



2022 Non-NFL Events Marketing Plan

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Executive Summary

In 2021, the Levi's® Stadium Non-NFL Event business actively filled the pipeline for future years' events and hosted events where feasible despite the devastating impact of the pandemic on the in-person events industry. Stadium Manager simultaneously focused on ensuring future event opportunities by reconnecting with past clients and reaching out to new prospects. Additionally, Stadium Manager ensured the future of Public Events by hiring the Head of Public Events.

Looking ahead, Stadium Manager will take advantage of the return of in-person events to add to the already strong existing customer base. In order to successfully execute on this strategy, the Stadium Manager will focus on the following key initiatives:

- Building relationships through proactive outreach, strategic networking, and hosting prospecting events
- Generate sales campaigns and advertising opportunities including both organic assets and third party partners
- Fully staffed sales and event management teams to drive revenue opportunities and provide the highest level of client service and guest satisfaction

Stadium Manager's strategy requires flexibility and contingency planning to accommodate for potential setbacks caused by the pandemic or in relation to the pandemic. With the right talent in place and the foundation of strong industry relationships and partnerships across Santa Clara with the Santa Clara Convention Center, Great America, hotels and more, Stadium Manager will be positioned to take advantage of increased event opportunities and drive revenue to the Non-NFL Events business.

Levi's Stadium Definitions and Profiles:

The venue's Non-NFL Event business is comprised of two over-arching event categories: Public Events and Special Events.

Public Events are stadium-wide, ticketed events open to the public. The Stadium has successfully executed a variety of different events that have brought greater fandom and economic impact to the local market. Spanning numerous leagues, sports, and attractions, Public Events have helped establish Levi's Stadium as an iconic venue. These high-profile events keep Levi's Stadium in the limelight, which is a significant factor in driving the Special Events category of the Non-NFL Event business.

Special Events are private, usually non-ticketed and exclusive events, subject to the event's nature and the client's objectives. These events span a wide range, from weddings to corporate anniversaries, charitable fundraisers, and conferences, and make up the vast majority of the venue's event calendar. The Special Events sales pipeline is driven primarily by relationships formed with local companies, as well as our reputation and established experience in hosting a variety of events, and the luster of hosting at a venue known for hosting such high-profile events as 49ers games, Super Bowl, COPA America, NHL Outdoor Stadium Series, Wrestlemania, and famous artists' concerts. Therefore, we are not only focused on the immediate health and profitability of our business, but also the connections we create with clients and opportunities to innovate the venue's guest experience.

Levi's Stadium Special Events

Looking Back:

After a year that annihilated the events industry, 2021 saw continued challenges due to government regulations and the waves of Delta and Omicron variants of Covid-19. After a high rate of staff turnover due to furloughs and departures for personal and professional reasons, the Special Events team went from seven to three team members by June of 2021. Additionally, client engagement and sales activity slowed down due to continued concerns about COVID-19 and when the stadium might reopen for Special Events. The Special Events team continued to actively engage with prospects through direct outreach and marketing campaigns, which included email blasts and social media posts. After nearly 17 months of being closed to Special Events, the stadium reopened in July for a wedding proposal and a celebration of life event. The Special Events team was very excited for the return of business and began to prepare for the upcoming fall/holiday season, understanding the calendar might look a bit different than prior years. Unfortunately, just as leads were picking up, the Delta variant began to spread around California. Although some clients decided to postpone events all-together, others were determined to host an event and postponed by only a couple months. What followed was a roller-coaster ride of event leads and bookings. Once business picked back up and hopes were high, Omicron variant became the concern and events were postponed again. Even with the limitations and setbacks, the Special Events team was able to successfully host nine in-person events in 2021 which was a huge win. Client feedback was positive, with an average score of 4.7 out of 5 for overall experience, and guests were able to enjoy the hospitality and unique features of Levi's Stadium once again.

