



SUPER BOWL CITY PRESENTED BY VERIZON

Fan Energy Zone powered by SAP

The Fan Energy Zone powered by SAP celebrates the Bay Area's leadership in technology with the latest in interactive gaming, social media and data visualizations. Designed by e2k events and filled with a series of interactive, motion capture games developed by Bay Area companies Britelite Immersive, Helios Interactive and Symmetry Labs that utilize SAP's design thinking approach and leverage the SAP HANA Cloud Platform, fans can play, track performance, and share their virtual football experiences in real-time.

The City Stage presented by Levi's®

Centered in Sue Bierman Park area of Super Bowl City, The City Stage presented by Levi's® will be the pulse of Super Bowl City. The City Stage will showcase a wide variety of live musical, cultural and performing arts entertainers with more than free 35 performances from January 30 – February 7. Grammy-winning artist Alicia Keys, OneRepublic, The Band Perry, Matt Nathanson and Chris Isaak will headline free shows in Super Bowl City.

Faces of 50

More than an opportunity for a Super Bowl 50 photo moment, Faces of 50 is an immersive experience of photos, videos and text that show how the NFL and Host Committee have made Super Bowl 50 "more than a game." Inside, you will find the faces of Bay Area children, youth, and young adults that benefited from 50 Fund, the legacy Fund of the Super Bowl 50 Host Committee, as well as photos celebrating the NFL Foundation's Super Bowl High School Honor Roll program which connected past Super Bowl players and coaches to their high schools with messages focused on character and integrity. To learn more about the 50 Fund and the goal to make Super Bowl 50 the most giving yet, visit 50fund.org or see our giving in real-time at impact.50fund.org.

CBS Sports & CBS Sports Network

Watch daily shows featuring experts, former players, and guests live on our set Monday-Friday 3-5 PM & 7-9 PM, Saturday 8-10 PM and Sunday 11-3 PM. Fans can also zipline down our "Golden Gate Bridge," catch a pass on a replica of San Francisco's famously twisting Lombard Street, or simply sit in on some chalk talks & clinics.

Chevron STEM Zone – Innovations in Football

Ever wondered how science plays a role in sports? Don't miss out on the Chevron STEM Zone to see how science, technology, engineering and math (STEM) come to life in the game of football. At the STEM Zone, football fans of all ages will explore equipment advancements, wearable technology, developments in training, innovations in broadcasting, and improvements to the fan experience! You will have the chance to snap a photo from your own locker

room, play football trivia, and test your passing skills with vintage and contemporary footballs. You can also explore how six STEM careers have impacted the game, then see how you would look as a virtual lab director, broadcast engineer, and more!

CNN at Super Bowl 50

CNN will deliver firsthand coverage across all platforms, taking viewers right to the heart of the fanfare, festivities, and cultural phenomena that surround America's biggest and most spectacular sporting event: The Super Bowl.

Dignity Health: *Hello humankindness*

Experience the world of humankindness brought to you by Dignity Health, the health care team that treats the professionals and weekend athletes of all types.

- Watch humankindness spread socially and join others around the globe
- Meet some of your favorite players from our beloved 49ers
- Try on actual gear the pros use, marvel at the size, and take a selfie to share with your friends
- Interactive games that pit speed against smarts
- Relax and recharge at our Optum device charging stations
- Take a photo along with your personal pledge to spread humankindness to share with your friends

Hyundai Blue Drive Lounge: Eco-Friendly Vehicles

- Interactive vehicle displays highlighting the Hyundai Tucson Fuel Cell and new Sonata Plug-in Hybrid technology
- Human powered selfie where guests generate enough power with their touchdown dance to take a photo and share socially
- Cell phone recharge lounge area
- Hyundai Product Specialists

Intel. Experience What's Inside™

Come visit Intel to see just how Intel technology inside helps enable amazing experiences outside. Get the ultimate personalized keepsake with your 3D image laser-etched inside a glass cube with depth-sensing Intel RealSense™ technology, experience the latest in Intel drone technology, and much more!

#My2MinuteDrill presented by Kaiser Permanente

Visitors to the Kaiser Permanente Super Bowl City presented by Verizon fan experience will be encouraged to take charge of their own health goals by participating in a series of interactive and educational #My2MinuteDrill activities that can be made part of their daily lives.

Kaiser Permanente Medical Stations

Kaiser Permanente is proud to be the "Official Medical Team" for the Super Bowl 50 Host Committee. Our commitment to total health care and prevention is visibly demonstrated at our Medical Aid Stations in Super Bowl City presented by Verizon and within the NFL Experience Driven by Hyundai.

The Levi's® Lot

Gear up. Game on. The Levi's® Lot is the ultimate destination for any Levi's® fan, football fan, or both. This dual pop-up shop and lounge —located in Super Bowl City presented by Verizon on San Francisco's Embarcadero—is the perfect place to hang out, shop the limited edition Levi's® Super Bowl 50 collection, then chill in our upstairs lounge. Levi's® special Super Bowl 50 Black & Gold collection features the brand's most iconic styles reimaged—inspired by California and the official SB50 logo colors of black and gold. From varsity Trucker Jackets in premium wool and leather, to denim Truckers with old-school satin sleeves, to classic Western Shirts with a Super Bowl spin, we have everything you need to dress the sports fan in your life (or yourself) in authentic Levi's® style. We're also proud to introduce a limited edition Levi's® x New Era hat collaboration—combining signature design details from both beloved brands, and commemorating SB50 with the official logo for The Big Game.

