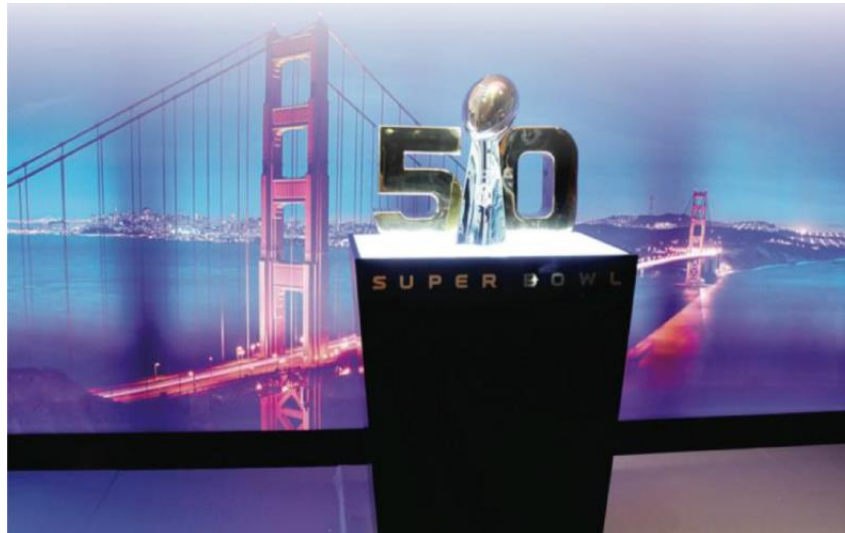


Super Bowl 50: Your Haute Guide to Nine Days of Festivities

BY KELLY E. CARTER | FEATURE WELL | JANUARY 8, 2016



The San Francisco Bay Area will flaunt its fabulousness for nine days when Super Bowl 50 and the oodles of festivities leading up to the National Football League's behemoth championship take place this month and next. The game itself will be played on Sunday, Feb. 7 in Santa Clara, at the home of the San Francisco 49ers in the state-of-the-art Levi's Stadium, the greenest—yes, it is LEED-certified—and most technologically-advanced stadium in the country. The golden anniversary of the sporting world's biggest annual contest—it is one of the most watched televised programs in the world—marks the big game's first return to the region since Super Bowl XIX, a 38-16 victory by the 49ers over the Miami Dolphins at Stanford Stadium in 1985, and the first time Roman numerals are not being used. Whether or not you're going to the game or even a football fan it behooves you to know what's going on. After all, an estimated one million people, including top athletes, celebrities, models and corporate bigwigs, will flock here for the week that promises to showcase the Bay Area's innovativeness, epicurean spirit, culture and fun at a variety of public events and exclusive, invite-only soirees taking place from the South Bay to Napa but primarily in San Francisco. Without further ado, here is your haute guide to Super Bowl 50.

THURSDAY, FEB. 4

Many of the out-of-towners have arrived by now and the action seriously heats up. Guests staying at the Fairmont Hotel, The Ritz-Carlton, San Francisco, Scarlett Huntington and Mark Hopkins hotels can hop on a luxury bus to St. Helena for a "3 and Out" one-day Napa Valley experience that includes the Ultimate Cab Collector tasting at HALL Wines, lunch at Harvest Table and a wine blending seminar at Raymond Vineyards. You'll be back in San Francisco by supper time. Haute Living throws an exclusive 80th birthday dinner for our cover man, former NFL great Jim Brown (see pg. 44) while three-Michelin-star chef Thomas Keller (see pg. 90) prepares a feast for the 32 NFL owners at San Francisco City Hall. The annual Legends for Charity dinner, benefitting St. Jude Children's Research Hospital and this year honoring Super Bowl-winning head coach and Emmy-award winning announcer John Madden, will be held at the Hilton San Francisco Union Square. DirecTV and Pepsi begin their three-day concert fest at Pier 70, sponsored by JETLUX, Showtime and Miller Lite, and featuring music, technology and art. The Dave Matthews Band is up this evening; expect never-be-fore-seen fan engagement and a cool, immersive social media experience every night. Also on the schedule that evening: Ditka & Jaws Cigars with the Stars at Jones restaurant, and Madden Bowl XXII at SF Masonic. While the NFL Players' Association won't have the VIP party it's thrown in previous years, tonight marks the opening of the NFL Players Lounge, a private spot for active and former players to chill.