



City of Santa Clara & Santa Clara Stadium Authority

MARCH 2024



**BAY AREA
HOST
COMMITTEE**

Agenda

Who We Are

What We Do

Next Steps

Agenda

- Who We Are
- What We Do
- Next Steps



**The BAHC is a 501 (c) (6) non-profit
focused on bringing mega-events
to the Bay Area**

The Vision



Bringing the
LEGENDS
to the Bay.

Our Goal is to Attract More Sporting Events to the Bay



Source: Sports Business Journal March 2023

How we Improve as a Sports Market?



Cost of Living Mitigation



Additional government funding and support



Sustainable sports commission

BAHC Exists To Unite The Bay Area Through Sport

Where we've been & where we are going

The PAST



2013: Establishment of BAHC

2016: Super Bowl 50

2019: CFP Championship



The PRESENT



2022: New Board & Bylaws

2023-24: New CEO & Brand

Feb 2025: NBA All-Star Game

Feb 2026: Super Bowl LX

June 2026: FIFA World Cup



The FUTURE

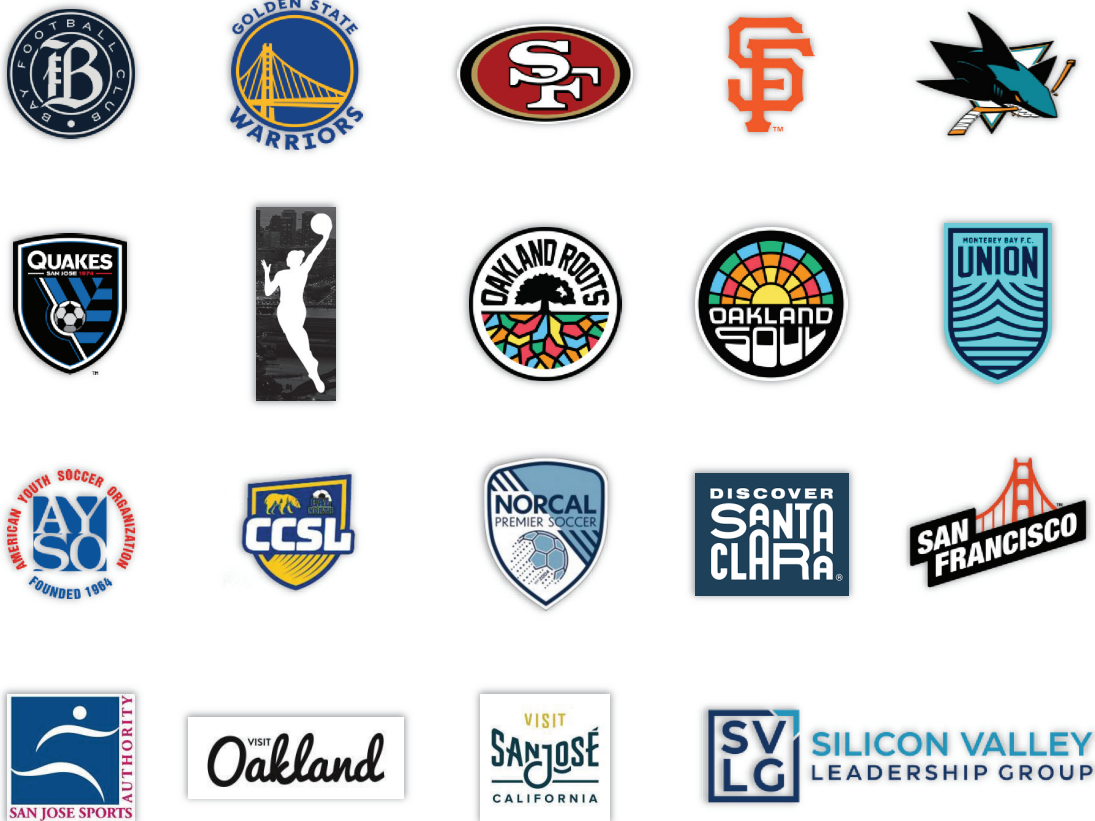


BAY AREA
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2026 and Beyond:

Establish a sustainable model
and increase Bay Area's
competitiveness for major
sporting events

BAHC Partner Organizations



- First & only regional sports entity supported by every local professional sports team
- Soccer-specific working group inclusive of grassroots, club, semi-pro, and pro teams focused on growing the beautiful game
- Strong ties to local tourism and business associations to drive **economic vitality, community engagement, civic pride, and global recognition** in the Bay Area

BAHC Supporting Partners | BAHC is supported by partners strategically across their domain expertise

