



INCENTIVE TRIPS THAT SCORE BIG

A Super Bowl LIV
Experience Custom-Designed
by VIBE



As a multi-year preferred vendor for Super Bowl events and activities, VIBE often has the opportunity to serve as the key point of contact for incentive organizers and event planners looking to deliver the big game to their clients. For Super Bowl LIV in Miami, VIBE was able to put together a multi-faceted experience with local support and expertise managing every element.

THE ASK

One of our industry partners was looking for a way to provide their client – Ambev, a Brazilian brewing company affiliated with Anheuser-Busch – with a way to take full advantage of the Super Bowl LIV experience with additional exclusive activities available in the Miami area.

THE ANSWER

VIBE's preferred vendor status allowed us to procure tickets to the game plus access to a pre-game party at the stadium with catered food and beverage options and a concert by Darius Rucker. VIBE also put together an itinerary that included visits to many of South Florida's top restaurants, and the rental of three private yachts for touring the waters off Miami's shore, complete with food and bar service on board and even tickets to see Maroon 5 at the Super Bowl Music Fest.. Private transportation to and from all activities was also arranged throughout the entire stay.

THE VIBE



Even during one of the city's busiest weekends, with millions of people in town from all over the world, VIBE handled the intense and active plan with dedicated support. The VIBE account team made sure to be proactive in managing situations, including unexpected challenges that arose, and always acted with the clients' best interest and ultimate enjoyment in mind.

CLIENT TESTIMONIAL:

I want to rush here to write you to let you know that VIBE TEAM was incredibly supportive, proactive and really put its hands on the job to make everything happen as smooth as possible for our clients and us.

It was critical to be able to trust them. She was always there, always online, always quick in our business, making a huge difference.

Congratulations!