



Levi's Stadium Naming Rights

Signage Recommendation

SIGNAGE + DIGITAL SOLUTIONS

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AD/S ARCHITECTURAL DESIGN & SIGNS, INC.

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SAN FRANCISCO, CA & SAN DIEGO, CA



July 9, 2021

Levi's Stadium- Naming Rights Exterior Signage

4900 Marie P. DeBartolo Way
Santa Clara, CA 95054

Re: **Naming Rights Exterior Signage Recommendation**

We sincerely appreciate the opportunity to act as an advisor regarding the existing and future exterior signs for Levi's Stadium Naming Rights. The following recommendation outlines what we believe to be your best course of action after thorough review of the existing Naming Rights signs and their lifespan.

Directly following our proposal, please see a brief reference of some of our expertise and recently completed like projects. With over 20 million dollars' worth of signage completed in the Stadium/ Arena space, we are confident in our ability to provide you with this necessary feedback.

The process of our review includes the following:

1. Receipt and review of internal documents including;
 - 2014 original construction documents, shop drawings, structural engineering, welders certifications, warranty information, and lighting/ electrical plans.
 - 2018 repair work proposed and completed.
 - 2021 current photos of qty four (4) exterior Naming Rights signs.
2. On site survey Thursday June 24, 2021
 - Survey to determine site accessibility for equipment, current condition of signs, existing electrical connections and day/ night visibility of the signs.
3. Internal review
 - AD/S team reviewed all supplied documents and site survey conclusions with CA state licensed Engineer Yosimar Ramos, on Monday June 28, 2021 for structural engineering recommendation.
 - AD/S team reviewed all supplied documents and site survey conclusions with our Director of Installation, Josh Adams on Tuesday June 29, 2021. This review included required equipment, mobilizations, man hours, removal and installation recommendation.
 - AD/S team reviewed all supplied documents and site survey conclusions with our department Head of Fabrication, Miguel Arechiga and Quality Control Advisor, Randy Sharp on Tuesday June 29, 2021. This review included material review, fabrication method and lighting/ LED recommendation.

AD/S Summary of Discoveries

1. The current condition of the qty four (4) Naming Rights exterior signs is not recommended for retrofit/ reconstruction.
 - From ground level we could visibly see materials from the original construction of the sign lifting from the returns (sides) and faces of the sign. In our experience, this type of material wear and tear has a very low probability that it can be salvaged for reconstruction.
 - Removing and replacing the existing signs with newly constructed signs and attachments will guarantee you structural safety and replace any current concerns.
 - The current sign warranty has expired. The fabrication of new signs will allow you the opportunity to renegotiate updated warranty terms for the signs based on previous experience and concerns.
2. If the decision is to reuse and reconstruct the signs to complete working order, Levi's Stadium will be without Naming Rights signage for a significantly longer timeframe than would be required for removal and replacement.
 - For existing sign reuse, the approved signage vendor will need to remove the existing signs and perform majority of the reconstruction labor in their shop/ warehouse. This leaves the Stadium Authority, Levi's and 49ers without Naming Rights signage for anywhere from 3-12 weeks depending on the complexity of the fix.
 - For removal of existing and fabrication of new, there is minimal downtime of signs as most signage vendors can remove and replace within days of each other based on access and events.
3. The equipment required onsite will directly impact Stadium Events.
 - Large cranes and specialty boom lifts will be required for all sign locations. Removal and reuse of signs will require 2x the number of mobilizations and days on site for equipment.
 - The additional days/ weeks onsite will directly impact planned events, stadium access for fans and could result in a costly impact.
4. Repair vs Replacement Cost
 - The approximate cost to remove, retrofit and reinstall all four (4) existing Naming Rights signs is \$995,000.
 - The approximate cost to remove existing signs and install qty four (4) new Naming Rights signs is \$1,190,850.
 - Pricing is based off of current market conditions and material escalation. We have experienced continued increases in price of materials used to fabricate and install these types of signs. For your use, below is a breakdown of what these signs would have cost in 2017 and what we plan to see moving into 2022.

