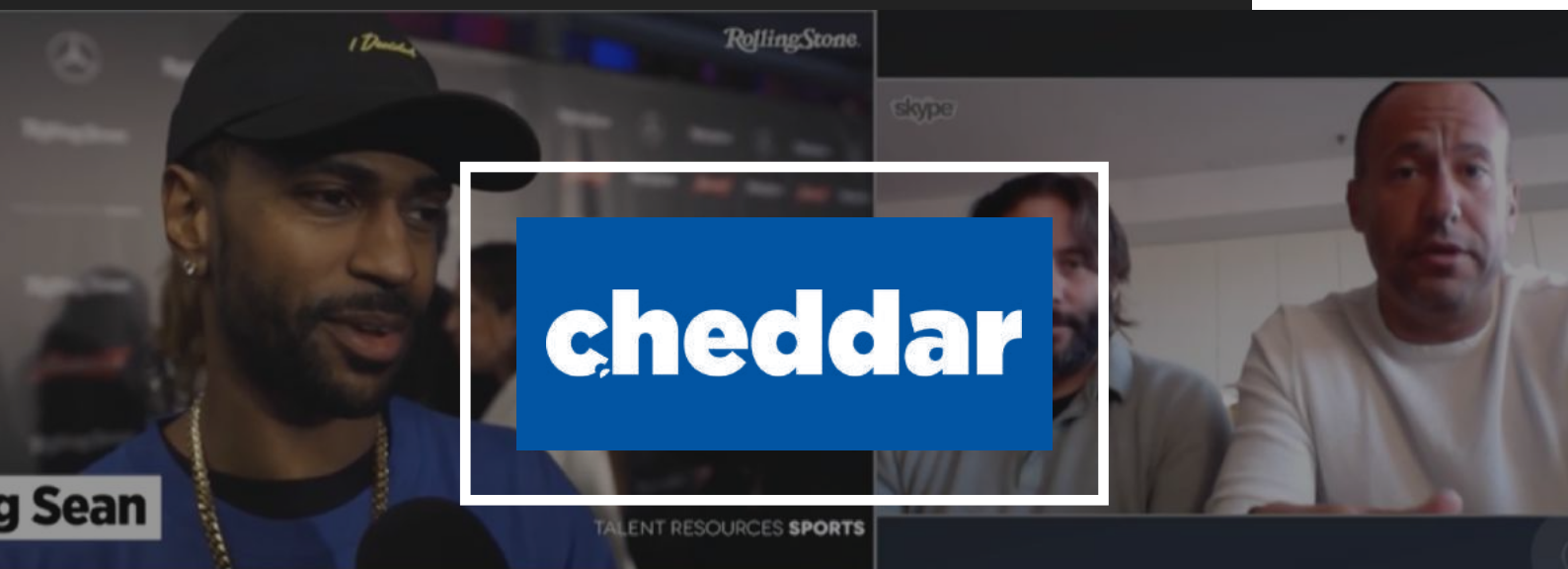


**MICHAEL
HELLER**

**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 [CLICK THUMBNAIL TO VIEW](#)



AIN'T NO PARTY LIKE A SUPER BOWL PARTY

TALENT RESOURCES IS THROWING PARTIES WITH ROLLING STONE & PLAYBOY

THE BUSINESS OF
SPORTS



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

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.

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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!



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), Kameron 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), Jahill Brown (Colts), Alterraaun Verner (Buccaneers), Deaunie Walker (Titans), Andrew Sendejo (Vikings), Akbar Gbajabiamila (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.

SNYDERSHOWDOWN

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 professional 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 50th anniversary of the big game.

Kicking off February 6th 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.



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.

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 *S/*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

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SPORTS ILLUSTRATED:
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