2021 Goals

1. Rebook Cancelled or Lost Business due to Coronavirus

At the start of the year, one of the goals for the Special Events team was to focus on the cancelled/lost business from the previous year. When the 2021 Marketing Plan was coming together, there was a certain level of optimism that the Meetings and Events industry might return by late spring. The sales team continued to remain informed on state and local guidelines and make adjustments to outreach and communication accordingly. In July 2021, Levi's Stadium reopened its doors to the first in-person event since February 2020. Although it was an exciting time for the stadium, the return to hosting special events was slower than expected. The continued concern around the health and safety of event attendees, as well as the COVID-19 variants that circulated in the later part of the year, deterred many clients from signing event agreements in 2021. In addition, most offices in Silicon Valley were closed as employees were encouraged to work from home when possible and not meet in large groups.

The Special Events Sales Team worked closely with clients who decided to cancel their events in 2020 to try and rebook them in 2021. Given the circumstances, most clients deferred conversations to 2022, however a handful did rebook within the 2021 fiscal year including a large non-profit gala, an association event, a high school winter formal and a corporate reception. In addition to the events that rebooked, the Sales Team has remained in conversation with prospective clients that were categorized as "lost business" in 2020. Of the 15 qualified leads on the 2020 "lost business" list, five proposals were sent out for events in 2021 and 2022. Ultimately those clients decided to wait until 2022 to host their events.

2. Utilize Marketing Budget to Regenerate Active Event Pipeline

Given all the challenges of selling and operating in-person events during a global pandemic, the Special Events team made sure to utilize both internal and external resources to continue to market the stadium as a first-class event venue. This consistent output of creative marketing content, combined with strategic third party ad placements and active involvement in the local meetings and events industry, generated a strong pipeline of leads and interest from prospective clients.

Digital Advertising

In addition to internal marketing through e-mail blasts and social media posts, the Special Events department worked with two event industry media outlets to help promote events at Levi's Stadium through email advertising.

The first is the Silicon Valley Business Journal (SVBJ), a valuable resource due to its strong database of Silicon Valley and Bay Area business. Given that a majority of the Special Events business comes from the South Bay, SVBJ is an effective way to connect with companies and event planners most likely to book events in Santa Clara.

The second is Unique Venues, a marketing organization committed to bringing together one-of-a-kind event venues with meeting planners who are looking for something new. It represents thousands of non-traditional properties throughout the United States and Canada for a variety of both traditional and nontraditional events. Event venue types include stadiums and arenas, colleges and universities, conference and business centers, and historical venues. Unique Venues offers a multitude of marketing products including a magazine, website, lead generation marketing, as well as educational conferences and resources. By working with Unique Venues, the Special Events sales team was able to connect with both the national database as well as the west coast database through two separate email advertisements. In addition to the email advertisements, Unique Venues included an upgraded venue listing page on their website for Levi's Stadium.

Client/Prospecting Events

Each year, the Special Events team hosts an event at the stadium for past, present and prospective clients and industry partners. The goal of hosting the event in 2021 was to provide an opportunity for the sales team to reconnect with meeting and event planners, discuss the future of events in a post-COVID environment and provide an opportunity for networking. Due to the challenges brought on by the ongoing pandemic and budget restraints, this event was postponed. The sales team will plan to host a similar event in 2022 which is mentioned below in the "Looking Forward" section.

While the sales team prepared for the Stadium to reopen and in-person meetings and events to return, they launched a "Reconnect Over Coffee" campaign. Invitations for a virtual coffee meeting were sent out to prospective clients and when an invitation was accepted, a coffee gift card was sent to the prospect. Of the 3,802 emails sent to prospective clients, 917 emails were opened with 169 unique clicks (number of clicks within the email.) From this campaign, 57 clients requested a meeting to discuss event opportunities and from those meetings, the sales team received four requests for proposals (RFPs) which resulted in one booked event. The entire campaign cost just under \$600 and resulted in 200K of booked gross revenue. The prospects from this campaign will remain on the sales team's outreach list for 2022 for follow up communication and check-ins.

Peet's Coffee

LEVI'S STADIUM
SPECIAL EVENTS

RECONNECT OVER A
DELICIOUS CUP OF
Coffee

As the return to events begins to unfold, now is the perfect time for an informal chat with a Levi's® Stadium Special Events team member. Let's explore your event questions and future needs, new Levi's® Stadium private event opportunities and celebrate the future of in-person events.