Jan 2017- Budget cost of \$780k
Jan 2021- Budget Cost of \$850k
July 2021 (Current)- \$1.2 Million
Jan 2022- Budget Cost of \$900k
5. Material and product used to fabricate these signs has evolved greatly in the past 7 years.
 - The original signs were constructed in 2014. The documented shop drawings show that there is considerable opportunity to make material changes and product updates that can help with energy efficiency, overall weight of the sign/ structure and easier accessibility for future maintenance.
 - For example, the LED spec referenced in the 2014 construction drawings (AGILIGHT Signrayz APEX LED) is no longer offered in 2021 as these LEDs have dramatically improved their module spacing, power supply loads and input/ output reflected in their newer models.
 - Some of these product updates give the Stadium Authority and 49ers an opportunity for cost savings in regard to energy and maintenance.

Recommendation:

After an in depth internal review and onsite survey, our team recommends that the *existing signage be removed and replaced with new.*

Again, we sincerely appreciate the opportunity to assist with this project and we look forward to providing any additional feedback and continued support.

Brittney Terry
Jeff DeBough
Ashley Jinjoe
Jim Landry





AD/S

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CREATIVE DESIGN

Our creative team is equipped to handle all your needs ranging from design assist to full creative help. Design services include master sign plans, wayfinding, pylons and art pieces to digitally interactive environments. In collaboration with our team, we will work together to create a beautiful product utilizing the latest material and processes within your budget.



PROJECT MANAGEMENT

Over the years we have worked effortlessly to streamline our project management techniques allowing customers to easily monitor the planning, design and construction of a project from beginning to end. Many of our Project Managers are PMI certified and have diverse construction backgrounds which contributes to the timely delivery of projects which remain within budget.



DETAIL DESIGN & ENGINEERING

Our in house detailing and engineering team works to ensure the smallest details are incorporated correctly into fabrication drawings. This effort ensures the products we are building is exactly what you envisioned. All products are built soundly with the appropriate materials in order to support longevity in the field.



PERMITTING

Our in-house staff works tirelessly to acquire the appropriate permits and jurisdictional approvals including entitlements and over the counter permits, necessary to make your project a reality. We have also implemented a group of permit expediting partners nationwide who assist us across the country.



INSTALLATION

AD/S prides itself on utilizing internal teams in California, Nevada and Arizona to handle installs in-house. Our modern fleet of crane trucks, utility vehicles and specialty lifts are equipped to handle almost any job.



MAINTENANCE & SERVICE

Our relationship with you lasts long after installation to keep your investment in proper working order throughout the lifetime of the product. Whether a one-time call or an on-going service program, AD/S has the necessary experience, personnel and equipment to ensure your signage and lighting remain in pristine condition. We offer a wide range of contracts for all your service and maintenance needs.



