

12/11/18

item 11

College Football Playoff National Championship Update

December 11, 2018

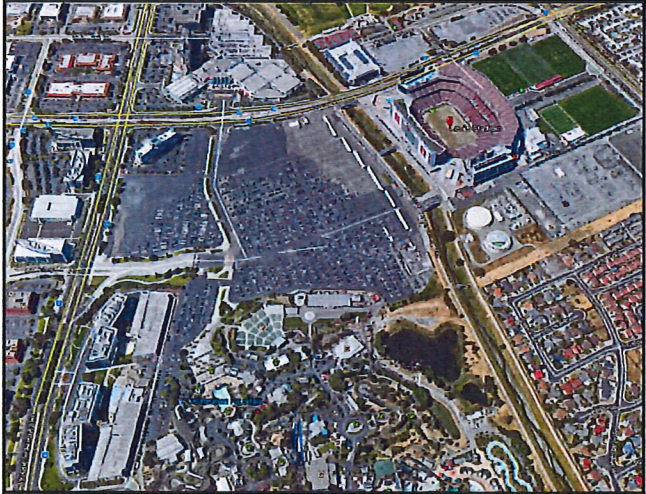


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Santa Clara Overview

- 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



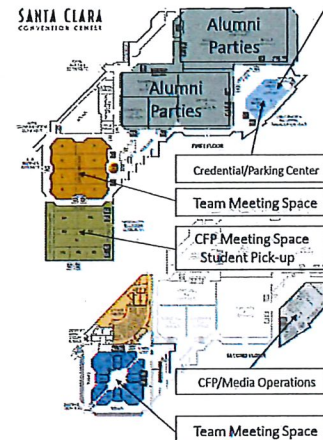
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POST MEETING MATERIAL

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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4

Championship Tailgate

- Updated Championship Tailgate Plaza layout:

- ESPN Sets
- VIP/Hospitality Tents
- Live Music Stage
- Food/Beverage
- Sponsorship activation



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Championship Tailgate

- Rendering showing proposed layout including;

- Hospitality tents
- Sponsor tents
- Entry point
- ESPN hospitality
- Championship Grill



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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) *private event
Championship Comedy Jam (Santa Clara Marriott) *private event

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
- 8 a.m. Stadium open to media
- 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)
- 1 p.m.-4:30 p.m. Club playoff (49ers museum)
- 2 p.m. Stadium bowl open to public
- 4:30 p.m. Pregame activities (on-field entertainment)
- 5:17 p.m. Kickoff (ESPN)



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Guest Outreach

[SIL MEMBER LOGIN](#)
[NEWS](#)
[EMPLOYMENT](#)

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DAYS

21

HRS

50

MIN

31

SECS

[EXPERIENCE](#)
[TICKETS](#)
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[EVENTS](#)
[GETTING HERE](#)
[GUEST SERVICES](#)

Ticket Policy

All guests ages 2 and above must have an event ticket to enter the stadium. There is no re-entry after admission. Guests should have their tickets ready to scan upon approaching the stadium entry gates. The ticket barcode must be visible no matter the ticket type. *Please note, this event allows for mobile entry and passes. Click on credential entry. Tickets will not be emailed or available to print. Your mobile ticket must be displayed on your phone to get into the event.*

Will call is located at the Visa Box Office and opens at 9:05am. Will call tickets may also be available at the Visa Box Office.

Visa Box Office
The Visa Box Office opens at 9:05am and is located at the north end of the stadium inside Toyota Gate F.

Will Call
Will call opens at 9:05am and is located at

Timeline

Sunday, December 9, 2018

Michael Mina's Tailgate	9:05am
Visa Box Office Opens	9:05am
Parking Lots Open	9:35am
Fairfield Mine presented by Global SynTurf	10:05am
49ers Museum	10:05am
Premium Gates Open	10:05am
Stadium Gates Open	11:01am
Kickoff	1:05pm

Quick Links

- Stadium map
- Parking and Tailgating map
- Public Transportation
- Visa Box Office



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NOVEMBER 30

PAC-12 CHAMPIONSHIP

Event Details: We highly recommend reviewing all event details prior to your arrival at Levi's Stadium.

The **stadium bag policy** will be in effect for this event.

Your Pac-12 Football Championship Game presented by 70 tickets are viewable in the 49ers app, Levi's Stadium app, or Account Manager mobile. Please sign in now to manage your tickets and parking passes. Add your tickets and passes to your mobile wallet in advance and please have the barcode open with your phone at full brightness as you approach the gate.

Click [here](#) for two short tutorial videos on how to manage tickets via smartphone and Account Manager mobile. Tickets will not be emailed or available to print.

Please be advised of traffic patterns before kickoff at 5:00pm. Fans are encouraged to arrive early and carpool to minimize traffic to the stadium.

Player-guest tickets will be located outside the Visa Box Office at Toyota Gate F, and will call tickets will be located at the Visa Box Office.