[SCHEDULE MY COFFEE](#)

Sales Events/Tradeshows

In October, the sales team attended All Things Meetings which is an events industry networking program that hosts approximately 300 qualified Bay Area and Silicon Valley event planners, corporate event professionals, and destination marketing professionals. There are also over 150 event venues and service providers that exhibit at All Things Meetings. The event draws qualified planners and event professionals interested in hosting events that fit the Levi's Stadium venue model and budget. By participating in All Things Meetings, the Special Events Sales team is given access to the event invitation list, which includes over 500 event planners. The in-person event allows the sales team to meet and interact with clients face to face, set follow-up meetings and calls and address a client's event needs on the spot.

In November 2021, the Senior Manager of Event Sales and Business Development attended IMEX America in Las Vegas, Nevada. IMEX America brings together a large cross-section of the global and U.S. business events community, providing the traditional exhibition hall, networking events, and educational courses, along with the hosted buyer program which matches event planners with event suppliers based on prerequisites provided by the planner. This year's conference welcomed over 10,000 participants. Attending this event, provided the sales team with valuable face-to-face time with both local and national planners and industry partners. This included meetings with various Convention & Visitors Bureaus (CVBs), Destination Management Companies (DMCs), and other comparable venues in California and nationally. In the weeks following IMEX, the sales team received three leads from a client contact made at the conference. The Special Events Sales team is looking forward to returning to IMEX America next year as the meetings and events industry continues to rebound.

Swag/Gifts

Each year the sales team budgets for swag that can be handed out at sales networking events, tradeshow and conferences and given to clients during site visits. Branded swag or “giveaways” is considered an industry standard at networking events and tradeshow as well as site visits and some business meetings, adding value and increasing brand awareness. Most event planners and industry professionals look forward to receiving swag and are especially excited to receive items with popular branding like the Forty Niners logo. The Special Events team typically utilizes a combination of Forty Niners branded items and Levi's Stadium Special Events branded items. Examples of past Levi's Stadium Special Events branded items include pens, notebooks, lip balm, hand sanitizer, clear tote bags and clear fanny packs. Due to the reduced number of in-person networking events and lower attendance rates, the sales team was able to utilize past inventory and extra Forty Niners swag that is provided for free by the Forty Niners.

During the holidays, the Special Events team sent candy gift boxes to existing clients and prospective clients. The candy box was sent as an email notification and when the client/prospect claimed the gift, they were able to select their own candy options and enter their address of choice for delivery. Clients responded with delight and gratitude and commented on the unique gift idea writing it was “so fun and special” and “Thanks so much for thinking of me. Hope to plan an event with you soon!”.

3. Partnership with the Santa Clara Destination Marketing Organization

At the start of 2021, the Director of Special Events joined the Santa Clara Destination Marketing Organization (DMO) Board of Directors. The goal of this partnership is to help rebuild and develop the DMO business in Santa Clara, with a focus on large city wide event bookings. With this role, Stadium Manager is actively involved in discussions and actions related to selling and marketing Santa Clara as an event destination. It also supports the Santa Clara Convention Center (SCCC) and the Santa Clara Tourism Improvement District (TID) by providing stadium sales collateral and client access when requested. In addition to these contributions, the Director of Special Events currently holds the position of Vice-Chair and participates in multiple board committees. Outside of the role and responsibility of the board position, the Director of Special Events understands the importance of this organization's success to the longevity of the meetings and events business in Santa Clara. Stadium Manager looks forward to continuing this partnership and providing a valuable resource to the city as an incentive to bring large events to Santa Clara.

2021 Key Wins/Strengths

Booked and Actualized Revenue - With all of the challenges and unknowns that were ahead of the sales team at the start of 2021, one of the major wins for this year was booked and actualized revenue. At the start of the year, the sales team was unsure when the stadium would re-open for private events and when clients would feel comfortable hosting in-person events again. With a handful of postponed events from 2020, the team began to rebuild the pipeline from the ground up. The first achievement was booking the events since many clients were hesitant to commit given the circumstances. After the team was able to book events, the next goal was to actually host the events. Between April and December of 2021, the sales team booked 14 events, two of which were cancelled, one was postponed until March of 2022 and two were postponed until the following fiscal year. The remaining nine events were successfully executed in the 2021 fiscal year.