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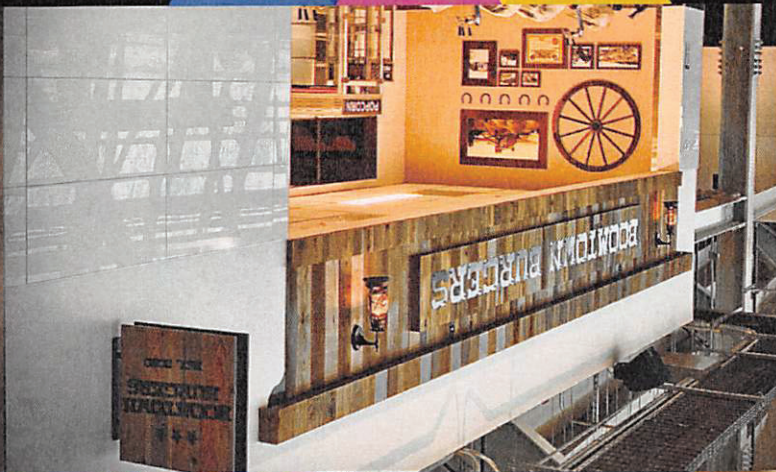
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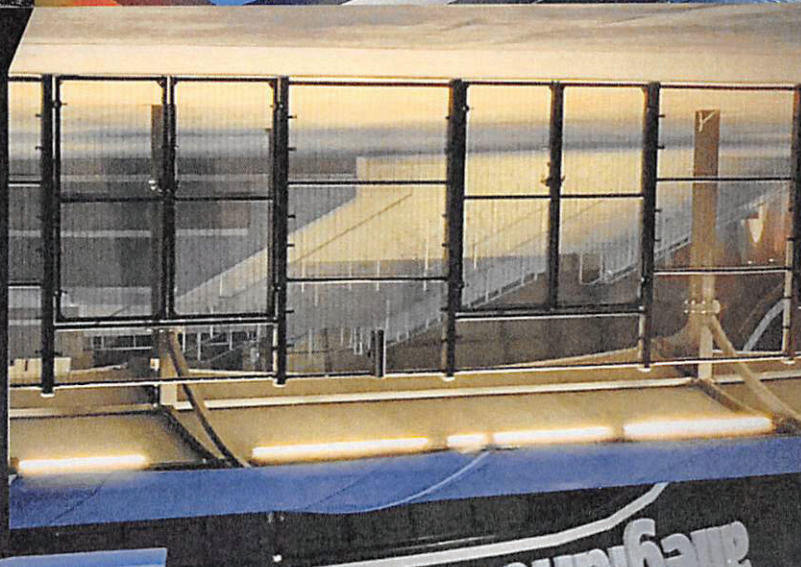
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ENTERTAINMENT

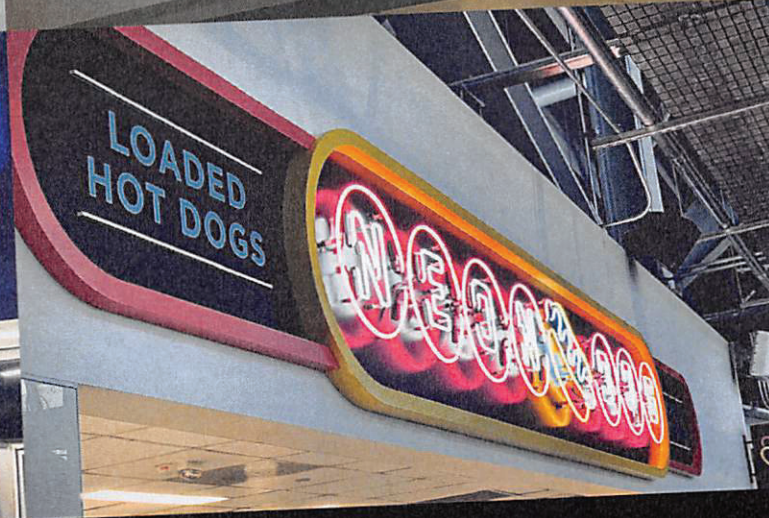
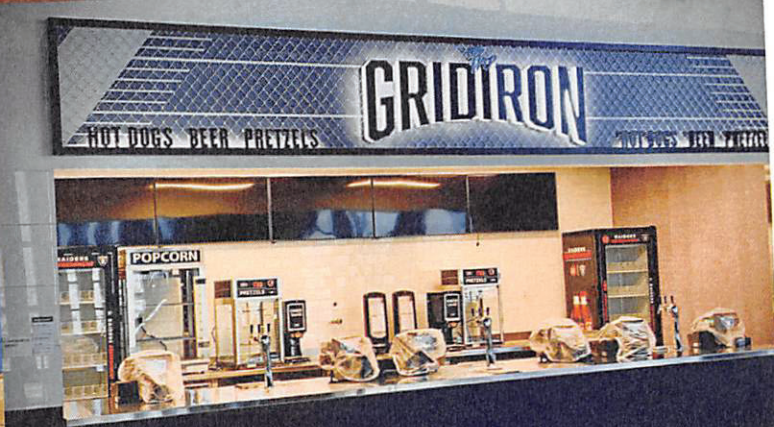


