

10/2/18

item 6

# College Football Playoff National Championship Update

October 2, 2018



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## Santa Clara Overview

- Santa Clara Convention Center/Hyatt Hotel
- Santa Clara Marriot Hotel (not shown)
- Hilton Hotel
  - CFP Stadium Ops Compound
- Beauty Shot
- Levi's Stadium
  - The Game
- Championship Tailgate
- Great America Theme Park
  - Playoff Party Pregame



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**POST MEETING MATERIAL**

# Santa Clara Convention Center

- Team Operations for both institutions
- Game Day Alumni Parties for both institutions
- Credential Center
- Game Day Staff Check In
- Public Safety Check In & Briefing



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# Levi's Stadium Ticketed/Security Perimeter

- Ticketed Perimeter includes:
  - Championship Tailgate Plaza
  - Playoff Party Pregame
  - Levi's Stadium
  - ESPN Compound



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# Championship Tailgate

- Championship Tailgate Plaza includes:
  - ESPN Sets
  - VIP/Hospitality Tents
  - Live Music Stage
  - Food/Beverage
  - Sponsorship activation



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# Championship Tailgate

- Rendering showing proposed layout including:
  - ESPN hospitality
  - Championship Grill



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# Championship Tailgate

- Rendering showing proposed layout including;
  - Hospitality tents
  - Sponsor tents
  - Entry point



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# Championship Tailgate

- Rendering showing via of ESPN Gameday Set



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# Week of Schedule

## Tuesday, January 1, 2019

- 8 a.m.

Championship Tailgate build begins

## Thursday, January 3, 2019

- 24/7
- 10 a.m.

Beauty Shot open  
ESPN Stadium Walkthrough

## Friday, January 4, 2019

- 24/7
- 7 a.m.
- 12 p.m.
- 7 p.m.

Beauty Shot open  
Media credential center opens  
Future host walkthrough  
Welcome reception at team hotels



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# Week of Schedule

## Saturday, January 5, 2019

- 24/7
- 6 p.m.
- 7 p.m.

Beauty Shot open  
Championship Comedy Jam (Hyatt Regency)  
Championship Comedy Jam (Santa Clara Marriott)

## Sunday, January 6, 2019

- 24/7
- 7 a.m.
- 7 a.m.
- 1 p.m.
- 3:30 p.m.

Beauty shot open  
Rehearsals for entertainment begin  
Credential center open  
Higher-seed team walkthrough/photo  
Lower-seed team walkthrough/photo



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# Gameday Schedule

## Monday, January 7, 2019 (preliminary timeline)

- |                    |  |
|--------------------|--|
| • 1:30 a.m.        | Tasman Drive Closed  |
| • 24/7             | Beauty Shot Open   |
| • 6 a.m.           | Stadium credential/parking center opens  |
| • 6 a.m.           | CFP Control Opens  |
| • 8 a.m.           | Stadium open to media  |
| • 9:30 a.m.        | Bag valet opens  |
| • 10 a.m.-4 p.m.   | Championship Tailgate (parking lot/Great America Theme Park/stadium perimeter) |
| • 12 pm -4 p.m.    | Playoff pregame (Pavilion at Great America Theme Park)                         |
| • 12 p.m.          | College Gameday Live   |
| • 1 p.m.-4:30 p.m. | Club playoff (49ers museum)  |
| • 2 p.m.           | Stadium bowl open to public  |
| • 3 p.m.           | Team arrivals  |
| • 3:30 p.m.        | Game Management Meeting  |
| • 4:30 p.m.        | Pregame activities (on-field entertainment)                                    |
| • 5:17 p.m.        | Kickoff (ESPN)   |



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# Tasman Drive Closure

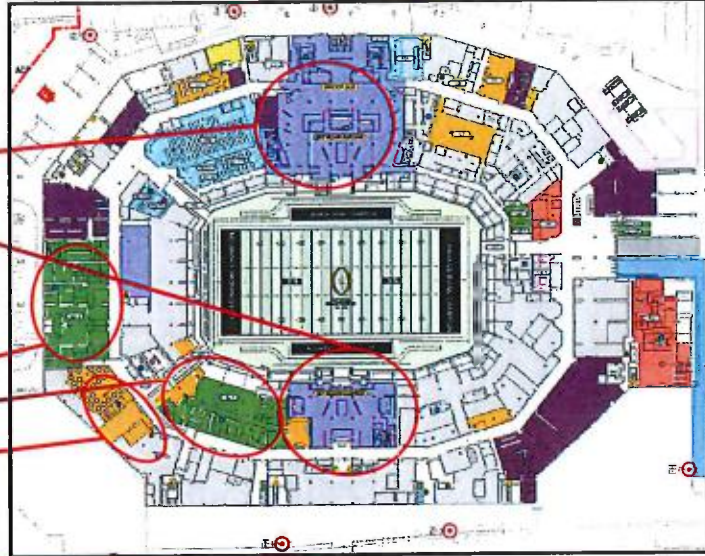
- Customary to large-scale events, Tasman Drive closed from Convention Center Circle to Centennial Drive
- 1:30 am closure on game day
  - Reopen following game and egress
- Security fencing installed in exposed light rail tracks
- Krails placed consistent with Levi's Stadium Operations Plan
- Maximum allowed barricade queue lines due to expected heavy ridership



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## Levi's Stadium 100 Level

- Premium Spaces
  - F&B Hospitality
- Game Operations (Locker Rooms/Officials)
  - Orange Bowl – Auxiliary LR
  - Cotton Bowl Winner – Visiting Team LR
- Field Photographers



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## College Football Playoff Premium Packages

- Gold/Black Package Hospitality
  - 49ers Museum
  - 1pm - 4:30pm, tentative
- White Hospitality
  - Michael Mina's Tailgate/Bourbon Pub/Bourbon Steakhouse
  - 1pm - 4:30pm, tentative
- Private space locations on hold for Playoff Premium
  - Levi's 501 club (north and south spaces)
  - Conference suites (TBD)

\*If interested in any of the above packages, contact Alfred White, [awhite@collegefootballplayoff.com](mailto:awhite@collegefootballplayoff.com)



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## Upcoming Meetings

- November Site Visit
  - CFP National Championship Press Conference
    - November 14 (10 am tentative)
  - CFP National Championship Tabletop
    - November 14 (1 pm – 5 pm)
  - CFP National Championship Production Meeting
    - November 16 (9 am – 12 pm)



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## Questions?



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