Marketing Campaigns – Without the ability to meet in-person for the first half of the year, the sales team came up with a marketing plan to push out creative content to remain top of mind with

prospective clients and event professionals. Consistent communication and timeliness is key when selling an event venue. It's difficult to know when a client will be searching for an event venue so it's imperative that outreach and marketing is consistent and the message is clear. Starting in June, the Special Events Sales team created a monthly email blast centered around a theme relevant to the time of year or current industry trends. The goal of these campaigns was to capture the reader's attention and encourage them to click on the email and engage with the brand through the Special Events website or an event inquiry form. The sales team utilized both free assistance from the Forty Niners, as well as external industry partners to distribute the content. The internal email blasts were sent to past and prospective clients, including the 1,300 prospects added from the 2020 sales campaign. In an effort to amplify the brand to a larger database, the sales team worked with the Silicon Valley Business Journal and Unique Venues to create and execute two email advertisements sent out to each organizations unique client list.

Below is a sample of the campaigns along with the performance data tied to each email blast. As illustrated in the table below, 124,805 emails were delivered and 24,583 emails were opened collectively. The internal and external email blasts are highlighted in different colors to show the variations in data based on the size of the database and distribution source. In comparison to the dedicated email performance averages, provided by the Silicon Valley Business Journal, most of the campaigns performed above average.

Marketing Campaign Data

Third Party E-Blast/Advertisement
Internal E-Blast

Campaign Name	Date	Emails Delivered	Emails Opened	% Opened	Clicks	% Clicked	CTOR*
Welcome Back (SVBJ)	6/1/2021	31,887	5,541	17.38%	100	0.31%	1.80%
Welcome Back	6/16/2021	3,958	1,162	29.36%	141	3.56%	12.13%
Think Outside the Ballroom	7/10/2021	3,858	1,017	26.36%	122	3.16%	12.00%
Pepsi Deck Movie Night	8/17/2021	4,060	1,198	29.51%	283	6.97%	23.62%
Holiday - Pop the Cork (SVBJ)	9/2/2021	30,834	5,377	17.44%	72	0.23%	1.34%
Holiday - Pop the Cork	9/14/2021	3,983	939	23.58%	111	2.79%	11.82%
Unique Venues Introduction - National	10/8/2021	33,909	5,971	17.61%	2029	5.98%	33.98%
Unique Venues Holiday - West Coast	10/15/2021	4,318	1,320	30.57%	186	4.31%	14.09%
Holiday Party Check List	10/14/2021	3,936	924	23.48%	115	2.92%	12.45%
<i>November - Client Holiday Gift Sent Out</i>							
2022 Sales Kickoff	12/7/2021	4,062	1,134	27.90%	112	2.80%	9.90%
Total		124,805	24,583		3,271		

Provided by Silicon Valley Business Journal

Dedicated Email Performance Averages	Average	Ranges
Unique Open Rate (% Opened)	17.71%	7.10-25.80%
Unique Click Through Rate (% Clicked)	0.32%	0.10-4.10%
UniqueClick To Open Rate (CTOR)	1.78%	0.10-18.20%

*Click to Open Rate (CTOR): Compares the number of unique clicks (clicking within the email) to unique opens (number of emails opened.) This number indicates how effective the campaign was and if it generated enough interest for the reader to engage.

LEVI'S STADIUM SPECIAL EVENTS

A TRADITION OF HOSPITALITY THAT CONTINUES.

Welcome back!

OVERVIEW
 Located in the heart of Silicon Valley, Levi's Stadium is the premier destination to host a wide variety of events. From conventions and trade shows to corporate events, holiday parties, picnics and receptions, Levi's Stadium has a unique selection of large outdoor and indoor spaces to create your one-of-a-kind event at a world-class sports and entertainment venue.

PLANNERS QUICK VIEW
Capacity: Levi's Stadium features event spaces to host from 10 to 10,000 guests. Our over 18 spaces are well known for both the large indoor club spaces and the beautiful outdoor plazas, decks and field.

Food & Beverage: Food and beverage is provided by Levy Restaurants. Our Levy culinary team is ready to get creative to customize your perfect menu.

