



**ATLANTA**

**HOST TO SUPER BOWL LIII**

**February 3, 2019 | Mercedes-Benz Stadium**

# ATL and the Super Bowl

[Watch Video](#)

<https://atlantabusinessroundtable.org/wp-content/uploads/2018/10/superbowl-ATL-promo.mp4>

COUNTDOWN TO  
KICKOFF

FEBRUARY 3,  
2019

- Atlanta's evolution as a city since we last hosted: **1.6 million residents since Super Bowl XXXIV**
- Estimated 150,000 out-of-town visitors
- Goal of touching more than **one million** Metro Atlanta residents
- Estimated economic impact: **\$185 million**



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# SUPER BOWL LIII EVENTS



**SUPER BOWL OPENING NIGHT**  
January 28, 2019  
State Farm Arena

**SUPER BOWL EXPERIENCE**  
January 26 - February 2, 2019  
Georgia World Congress Center,  
Building B

**SUPER BOWL LIVE**  
January 26 - February 2, 2019  
Centennial Olympic Park

**NFL HONORS**  
February 2, 2019  
The Fox Theatre

**SUPER BOWL LIII**  
February 3, 2019  
Mercedes-Benz Stadium

# SUPER BOWL LIII EVENTS

	Arizona 2015		Santa Clara 2016		Houston 2017		Minneapolis 2018		Atlanta 2019	
	Stadium Campus / Adjacent	Off Campus	Stadium Campus / Adjacent	Off Campus	Stadium Campus / Adjacent	Off Campus	Stadium Campus / Adjacent	Off Campus	Stadium Campus / Adjacent	Off Campus
SBX		■		■		■		■	■	
Opening Night		■		■		■		■	■	
Media Center		■		■		■		■	■	
Super Bowl Live		■		■		■		■	■	
Friday Night Party		■		■		■		■	■	
NFL House		■		■		■		■		■
NFL Honors		■		■		■		■		■
Accreditation Center		■	■	■	■	■	■		■	
GD Staff Check In		■		■	■			■	■	
NFL Public Shop		■	■	■	■	■		■	■	
On Location Exp.	■		■		■		■	■	■	
OLE / DTV / Nomadic	■			■		■	■		■	
NFL Tailgate Party	■		■		■			■	■	
GameDay Fan Plaza	■		■		■		■		■	
Stadium Entries	■		■		■		■	■	■	
	5	10	6	11	7	10	5	12	13	2

# EVENT OPERATIONS

## PUBLIC SAFETY

- City, state and federal agency planning

## TRANSPORTATION

- Road Closures
- MARTA
- Hartsfield-Jackson Airport

## HOTELS

- 107 hotels in room block with 20,000+ rooms
- Peak Nights
  - Arrival: Friday, February 1, 2019
  - Departure: Monday, February 4, 2019

# VOLUNTEER PROGRAM

## WHO WE ARE

- 32,500 applicants
- 10,000 chosen volunteers
- 450 captains

## WHERE WE ARE

- Airport Ambassadors
- Street Teams
- Super Bowl LIVE
- Volunteer HQ
- Hotels

## WHAT'S NEXT

- October 28: Volunteer Kickoff Rally
- December/January: Role-Specific Training
- January 25- February 4: Team ATL Deployment

## WHAT WE'RE WEARING

- Six (6) apparel pieces
- Partnered with The Icebox

**TEAM**ATL



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LEGACY **53**

## OUR MISSION

To leverage Super Bowl LIII to create a lasting impact on communities throughout Atlanta



**BUSINESS  
CONNECT**

200+ businesses  
selected



**CAPITAL  
IMPROVEMENT  
PROJECT**

\$2M renovation  
of John F.  
Kennedy Park



**CIVIL RIGHTS  
AND SOCIAL  
JUSTICE**

“Off the Wall”  
Project



**SUSTAINABILITY**

Trees Atlanta



**YOUTH  
ENGAGEMENT**

GENYOUTH  
Laureus  
Playworks



# THANK YOU

[ATLSuperBowl53.com](https://ATLSuperBowl53.com)



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