



Super Bowl LIV Master Event Schedule

Note: All events, times and date are tentative and subject to change

Saturday, January 25

- 10:00AM – 10:00PM Super Bowl Experience presented by Lowe’s
Location: Miami Beach Convention Center
- 10:00AM-10:00PM NFL Shop at Super Bowl presented by VISA
Location: Miami Beach Convention Center
- 11:00AM-11:00PM Super Bowl LIVE presented by Verizon
Location: Bayfront Park

Sunday, January 26

- 10:00AM-8:00PM Super Bowl Experience presented by Lowe’s
Location: Miami Beach Convention Center
- 10:00AM-8:00PM NFL Shop at Super Bowl presented by VISA
Location: Miami Beach Convention Center
- 11:00AM-9:00PM Super Bowl LIVE presented by Verizon
Location: Bayfront Park
- 3:00PM-6:00PM Bridgestone Fan Gallery
Location: Miami Beach Convention Center

Monday, January 27

- 4:00PM-9:00PM Super Bowl LIVE
Location: Bayfront Park
- 7:00PM-10:00PM Super Bowl LIV Opening Night Presented by BOLT24
Location: Marlins Park

Tuesday, January 28

- 4:00PM – 9:00PM Super Bowl LIVE presented by Verizon
Location: Bayfront Park



Wednesday, January 29

- 10:00AM-1:00PM NFL PLAY 60 Kids Day
Location: Miami Beach Convention Center/ Super Bowl Experience
- 3:00PM-6:00PM Bridgestone Fan Gallery
Location: Miami Beach Convention Center
- 3:00PM-8:00PM Super Bowl Experience presented by Lowe's
Location: Miami Beach Convention Center
- 3:00PM-8:00PM NFL Shop at Super Bowl presented by VISA
Location: Miami Beach Convention Center
- 3:00PM-8:00PM Salute to Service Military Appreciation Day
Location: Super Bowl Experience

Thursday, January 30

- 3:00PM-6:00PM Bridgestone Fan Gallery
Location: Miami Beach Convention Center
- 3:00PM-10:00PM Super Bowl Experience presented by Lowe's
Location: Miami Beach Convention Center
- 3:00PM-10:00PM NFL Shop at Super Bowl presented by VISA
Location: Miami Beach Convention Center
- 4:00PM-11:00PM Super Bowl LIVE presented by Verizon
Location: Bayfront Park
- 7:00PM-10:00PM Super Bowl Gospel Celebration
Location: James L. Knight Center
- 8:00PM- 11:00PM Bud Light Super Bowl LIV Music Fest
Location: American Airlines Arena

Friday, January 31

- 10:30AM-12:30PM 1st and Future
Location: Miami Beach Convention Center



- 10:00AM- 6:00PM Bridgestone Fan Gallery
Location: Miami Beach Convention Center
- 10:00AM-10:00PM Super Bowl Experience presented by Lowe's
Location: Miami Beach Convention Center
- 10:00AM-10:00PM NFL Shop at Super Bowl presented by VISA
Location: Miami Beach Convention Center
- 11:00AM-11:00PM Super Bowl LIVE presented by Verizon
Location: Bayfront Park
- 8:00PM- 11:00PM Bud Light Super Bowl LIV Music Fest
Location: American Airlines Arena

Saturday, February 1

- 10:00AM-10:00PM Super Bowl Experience presented by Lowe's
Location: Miami Beach Convention Center
- 10:00AM-10:00PM NFL Shop at Super Bowl presented by VISA
Location: Miami Beach Convention Center
- 11:00AM-11:00PM Super Bowl LIVE presented by Verizon
Location: Bayfront Park
- 4:30PM-6:30PM NFL Honors- Show Taping
Location: Adrienne Arsht Center
- 7:00PM Taste of the NFL
Location: The Diplomat
- 8:00PM-10:00PM NFL Honors- TV Broadcast
Location: FOX
- 8:00PM- 11:00PM Bud Light Super Bowl LIV Music Fest
Location: American Airlines Arena



Sunday, February 2

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| 2:00PM-5:00PM | GameDay Fan Plaza
Location: Hard Rock Stadium |
| 2:00PM – 5:30PM | On Location Experiences “On the Fifty” Pregame Hospitality
Location: Hard Rock Stadium- 72 Club |
| 2:00PM – 5:30PM | On Location Experiences “54 Live” Pregame Hospitality
Location: Hard Rock Stadium- Parking Lot |
| 2:00PM – 5:30PM | On Location Experiences “Legends” Pregame Hospitality
Location: Hard Rock Stadium- Parking Lot |
| 2:00PM – 5:30PM | On Location Experiences “Touchdown Club” Pregame Hospitality
Location: Hard Rock Stadium- Parking Lot |
| 2:00PM – 5:30PM | On Location Experiences “Champions Club” Pregame Hospitality
Location: Hard Rock Stadium- Parking Lot |
| 6:30PM | Super Bowl LIV
Location: Hard Rock Stadium |