Rehearsals: From our stadium club levels to a full live broadcast from the stadium, Levi's Stadium provides experiences to create your post-wedding reception.

Logistics: Visit our website to view a 360° tour of our spaces.

FOR INFORMATION, CONTACT
 levisstadium.com/specialevents
 408.279.4433

TELL ME MORE

LEVI'S STADIUM SPECIAL EVENTS

THINK OUTSIDE THE BALLROOM
 TAKE YOUR EVENTS OUTSIDE AT LEVI'S STADIUM

Nothing can replicate the stunning stadium views from our large flexible outdoor spaces.

- Dine al fresco on the rooftop garden
- Celebrate with a corporate movie night
- Host an executive dinner on the field

© 2021 Levi's Stadium. Special Events subject to availability. Some restrictions and access to certain buildings.

LEARN MORE

LEVI'S STADIUM SPECIAL EVENTS

Let your holiday party bubble over with joy!

Book your holiday event at Levi's Stadium by October 15th and receive a complimentary glass of sparkling wine for your guests upon arrival.

The Levi's Stadium Special Events Team is here to assist you with all of your event needs.

For more information:
POP THE CORKS

THINK OUTSIDE THE BALLROOM

MOVIE

NIGHT AT LEVI'S STADIUM

Grab some popcorn and enjoy a private movie night atop Levi's Stadium outdoor Peppas Fan Deck!

- SELECT YOUR MOVIE
- SELECT YOUR MENU
- VIEW MOVIE ON THE SOUTH VIDEO BOARD
- CUSTOM BRANDED ENHANCEMENTS AVAILABLE

Visit Levi's Stadium Special Events Team website to assist in your event planning.

PLAN MY MOVIE!

LEVI'S STADIUM SPECIAL EVENTS

BOOK YOUR COMPANY HOLIDAY PARTY!

- ✓ BOOK ONE OF LEVI'S STADIUM SPECIAL EVENTS 18 PRIVATE EVENT SPACES.
- ✓ CHOOSE OR DESIGN A MENU FROM OUR IN-HOUSE CATERER LEVY RESTAURANTS.
- ✓ SOURCE ENTERTAINMENT, DÉCOR, AND FLORALS THROUGH A LEVI'S STADIUM EVENT MANAGER.
- ✓ SHOP FOR A NEW HOLIDAY OUTFIT FOR THE PARTY.
- ✓ SHOW UP TO THE EVENT RELAXED AND LOOKING FIERCE THANKS TO LEVI'S STADIUM SPECIAL EVENTS!

DECEMBER AND JANUARY DATES AVAILABLE

I'M INTERESTED!

LEVI'S STADIUM SPECIAL EVENTS

GET READY FOR SALES KICKOFF 2022!

MOTIVATE INSPIRE CELEBRATE AT LEVI'S STADIUM

- PLAN FOR YOUR SUCCESS IN ONE OF OUR 18 PRIVATE EVENT SPACES
- IN-HOUSE AUDIO VISUAL FOR YOUR PROGRAMMING NEEDS
- CUSTOM MENUS PROVIDED BY LEVY RESTAURANTS
- 49ERS ENHANCEMENTS AVAILABLE FOR A FUN & ENGAGING EXPERIENCE

Department Structure/New Hires –In the first half of 2021, the Special Events team experienced turnover with 4 team members leaving the team due to personal and professional reasons. This included staff that was furloughed in 2020 as well as staff that left for job opportunities in other states where the event industry was less impacted. Although it was tough to lose the team members, it also provided a unique opportunity to rebuild the Event Sales and Event Management team. In August, an Event Manager was hired to plan and execute booked events and assist the sales team as needed during the proposal and sales development period. This person joined the team with 14 years of event management and venue operations experience including venues managed by Caesars Entertainment and Live Nation Entertainment Inc. She has quickly learned how to navigate the unique features of a stadium and help clients build value through event activations and on-of-a-kind experiences. In October, a Sales Manager was hired to support the returning events business and continue to build a strong pipeline with outbound sales and networking efforts. This person came from the destination management sector and is very familiar with the Bay Area and the South Bay specifically.