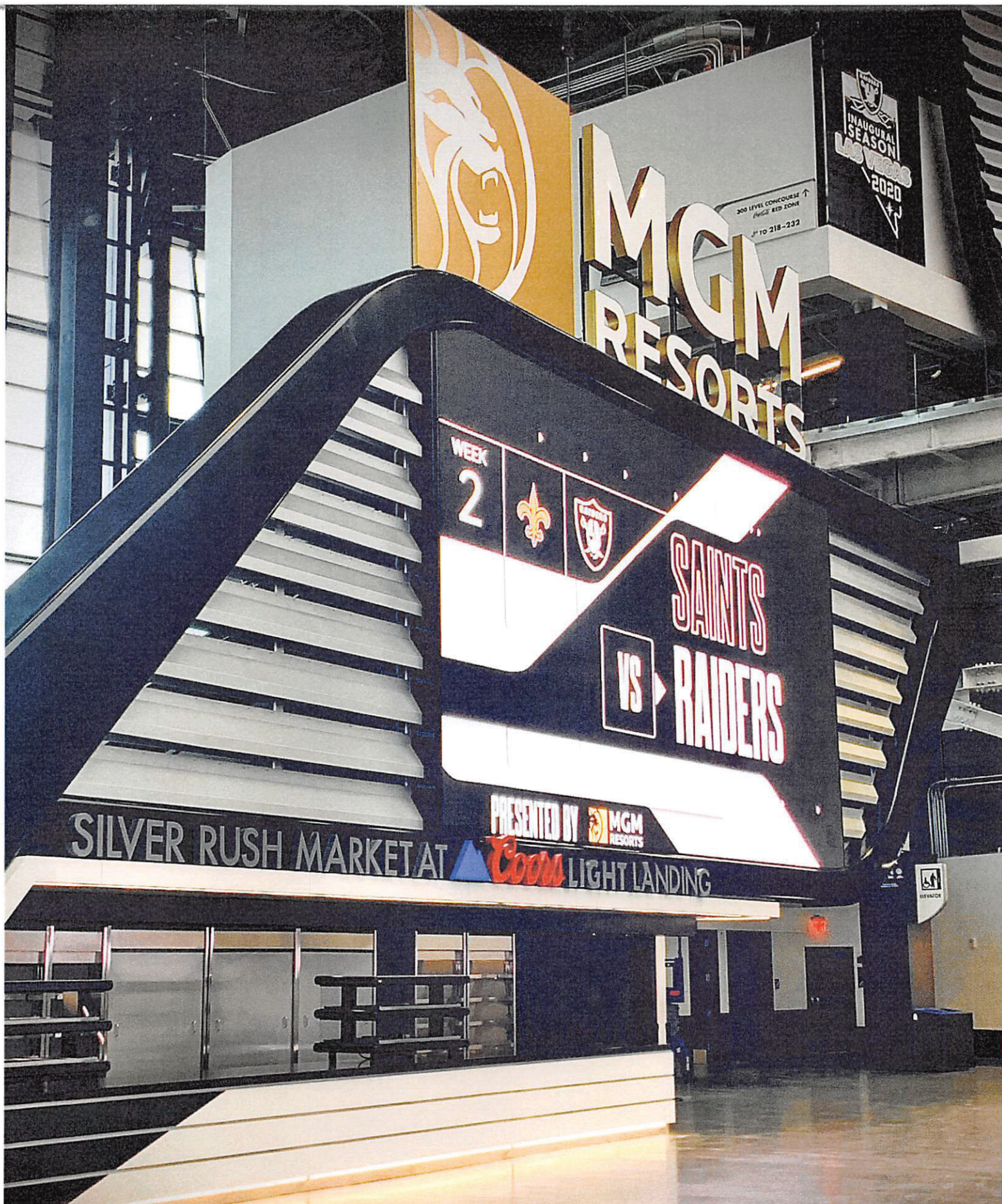
NORTH ENTRY



allegriant stadium