Macy's Star Zone

Macy's is bringing their world-famous fireworks to the West Coast! On Saturday, January 30, in conjunction with the grand opening of Super Bowl City presented by Verizon and the historic relighting of the Bay Bridge, Macy's fireworks will burst to life in show-stopping style as the grand finale of this milestone day. The magic of Macy's does not stop there. You'll be placed at the center of the very best football moments when you enter Macy's area within Super Bowl City. Interactive elements, sharable moments and your best end zone dance. You'll even be able to shop like a pro by unlocking VIP offers redeemable at Macy's flagship Union Square store just a short walk away.

NFL Shop at Super Bowl presented by Visa

A mobile trailer offering official NFL and Super Bowl merchandise. For the largest merchandise assortment and daily events, visit Moscone Center West for the greatest NFL shopping experience.

The Huddle

Stop by The Huddle in Super Bowl City and witness how all things NFL social media come to life. Hang out with athletes and celebrities who visit the NFL Network, NFL.com and NFL NOW sets and are peppered with questions about the latest trending topics from Brady to Bieber. Get the latest trends from the two teams playing in Sunday's game, as well as what the rest of the NFL universe is saying about each team's chances. Want to see your official NFL Selfie on the Super Bowl big board? Check out The Huddle's Photo Booth and give us your best game face. And when you're done, make sure to scope out all the latest

social news, memes and GIFs on NFL Facebook, Twitter, Instagram, Snapchat and Vine, as the NFL Social Team will be hard at work in the background.

Quarterback Challenge

Experience the world of virtual reality. Using a headset, you can see the field through the eyes of an NFL quarterback, from practicing timing and accuracy in a virtual training camp, to completing a pass and leading your team to victory in a virtual gameday scenario. Afterwards, view and share your results on the leaderboard or your personal player card in the Road to 50 app.

San Francisco Visitor Information

Make the most of your visit to San Francisco. Our friendly San Francisco Travel city ambassadors will assist you with local tips, transit information, itineraries, maps, guides, and event happenings.

A Taste of Sonoma

Come taste the best of Sonoma Wine Country in our waterfront lounge, just across from the iconic Ferry Building. Sip fine Sonoma County wines while learning about the authentic wine country, located just 45 minutes north of the Golden Gate Bridge. Plus, sign up for daily trips to the vineyards to experience the region's food, wine, beauty and commitment to being the first sustainable wine region in the country.

#IKnowTheWay to San Jose, California

Like a mullet from the 80's, San Jose blends the best of both worlds – business and pleasure. Our booth is a microcosm of the experiences you'll discover in California's 3rd largest city.

For business, skip the think tank and hop into our quick pitch competition. Our expert panel of venture capitalists will reward the best ideas. Better yet, submit a patent to representatives on hand accepting applications in honor of San Jose's West Coast Patent Office. Out of your league? Try your luck at a competitive game of Robot Wars. Build your battle ready bot and challenge your friends. Join the Hack-A-Thon, supported by SJMADE and San Jose's greatest makers, to crack the code and win prizes. For pleasure, give us your best karaoke performance of San Jose's most famous song, "Do You Know The Way To San Jose." Eat your way to fame in the Waffle Eating Contest and challenge San Jose's finest eaters. Be sure to wash it all down by grabbing a beer from Chassis the beer-dispensing robot. Enjoy cultural performances from San Jose's diverse population, sneak-a-peek at artifacts and local treasures from museums and historic places, shop for handmade San Jose goods, and stick around for plenty of prize giveaways. Visit SanJose.org for more information!

Verizon Access Zone

The Verizon Access Zone is located at the heart of Super Bowl City and fan celebrations. Fans of all ages will enjoy an interactive football experience that

lets them “take the field” for the final play of The Big Game. Charging will be provided within both Verizon spaces with options to charge up for a few minutes or drop off your phone for a few hours. Verizon customers will also be rewarded exclusive access and rewards through #Minute50 and visit the space to claim prizes.

Visa Super Bowl 50 Digital Light Show

Visa will pay tribute to San Francisco and the Bay Area with a modern take on the classic Super Bowl ad. We invite the public to witness the transformation of our global headquarters adjacent to Super Bowl City presented by Verizon starting each evening at dusk. Visa will bring a different dynamic, multi-screen experience to life each night featuring, football-related iconography, historic San Francisco landmarks and a vision of payment innovation.

Uber

During Super Bowl week, Uber will have a pick up at drop off location on the north side of the street on Jackson, between Davis and Drumm streets to service Super Bowl City.

For the first time ever, Super Bowl fans will be able to take an Uber to and from the game. As a Host Committee partner, Uber Technologies - the San Francisco-based ridesharing app – will have a pick up and drop off lot at Levi's Stadium (Red Lot 7) just a 15-minute walk from Levi's stadium. There will be a rider lounge for riders to request and get matched with their ride for a hassle free flow after the game. The app will be geofenced to direct riders to the rider lounge for the most convenient pick up.

In the lead up to the Super Bowl, Uber will also be expanding its uberPOOL service in conjunction with Caltrain--POOLtrain. Bay Area residents and fans from all over the world will be able to share their rides—and split the cost—when they head to or from a Caltrain station.