Strong Client Survey Scores – If clients and guests are not satisfied with their experience, the business will not growth and thrive. As a part of the standard operating procedures, the sales team sends a post-event survey to each client after the event. The purpose of this survey is to gather feedback related to the sales, planning, and event execution process and provide clients with an opportunity to score their experience working with the stadium staff. Of the seven survey responses collected from nine clients, six out of seven scored the overall experience a “5 out of 5.” From the sales process, to event planning and management, all the way through to event day execution, the Levi’s Stadium Special Events team considers customer service to be paramount to the success of the business. Positive feedback is celebrated and constructive feedback is presented back to the team to improve on for the next event. Hosting a successful event is a team effort and requires collaboration, communication and strong relationships between all supporting departments and third party partners.

Looking Forward:

1. Fully Staffed Department

In 2021 the Special Events team was focused on returning to in-person events and rebuilding the sales pipeline. This process took longer than expected with a few setbacks along the way tied to COVID-19 and its variants. That being said, the stadium successfully executed nine private events in 2021 and has seven booked events already on the calendar for the 2022 fiscal year, along with a strong list of prospects. If the health and safety concerns related to COVID-19 do not spike again and the local government continues to allow in-person events, the Special Events sales team expects leads to increase resulting in more booked events. Given this scenario, it’s likely that late spring and summer will become a popular time for companies to return to in-person events and take advantage of the weather and utilizing outdoor event spaces. If this is the case, the Stadium Manager plans to hire up to three additional staff to support the Special Events business. These positions will be considered as the pace of event sales increases and more events are actualized, requiring additional staff to sell and execute a growing events business.

2. Monthly Sales & Marketing Campaigns

Given the success of the sales and marketing campaigns in 2021, the Special Events team will continue to develop strategic campaigns in 2022. The goal of these campaigns will be to spark curiosity and open up conversations about what’s possible when hosting events at Levi’s Stadium. The team plans to execute one email blast or advertisement each month, utilizing the existing

database in addition to new contacts obtained through outbound sales efforts, industry sponsorships/events and other industry resources. Monthly marketing campaigns will not only keep Levi's Stadium top of mind to its viewers, but also help to educate people on what events can look like at a unique venue like an NFL stadium.

3. Event Industry Partnership

In 2022 the Levi's Stadium Special Events team is looking to partner with an event industry organization on a package that will help amplify the brand, increase prospective leads and ultimately lead to new bookings. An ideal package would include access to events and partnership recognition, online and/or email advertising, access to the event attendee lists (prospect list) in addition to other unique marketing opportunities. Considering the current situation with COVID-19 variants, the goal of this partnership will be to connect with companies that are more likely to host in-person events once it is safe to do so. In the past, the Special Events team has experienced success with industry organizations such as the Admin Awards and Meeting Professionals International Northern California Chapter (MPINCC). The team will continue to research new opportunities to be able find a partnership that will ultimately move the business forward in sales and visibility for the upcoming year and beyond.

4. Client Prospecting & Industry Partner Event

As mentioned above, the Special Events team was not able to host an in-person client and industry partner event in 2021 due to COVID-19. Looking forward to 2022, the team has a goal of hosting at least one in-person client event which would include past and prospective clients, as well as local industry partners. The event will provide an opportunity for clients to experience Levi's Stadium as a private event venue, in addition to its most iconic role as home to the San Francisco 49ers. Many event planners assume a stadium is too large for their event or may not have the space and/or capabilities they require. It's not until they have a chance to speak with the sales team and tour the stadium that they truly understand Levi's Stadium can be utilized like a traditional event venue but with a one-of-a-kind experience. Whether it be the expansive outdoor spaces like the plazas, patios and field area, or the beautifully designed indoor premium club spaces, clients have a variety of options when it comes to event activations at Levi's Stadium.

In addition to educating prospective clients on what Levi's Stadium has to offer, the event will bring together event professionals and industry partners for a valuable opportunity to reconnect and network. As the meetings and events business continues to rebuild and return to the Bay Area, more industry events will be held in-person and Levi's Stadium hopes to be a resource in that aspect. The Special Events team believes the success of Non-NFL Events at Levi's Stadium is not only built around positive client relationships but also strong industry partnerships. When event industry suppliers and vendors work together to find solutions for their clients, everyone wins.