Guest Outreach

November 9, 2018

GAMEDAY INFO AND FAN REMINDERS FOR 49ERS MONDAY NIGHT GAME VS. GIANTS
This week's game is presented by ORIG3N

SANTA CLARA, Calif. — The San Francisco 49ers host the New York Giants in this year's Salute to Service game at 5:15 p.m., Monday, November 12th, at Levi's Stadium. The game will be televised nationally on ESPN and locally on ABC 7. Additionally, there will be coverage available on radio broadcasts in the Bay Area on KNBR 680-AM and KSAN 107.7 FM The Bone and in Spanish on 49ers.com. Fans looking for tickets to Monday's game should visit Ticketmaster.com.

Due to the early evening kickoff, fans are reminded to account for typical Bay Area rush hour traffic in their commute to Levi's Stadium and carpool with friends if possible. Those driving to the game should also purchase a parking pass in advance at LevisStadium.com. Guests are encouraged to use VTA light rail and/or Caltrain service to and from the game. Timetables and additional service schedules are available at VTA.org/levis-stadium-light-rail-service-schedules and Caltrain.com/schedules/weekdaytimetable.html. VTA bus service is also available for BART riders from the Warm Springs station.

Parking lots open at 1:45 p.m. on Monday and in those lots where tailgating is permitted, tailgates must be concluded by kickoff. Faithful Mile presented by Global Syn-Turf and premium gates open at 2:15 p.m. and all gates to the stadium open at 3:15 p.m. Guests should, rather than using a GPS system, follow the gameday driving directions shown on the parking pass and available here: <http://www.levisstadium.com/plan-your-visit/parking-lot-maps>.

As a reminder, amplified noise is not permitted in any stadium parking lots. Additionally, please note that one parking space is allotted per parking



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Bay Area 2019

Official Twitter of the 2019 Bay Area Host Committee. We're excited to host the 2019 College Football Playoff National Championship game at Levi's Stadium on January 8th.

Follow us for updates on the game, ticket information, and more.

13 To Jan 2019 Host Committee

14 To Jan 2019 Host Committee

15 To Jan 2019 Host Committee

College Football Playoff

Twitter account for the College Football Playoff. We're excited to host the 2019 College Football Playoff National Championship game at Levi's Stadium on January 8th.

Follow us for updates on the game, ticket information, and more.

13 To Jan 2019 Host Committee

14 To Jan 2019 Host Committee

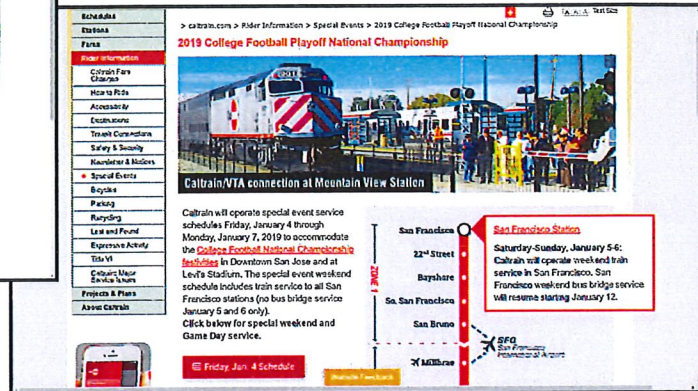
15 To Jan 2019 Host Committee



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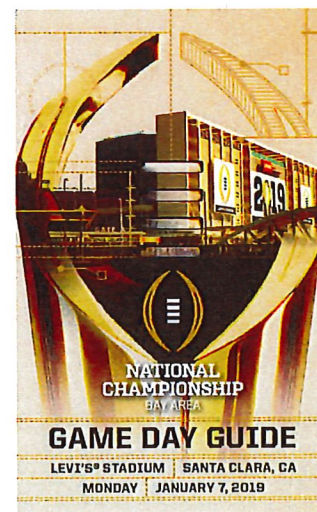
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Communication Efforts

- Game day information emails, social media, messaging
- Additional changeable message boards, including early deployments before the holidays to inform patrons
- ACE text message updates to patrons
- Flyers on vehicles in Yellow Lot 3
- Rideshare route maps for drivers
- Game day guides at hotels, website, San Jose events, etc.



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Neighborhood Protection

- Additional staffing at intersections accessing residential areas
- Added changeable message boards to Lafayette Street
- Information distributed to rideshare companies on route to drop off/pick up locations
- Geo-fence for pick-up post event to designated lot outside of residential area

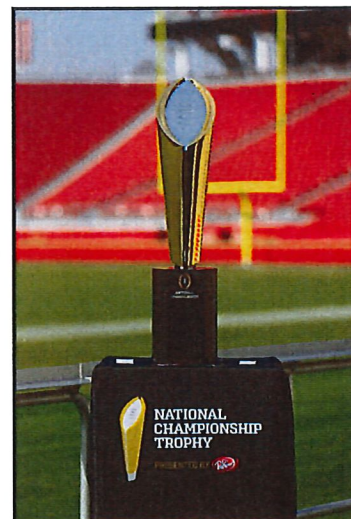


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Upcoming Dates

- December 10 – Final 4 Levi's Stadium Site Visit
- December 29
 - Cotton Bowl (AT&T Stadium)
 - Orange Bowl (Hard Rock Stadium)



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Questions?

College Football Playoff appreciates the
Special Event Signage Package!



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