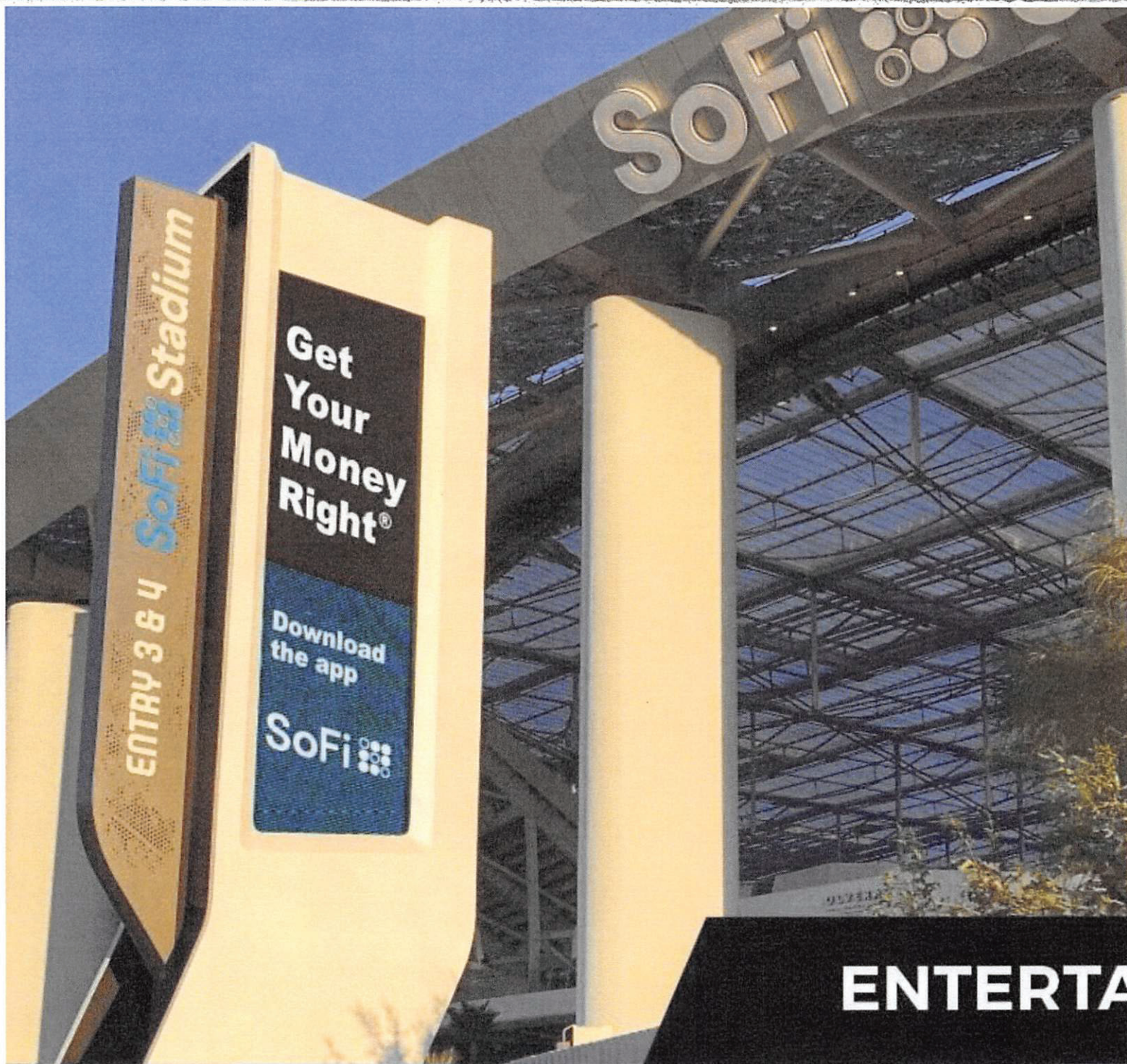
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