Levi's Stadium Public Events

Looking Back:

Since 2014, Levi's Stadium's Public Events have brought in the world's biggest acts and sporting events, driving revenue and showcasing the venue and City of Santa Clara on the international stage.

In addition to bringing in revenue via tickets, ticketing fees, food and beverage, and merchandise, Public Events also drive the Special Event business, enticing corporate and social clients to book private events at Levi's Stadium based on its popularity and prominence in the sports and entertainment industry. Additionally, these marquee events also drive value for SBL holders, who have committed more than \$500M to Levi's Stadium, and purchased over \$17M in Public Events inventory at the stadium. Priority ticket presale access gives SBL Members a chance to purchase some of the best seating locations and inventory available for many events and shows prior to the general public.

SBL Members have already purchased thousands of tickets, accounting for \$500K in sales, for the two 2022 concerts that went on sale this past Fall.

San Francisco-based Levi Strauss & Co., the owner of the Levi's® brand, is one of the world's largest brand-name apparel companies and a global denim leader. LS&Co. invested in the building of Levi's® Stadium back in 2013, with a 20-year naming rights agreement. As an iconic pop culture brand that has maintained a strong connection to the music industry for more than 60 years, Levi's® derives significant brand value and sponsorship activation opportunities from concerts and other major events at Levi's® Stadium. The planned return of major musical acts to Levi's® Stadium in 2022 will strengthen the relationship with Levi's® as it approaches the midpoint of their partnership agreement with the venue.

The global pandemic decimated the 2020 live entertainment business, with the effects impacting the entire 2021 schedule. In 2022 and 2023 there is an expectation to bring the large scale event business back on track with a robust concert and soccer calendar. The Public Events team will continue to actively engage with all potential partners, promoters, artist agents, booking agents, and sports club/league leadership in order to position Levi's Stadium in a place to host as many of these tours and events as possible.

1. Public Events secured for 2022

The Public Events team was able to successfully secure three large scale concerts, announcing tour stops for Coldplay in May, Red Hot Chili Peppers in July, and an additional artist in August. Coldplay will be the first Public Event to be hosted at Levi's Stadium emerging from the COVID pandemic. All three concert bookings were a testament of the Stadium Manager's dedication and continued outreach to promoters during a time when all live entertainment was halted.

2. Head of Public Events

In order to capitalize on a strong 2022 and beyond it was essential for the Public Events team to hire an executive to oversee this vertical of the business for numerous reasons.

Artist management, tour managers, and promoters were already actively working on tour routing, event holds and negotiations for shows in 2022 and beyond. Promoters were eager to lock in concerts and go on sale as soon as possible to capture pent up consumer demand from the past year and a half. It was

essential that the Stadium Manager had the resources in place to be responsive and proactive in our communications and engagements with these parties.

Outreach and daily contact is another imperative component to the booking process. We must stay top of mind with these parties as they map out their upcoming tours. Additionally, there is a high expectation of quick and instant responses when promoters are in need of additional information regarding calendar availability, expense estimates, agreement and term negotiations, and ticket information. With a busy slate of inquiries already in play, the ability to balance the requests and expectations of promoters would have been difficult without the proper resources and this position in place.

The Stadium Manager was successful in staffing a Head of Public Events who lives and works exclusively within the Public Events space. This key executive position now runs Public Events from start-to-finish, from sourcing to settlement. This executive balances their time between promoter interactions for booked and prospective events, and communications with all internal parties.

Hiring this role was essential in capitalizing on abundant opportunities for the 2022 calendar and beyond. With more events and tours in the works than ever before, it was essential that we were properly staffed in a manner that allows us to not only fill up the calendar, but also fully evaluate, sell, and market each event properly.

The individual hired into the role provides a notable background in the event industry from both the private and public event sector. Experiences range from developing strong relationships with promoters to negotiating and booking public events in pavilions, arenas, and stadiums across various markets. The Head of Public Events previously booked private events at Levi's Stadium and comes with exceptional internal relationships and a thorough understanding of Levi's Stadium Special Events.

3. Proactive outreach based on travel and entertainment budget approval

The Public Events team was able to begin proactive outreach to promoters and schedule in-person meetings based on the approval of a proposed travel and entertainment budget. These in-person touch points are crucial to the growth of the Public Events business and building relationships with key decision makers within the industry.

