



**FORTY NINERS STADIUM MANAGEMENT COMPANY**

Date: April 4, 2022

To: Jim Mercurio  
Executive Vice President & General Manager

From: Emily Eskin  
Head of Public Events

Subject: Authorization for Travel to Multiple Events

Forty Niners Stadium Management Company LLC (Stadium Manager) requests approval from the Santa Clara Stadium Authority (SCSA) for a representative from Ticketing and Public Events to attend the Event and Arena Marketing Conference, with respect to lead generation for Non-NFL public events. Our goal is to use this opportunity to support the Stadium Manager's efforts in cultivating relationships within the live entertainment industry. These efforts have proven to be pivotal in enhancing public event revenue for FY22/23 and beyond.

The conference is scheduled from June 15-18, 2022, and will take place at the Hyatt Regency in Minneapolis, Minnesota. The conference website can be found at <https://www.eventarenamarketing.com/>

This Conference is dedicated to the talented professionals that cross the scope of the live entertainment industry. Attendees represent marketing, publicity, promotions, group sales, live touring shows, arenas and industry vendors from throughout North America. Networking, educating and sharing trends and ideas across these disciplines through various industry leaders is a critical aspect of not only the Event & Arena Marketing Conference, but the success of the live entertainment industry.

Stadium Manager will use this Conference as a key networking opportunity. In addition, Stadium Manager will also use this opportunity to stay educated on the trends and best practices of the industry as a whole.

**We are requesting authorization to incur charges up to \$4,800 in order to cover registration fees, travel expenses and potential client entertainment for one Stadium**

**Manager employee.** Listed below is the line item in the non-NFL Public Event budget where each of these items would fall.

Dues and Subscriptions/Registration Fees: \$800.00

Attending Conferences, Events, Client and Prospect Meetings: \$2,000.00

Networking and Entertainment: \$2,000.00

**Total: \$4,800.00**

Stadium Manager also requests SCSA approval to travel to Los Angeles from May 28 - 20, 2022 in order to attend Grupo Firme at SoFi Stadium. The Stadium Manager has successfully secured this band to play at Levi's Stadium on Saturday, July 2, 2022. As this booking taps into a genre of music that is unlike any concert that has been previously hosted, this advance trip allows the Stadium Manager to appropriately prepare for the upcoming July event. This trip will also be used to cultivate the current relationship with the bands manager, promoter and agent.

**We are requesting authorization to incur charges up to \$2,900 in order to cover travel expenses and potential client entertainment for two Stadium Manager employees.**

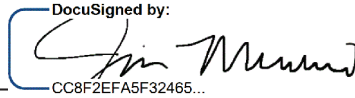
Listed below is the line item in the non-NFL Public Event budget where each of these items would fall.

Attending Conferences, Events, Client and Prospect Meetings: \$2,400.00

Networking and Entertainment: \$500.00

**Total: \$2,900.00**

Submitted By:  Date: 4/4/2022  
Emily Eskin, Head of Public Events

Approved By:  Date: 4/4/2022  
Jim Mercurio, Executive Vice President & General Manager