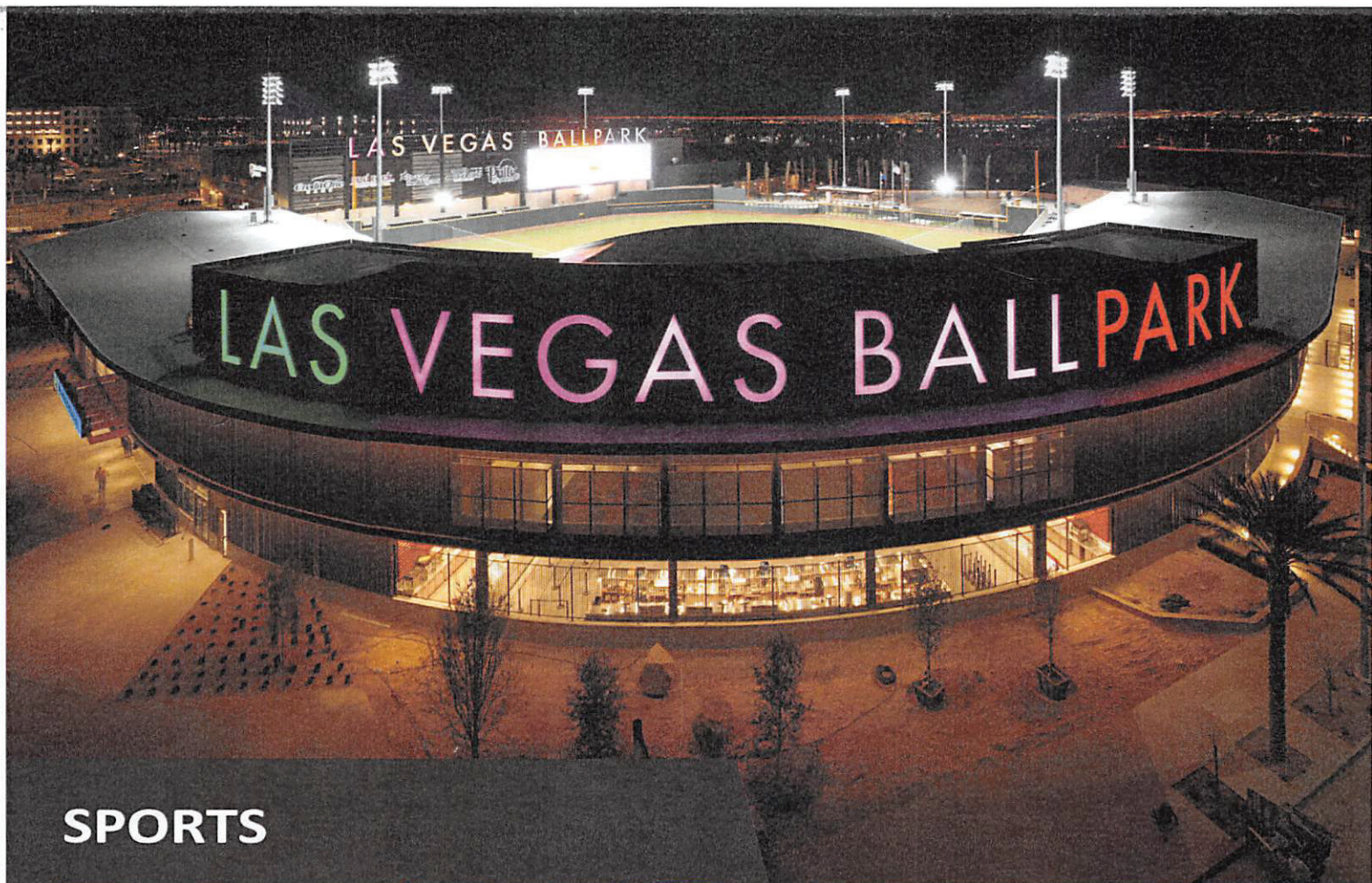
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