

4/24/18

Study Session

College Football Playoff National Championship Overview

April 24, 2018



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1

Contents

OVERVIEW

- CFP Background
- 2019 National Championship
- Bay Area Host Committee

EVENTS & REQUIREMENTS

- Championship Weekend Events
- Host Committee Required Support

KEY DATES

- Upcoming Key Dates



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2

POST MEETING MATERIAL

CFP National Championship

Scale and scope of CFP National Championship game will require fewer resources than the Super Bowl:

- No additional media compounds in the soccer field needed
- External build out (parking lots, secured zone, etc.) will require less time (a week versus a month)
- Security footprint will be significantly less, akin to a normal Levi's Stadium event (no expansion necessary)
- Closure time of Tasman will be the same as normal Levi's Stadium event (no extended week)
- NSSE (National Special Security Event) level of security rating for Super Bowl was SEAR1 (Special Event Assessment Rating), whereas for CFP National Championships, the rating will likely be SEAR2 or SEAR3



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3

CFP Background

- The College Football Playoff (CFP) National Championship is one of the premier events in college sports
- Host location is determined by a competitive bid process. Levi's Stadium was awarded the championship in 2015.
- Past four hosts: Atlanta (2018), Tampa (2017), Phoenix/Glendale (2016), and Dallas/Arlington (2015)
- Future sites include New Orleans (2020), Miami (2021), Indianapolis (2022), Los Angeles (2023)

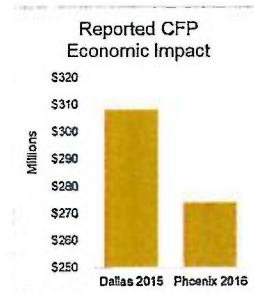


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4

2019 National Championship Impact

- For the first time in history, the CFP National Championship will be played in the Bay Area. The event is expected to generate significant media attention and economic impact to the South Bay
- The 2015 Championship was the most-watched cable television program in history with 33 million viewers while the 2016 events in Tampa Bay generated an estimated 3 billion in total media impressions
- The Host Committee will donate \$1 million to the College Football Foundation's Extra Yard for Teachers Charity, benefitting teachers in Santa Clara, Silicon Valley and the region
- Previous Host Committees have reported significant economic benefit to the region



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5

Bay Area Host Committee

- The Bay Area Host Committee is a 501(c)6 that has been formed so that it can take on the rights and obligations of the 2019 College Football Playoff National Championship
- The Bay Area Host Committee Advisory Committee includes College and Pro Football Hall of Famer Ronnie Lott and former U.S. Secretary of State Condoleezza Rice
- The Host Committee and the 49ers have proposed an assignment agreement to the City of Santa Clara by which the Bay Area Host Committee and 49ers would assume hosting the National Championship week activities and game
- Upon execution of the assignment agreement, the Host Committee and 49ers would then be responsible for all expenses to host and execute Championship Events – January 4-7 (Championship Campus & Stadium Campus) – teams, travel, hospitality, training, special event sites, special event infrastructure, stadium operations, team transportation, marketing, signage, Extra Yard for Teachers, etc.
- The Bay Area Host Committee and 49ers will support the College Football Playoff Foundation's Extra Yard for Teachers program with \$1 million donation – which will leave a lasting legacy of inspiring and empowering Bay Area teachers



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6



CFP CHAMPIONSHIP WEEKEND EVENTS



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7

Game Day & Championship Tailgate

The CFP National Championship experience culminates on gameday at Levi's Stadium.

Championship Tailgate is the pregame gathering place for ticketed fans at the CFP National Championship at Levi's Stadium, in partnership with Great America. Championship Tailgate will feature music, exhibits, live ESPN broadcasts and more (no in and out privileges).









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8

Extra Yard for Teachers & Taste of the Championship

The College Football Playoff Foundation's Extra Yard for Teachers initiative showcases the Foundation's commitment to supporting education across the country. The Host Committee will make a \$1 million donation as well as provide additional event costs as part of the The Extra Yard for Teachers Summit and Lounge, a two-day experience specifically designed for national and local teachers to be inspired and educated.

Proceeds from the Taste of the Championship support the College Football Playoff Foundation and its Extra Yard for Teachers platform. Guests will sample gourmet food and beverages from the Bay Area's most notable restaurants and breweries while celebrating teachers from across the United States.



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9

Playoff Fan Central & AT&T Playoff Playlist Live!

Playoff Fan Central is a 300,000+ sqft. interactive experience that gives thousands of fans and Bay Area residents the opportunity to be a part of the CFP 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.

AT&T Playoff Playlist Live! is the ultimate soundtrack of the CFP National Championship. Each year, the FREE, outdoor concert series features a variety of national recording artists. Past headliners include Usher, Charlie Puth, Eric Paslay, John Mellencamp, the Chainsmokers, Darius Rucker, Sting and Lenny Kravitz. In addition to great hits, AT&T Playoff Playlist Live! features daily ESPN broadcasts and fireworks.



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10

Media Events

Media events include Media Day, a Media Party, and Media Operations. 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.



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11



HOST COMMITTEE REQUIRED SUPPORT



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12

Marketing, Volunteers and Host Events

In an effort to generate awareness and engage the community, the Host Committee will create and deploy a multi-faceted marketing campaign.

Volunteers play a crucial role in the success of the event. The Host Committee will recruit an estimated 2,000 volunteers to help with way-finding, transportation, hospitality, operations and more.

In order to generate excitement, build anticipation, and engage the community, the Host Committee will produce a variety of events in and around the College Football National Championship. These may include, but are not limited to, a Kickoff Luncheon, Tech Symposium, Women in Sports Summit and other community events and gatherings.



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13

Transportation and Practice Facilities

Expenses include all ground transportation for the teams, game officials, CFP group and media for approximately one week to get to and from the airport, practice facilities, media day, the stadium, etc.

Stanford and San Jose State University facilities have been selected as practice facilities for each team.



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14

Hotels

Hotels for the event are all located in the South Bay. Hotel expenses include rooms, meals, meeting & work space and hospitality rooms. Additionally, the Host Committee will provide security for media, the participating teams, and CFP HQ. These requirements impact Transient Occupancy Tax as well as incremental sales tax.

According to the Santa Clara Convention & Visitors Bureau, 7,400 rooms have already been blocked for the event.



Santa Clara Hotels	Blocked Rooms
Aloft	336
Billmore	855
Embassy Suites	75
Hyatt Regency	2,180
Plaza Suites	500
Marriott	2,390
Avatar	200
Hilton	918
TOTAL Santa Clara	7,454



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15

KEY DATES



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16

Upcoming Key Dates

	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Monthly CFP Site Visits									
Stadium Operations		Operations Kick Off						Production Meeting	
Host Committee					Fall Kick Off Luncheon				



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17

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18