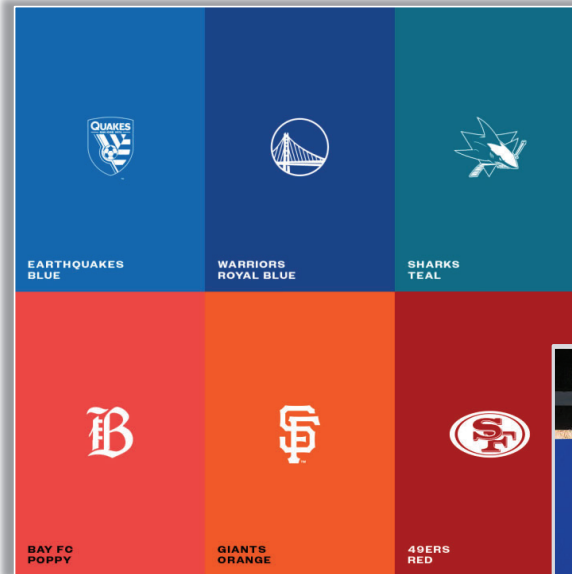


Brand Identity

**Our logo draws
inspiration from the
eight iconic bridges
and countless
diverse cultures
spanning the Bay**



Our identity embodies Bay Area's sports teams, serving as a visual foundation for our efforts to build pride, connect communities, and re-energize the region



BAHC Board of Directors | The Board has representation and support across all local professional sports teams



Larry Baer
*President & CEO,
SF Giants*



Jonathan Becher
*President, San Jose
Sharks*



Al Guido
*President, San Francisco
49ers*



Cipora Herman
*Board of Director,
ZipRecruiter / Opendoor*



Daniel Lurie
*Founder, Tipping Point
Community*



Brandon Schneider
*President & COO, Golden
State Warriors*



Jared Shawlee
*President, San Jose
Earthquakes*



Ahmad Thomas
*CEO, Silicon Valley
Leadership Group*



Aly Wagner
*Founder & Chair, Bay FC
(Former Olympian)*

BAHC Advisory Board | BAHC is supported by a growing Advisory Board of sports & community leaders



Daniel Acosta
*Managing Director and
Senior Partner, BCG*



Hydra Mendoza
*VP, Chief of Strategic
Relationships in the
Office of the Chair &
CEO, Salesforce*



Brandi Chastain
Co-founder, Bay FC



Scott Dadich
*CEO & Founder, Godfrey
Dadich Partners*



Mike Dunleavy
*General Manager, Golden
State Warriors*



Festus Ezeli
*Sports Analyst for NBA
Sports Bay Area & California*



Zaza Pachulia
*Liaison for Business
& Basketball, Golden
State Warriors*



Hunter Pence
*Analyst, MLB
Network*



Bob Powers
*General Manager, Bay
Area Rapid Transit*



**Cynthia Teniente-
Matson**
*President, San Jose
State University*



**Chris
Wondolowski**
*Soccer Operations,
San Jose Earthquakes*



Steve Young
*Chairman & Co-
Founder at HGGC
(former 49ers)*

Our team brings a wealth of experience in preparing and executing mega-events across sports and live entertainment

Our Team



Zaileen Janmohamed
Chief Executive Officer & President

- An award-winning sports industry veteran with **nearly 20 years of experience**
- Recently served as **SVP, Commercial Development and Innovation** for LA28 (2028 Summer Olympic and Paralympic Games)
- Has led **marketing and commercial strategies** for major brands including Visa, GMR, MLS, Google, Intel, and many more



Ryan Bates
Vice President of Partnerships



Karina Herold
Chief Operating Officer



Patty Hubbard
Chief Marketing Officer



Kristin Miller
Chief Financial Officer

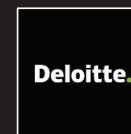


Ruth Shikada
Head of Government & External Affairs



Becca Smith
Manager, Asset Development

Decades of experience at leading organizations



WILLIAMS-SONOMA, INC.

