

2018 COLLEGE FOOTBALL PLAYOFF CHAMPIONSHIP CAMPUS

PLAYOFF FAN CENTRAL

GEORGIA WORLD CONGRESS CENTER

Saturday, January 6 – Monday, January 8, 2018

Playoff Fan Central is a 300,000 square-foot interactive experience that gives thousands of fans the opportunity to be a part of the College Football Playoff National Championship. The three-day, family-friendly event includes games, clinics, pep rallies, band performances, special guest appearances, autograph signings and exhibits celebrating college football and its history. Playoff Fan Central creates memories that last a lifetime.

Overview

- Ticketed event (prices to be announced in November)
- Family-friendly activities and entertainment
- Celebrity appearances
- Youth sports clinics
- Band performances and pep rallies
- Food and beverage

AT&T PLAYOFF PLAYLIST LIVE!

CENTENNIAL PARK

Saturday, January 6 – Monday, January 8, 2018

AT&T Playoff Playlist Live! is the ultimate soundtrack of the College Football Playoff National Championship. Each year, the FREE, outdoor concert series features a variety of national recording artists, including up-and-coming bands and long-time favorites. Past headliners include Usher, Flo Rida, Eric Paslay, John Mellencamp, Ciara, The Band Perry, Sting and Lenny Kravitz. In addition to great hits, AT&T Playoff Playlist Live! features daily ESPN broadcasts and firework shows.

Overview

- FREE event
- Live music throughout the day
- ESPN broadcasts
- Nightly fireworks
- Social media activation
- Food and beverage

CHAMPIONSHIP TAILGATE PLAZA

INTERNATIONAL PLAZA

Saturday, January 6 – Monday, January 8, 2018

Championship Tailgate Plaza is the gathering place for fans who want to experience extreme tailgating at the College Football Playoff National Championship. With three days of outdoor activities, fans will have the opportunity to zip line, participate in free-fall stunt jumps and more.

MEDIA DAY

PHILIPS ARENA

Saturday, January 6, 2018

Media Day is FREE and open to the public. Fans are invited to watch as both teams and coaching staffs participate in media interviews prior to the national championship game. Attendees can watch their favorite players, while listening in on interviews via free headsets and observe more than 1,000 journalists interact with the teams.

EXTRA YARD FOR TEACHERS LOUNGE

GEORGIA WORLD CONGRESS CENTER

Saturday, January 6 – Sunday, January 7, 2018

The Extra Yard for Teachers Lounge is a two-day experience specifically designed for current and aspiring teachers to be inspired, pampered and educated as part of the College Football Playoff Foundation's Extra Yard for Teachers platform. Teachers will interact with special guests from both the educational and entertainment communities and receive special prizes and giveaways throughout the event.

Overview

- Fun, experiential activities like handwriting analysis and a photo booth
- Pop-up book store
- Giveaways all afternoon, including classroom makeovers
- Special guest appearances

EXTRA YARD 5K

DOWNTOWN ATLANTA

Sunday, January 7, 2018

The Extra Yard 5K is the official road race of the College Football Playoff. The event includes live entertainment, activities with race sponsors and a post-race awards ceremony. All proceeds benefit Extra Yard for Teachers, the College Football Playoff Foundation's primary platform that elevates the teaching profession by inspiring and empowering quality teachers.

TASTE OF THE CHAMPIONSHIP

GEORGIA AQUARIUM

Sunday, January 7, 2018

Taste of the Championship is a foodie's dream. Ticket buyers will sample gourmet food and beverages from Atlanta's most notable restaurants and breweries while celebrating teachers from across the United States. Proceeds from the event support the College Football Playoff Foundation and its Extra Yard for Teachers platform.