



Comedy with a sports twist — sports legends and headliners share one stage.

LOS ANGELES, CA · WEDNESDAY, FEB 10, 2027

FR3E EVENT SPACE

214 S. La Brea Ave., Inglewood, CA 90301

THE NIGHT

Sports legends share the stage with professional comedians. This will be an intimate, high-energy evening during one of the busiest sports weeks of the year. This dynamic show will be part reunion, part storytelling, and part roast.

6:00 PM

VIP RECEPTION

Meet-and-greet with the Legends and cast.

7:00 PM

GENERAL ADMISSION

Doors open.

7:30 PM

LEGENDS ON STAGE

Legends take the stage with the comedians.

8:15 PM

HEADLINER

A full set from an established, touring headliner.

WHY PARTNER

SUPER BOWL WEEK SPOTLIGHT

Your brand, showcased in LA on the Wednesday of Super Bowl week.

Tens of thousands of executives, media, and fans descend on the city — and attention peaks.

STAR POWER

Sports legends and comedians headline the event. Our alumni include Ed “Too Tall” Jones, Eric Dickerson, Warren Moon, Andre Reed, and John Randle — with hosts like George Wallace, Joe Piscopo, and Billy D. Washington.

ENGAGED, UPSCALE AUDIENCE

Your brand will be showcased across our six social platforms during Super Bowl week. You’ll meet our sports legends and headliners at the VIP reception.

WHO’S IN THE ROOM

- ◆ Sports fans & season-ticket holders
- ◆ Corporate executives & business owners
- ◆ Donors & philanthropists
- ◆ Athletes & local celebrities
- ◆ Regional & sports media

SPONSORSHIP TIERS

Sponsorships are subject to availability.

	TOP BILLING \$25,000	ROASTMASTER \$10,000	EMCEE \$5,000	LAUGH MASTER \$2,500	WARM-UP ACT \$1,000
Presented by	✓	—	—	—	—
Main-stage logo	✓	✓	—	—	—
Step-and-repeat logo	Large	Large	Medium	Small	Small
On-screen logo loop	Large	Large	Medium	Small	Small
VIP seats	8	6	4	2	2
Meet & greet + photos	8	6	4	2	2
On-stage recognition	Headline	✓	✓	—	—
Social media	Dedicated	Shared	Group	Listed	—
VIP swag-bag insert	✓	✓	✓	—	—