Agenda

Who We Are

➤ What We Do

Next Steps

~12,000

Jobs created across industries

~500K

Visitors expected to come from outside of the Bay Area

BAHC brings world-class events to the Bay Area which will boost its economy and revitalize its communities



Source: BCG analysis; Temple University Sports Industry Research Center

NBA All-Star 2025 in the Bay Area



THE VENUE:
CHASE CENTER,
SAN FRANCISCO

Exhibition game

showcasing 24
of the league's
star players

- Seating capacity: ~18K
- Home of the Golden State Warriors
- Surrounded by Thrive City, an 11-acre mixed-use complex in Mission Bay

7M VIEWERS



EVENTS AND FAN EXPERIENCES

- NBA Crossover
- NBA All-Star Celebrity Game
- NBA Rising Stars
- State Farm All-Star Saturday Night
- Oakland Watch Parties

COMMUNITY AND CHARITY EVENTS

- Basketball Without Borders Camp
- NBA HBCU Classic
- Junior NBA Events

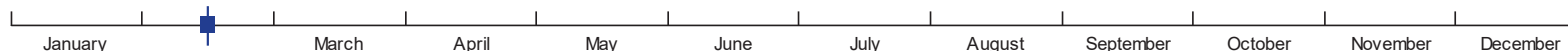


SPONSORSHIPS/PARTNERSHIPS

30+
OFFICIAL SPONSORS

2025

February 16th



Super Bowl LX in the Bay Area



THE VENUE:
LEVI'S STADIUM,
SANTA CLARA

**Milestone
Event** for
the NFL

113 Million
VIEWERS

- Seating capacity: ~70K
- Home of the SF 49ers
- Only stadium to achieve double LEED Certification for sustainable design & construction

~70K ATTENDANCE



EVENTS AND FAN EXPERIENCES

- Opening night
- Super Bowl Experience
- NFL Honors
- NFL House
- NFL Tailgate

COMMUNITY AND CHARITY EVENTS

- Taste of the NFL
- NFL Business Connect program
- BAHC/NFL Foundation Legacy program
- NFL Green Sustainability Initiatives
- NFL Community Relations and Social Responsibility programming

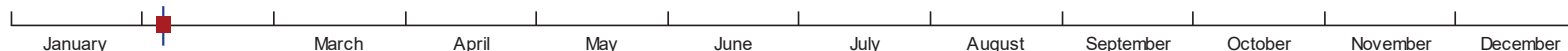
SPONSORSHIPS/PARTNERSHIPS

40+
OFFICIAL
SPONSORS

~70
ADVERTISEMENTS

2026

February



FIFA World Cup 2026 in the Bay Area



THE VENUE:
LEVI'S STADIUM,
SANTA CLARA

6 MATCHES

to be played in
the Bay Area
(June 13 – July 1)

- Additional Venue Specific Training Site in Bay Area
- Potential for additional Team Base Camps around Northern California

Potential for multiple watch parties and community events in Bay Area



LARGEST WORLD CUP TO DATE

Global football event hosted in the US, Canada, and Mexico

16 CITIES



48 TEAMS



12 GROUPS



104
MATCHES

1.5 Billion
VIEWERS GLOBALLY

2026



Our Role

The Bay Area Host Committee will play a key role in maximizing positive impact beyond the events across the region



Organize and manage high profile sporting events - engaging local businesses and volunteers - to enhance the experience for the city, state & region



Collaborate with intl. sports organizations (e.g., FIFA) and state & local government entities for comprehensive planning and execution



Lead fundraising efforts across donors (e.g., corporate sponsors, philanthropic organizations) and **drive expense mitigation**



Build lasting cultural legacy by attracting additional major events and providing sustainable economic opportunities for local communities



Build foundation for a permanent, sustainable org by focusing on Legacy Pillars to guide our programming and long-term impact

Responsible for Coordination Across All Levels of Government



Federal:

- White House Task Force (FIFA)
- Security (NSA)
- Transport (DOT)
- Appropriations



State:

- Bid and Event Support (Governor, Lt. Gov, Representatives)
- Emergency Services (OES)
- Transport (DOT)
- Appropriations



Local:

- Bid and Event Support (Mayor + Council, City Staff, County Presidents and Boards of Supervisors)
- Public Safety and Security
- Local Transportation Agencies (VTA, Caltrain etc)
- Labor & Human Rights
- Climate & Sustainability

Initiation of Legacy Pillars that will serve as our long-term ambition



ENABLING THE HOME TEAM: *Community Empowerment*

Ensuring local communities benefit,
learn, & advance because of sports
events in the Bay



TRAINING OUR ROOKIE PROSPECTS: *Youth Development*

Improving mental health,
confidence, & skill development



PROMOTING ENVIRONMENTAL FITNESS: *Sustainable Operations*

Leveraging eco-friendly practices
that minimize environmental harm

ACCELERATING IMPACT: Technology & Innovation

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Who We Are

What We Do

➤ Next Steps

Next steps

- 1 **Work closely with City and SCSA** on ongoing preparations and planned work for SBLX and FWC26
- 2 **Continue fundraising efforts across donors** to ensure adequate funds are raised to organize and execute the events
- 3 **Await additional information from NFL and FIFA** on requirements for operational programming (e.g., volunteer program)

Thank you



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