

## The Maxim Party

Tracy Kessler and TK New York, in its third year, collaborated with Maxim to produce their Super Bowl party at the Fairmont Scottsdale Princess. Once again it was one of the hottest parties of the weekend. TK New York utilized the upper level of the hotel which included Randy Gerber's new venue, The Stone Rose, as the first area of the extensive party. Outside the Stone Rose DJ Cubeechee and DJ Vice spun while guests gathered around fire pits enjoying signature Patron drinks. Out back TK New York covered the middle of the pool with a 40x40 dance floor, accessible by 3 catwalks. A stage overlooking the VIP area featured DJ Echo and DJ AM with a special guest performance by Akon and T-Pain. Tracy Kessler and the TK New York team worked closely with sponsors to create distinctive and innovative activations. A 28 ft long tunnel was created out of 48 Samsung LCD flatscreen tvs where guests could capture their image on a green screen and see it projected in different environments as they walked through the tunnel. Under Armour treated guests to a sneak peak display of their yet to be released sneaker. And at the Patron T-Shirt bar, guests could choose from any number of Patron debates taken from their ongoing ad campaign and have it printed on the back of a Maxim Party branded shirt. The party was labeled by many as "the biggest gig in town"; drawing the likes of everyone from Tom Petty, Ludacris and Nick Lachey to Evander Holyfield, Terrell Owens, Spike Lee, Cindy Crawford and Larry David.