

**From:** [Brent Ghan](#)  
**To:** [Christine Jung](#)  
**Subject:** Non-NFL Special Events Advertising Request  
**Date:** Monday, June 6, 2022 11:49:18 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[Forty Niners Stadium Mgmt 9-13-2022 Temp Agreement \(SVBJ\).pdf](#)

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Hello Christine,

Please see below request on behalf of our special events team. We are planning on moving forward with this opportunity as similar requests have been approved in the past and seek board approval at the next available board meeting. Please let me know if you have any questions.

### **Silicon Valley Business Journal (SVBJ) Email Campaign – NTE \$6,120**

Levi's Stadium Special Events has advertised in the SVBJ since the Stadium opened in 2014. The SVBJ Dedicated Email Marketing Program currently serves 36,000 affluent business decision makers who have opted in to receive these bi-weekly emails. The average open rate for email campaigns with the SVBJ is 17.7% and the average click through rate (CTR) is .32%, with a click to open rate (CTOR) of 1.78%.

These ads are important to achieve the following objectives for the Levis Stadium Special Events business:

- Generate new leads
- Remain "top of mind" with local businesses
- Promote revenue generating programs

The proposed purchase is for one email campaign sent to the 34,000+ SVBJ subscribers as a cost of \$6,120. There is an available date for September 13, 2022 and in order to secure this date we will need to act quickly on the attached agreement. The email campaign will reach well over 34,000 Silicon Valley Business Journal subscribers, business owners and decision makers.

This September campaign will include a holiday and new year focus to promote availability in the calendar for December 2022 and January 2023. Attached below is a sample of the previous email campaign. The content and creative for the 2022 email campaign is included in the cost.

This expense will come out of the "Event Expenses/Advertising" category of the Non-NFL Special Events budget.

More information on the Silicon Valley Business journal can be found here:

<https://advertise.bizjournals.com/brands/sanjose/>

Thank you,

**BRENT GHAN**

Manager, Accounting

**Forty Niners Stadium Management Company**

T 408.313.5336

Levi's® Stadium

4900 Marie P. DeBartolo Way

Santa Clara, CA 95054

The logo features the word "FAITHFUL" in a red, arched, serif font. Below it, the word "to" is written in a smaller, red, cursive font. At the bottom, the words "THE BAY" are written in a red, blocky, serif font.

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**#FTTB**

**[49ers.com](http://49ers.com)**