Immediately following the approved budget, the Head of Public Events attended the Leagues Cup Final at Allegiant Stadium where time was spent with the Major League Soccer / Soccer United Marketing team. Cultivating this existing relationship was influential to the continued partnership, as Levi's Stadium is now a top contender for upcoming high profile international soccer matches.

The Head of Public Events also attended the VenuesNow Conference in Seattle. VenuesNow brought together the leaders, influencers, and visionaries that help create a positive disruption in the sports and live entertainment venue industry. A majority of the attendees held the title of Director or above and represented various sectors of the business. Attendance at this conference was used as a key networking opportunity to cultivate relationships within the live entertainment industry. The relationships built at VenuesNow have been leveraged into expanding on promoters' interest in booking events at Levi's Stadium.

Upon the approved travel and entertainment budget outside of conferences, The Head of Public Events was also able to secure three consecutive days of meetings in Chicago with multiple promoters and Tour Directors from Live Nation and AEG, all of which are looking at Levi's Stadium for potential shows in 2022, 2023 and beyond.

Looking Forward:

1. Continued proactive outreach, networking and relationship building

In order to maintain the success of the Public Events business, it is necessary to continue to be proactive with networking and relationship building with key players in the live entertainment industry. This includes repeat visits and touch points to promoters that Stadium Manager has an established relationship with, along with developing new relationships with influential decision makers within the industry.

Stadium Manager will look to build upon the budget that was approved in 2021 in order to maintain top of mind and relevant in within the industry and decision makers. This will allow the Public Events team to continue to book in person meeting with top level executives and attend conferences where networking opportunities are prevalent.

Repeat visits and touch points with promoters that currently book event at Levi's Stadium will assist with solidifying and strengthening the existing relationships. Along with continued outreach to promoters Stadium Manager has existing relationships with, we will also layer in outbound meetings with promoters and decision makers who have not held events at Levi's Stadium in the past. Stadium Manager strives to be proactive in looking for new marquee events and revenue generating opportunities to bring to the City of Santa Clara.

Stadium Manager realizes SBL holders have committed more than \$500M to Levi's Stadium and offering the ability to attend Public Events outside of the NFL realm is an indispensable part of what they have purchased. Promoters place a strong value on the ability to market to both the SBL Member list and stadium marketing databases – it is one of the first topics of conversation with new promoters who have not previously worked at Levi's Stadium.

2. Weekday curfew extension

With the new process in place for weekday concerts the Stadium Manager will work diligently with promoters in order to capitalize on tours that were previously unable to make stops at Levi's Stadium due to the need for a weekday calendar date. In previous years the Stadium Manager was forced to pass on artists who could only route shows in the Bay Area during weekdays as the music ban hindered them from playing at Levi's Stadium. The new waiver extension has now opened the door for the Stadium Manger to aggressively and proactively go after mid-week shows. Communicating this change to promoters is essential as promoters were no longer including Levi's Stadium as routing options for weekday shows.

3. Leverage Organic Assets - NFL Event, non-event day promotional opportunities, and organic marketing assets

To help increase popularity, viewership, and demand for Public Events, the Stadium Manager expects to continue promoting Public Events at 49ers home games and utilize non-event day advertising opportunities. While this has been an effective strategy for past Public Events, the Stadium Manager will look to increase and prioritize promoting Public Events at NFL events, with the expectation of increasing a Public Event's

demand while bringing new, diverse audiences to our non-NFL events. Furthermore, the Stadium Manager will increase efforts to capitalize on NFL activities as opportunities to promote upcoming Public Events. These promotions at NFL Events, and on the exterior LED panels on Levi's Stadium, will need to be negotiated with the 49ers, and the costs of the promotions will be borne by Public Events.

Examples of video board rotations visible to daily Tasman foot and vehicle traffic.



Example of large video board promotions during a 49ers regular season game.



Additionally, Public Events are promoted through a full slate of owned digital channels including creating an event listing page for each event on the levisstadium.com website, and promotion of ticket sales via monthly emails to Levi's Stadium email subscribers. Mobile application push notifications and social media posts will also raise awareness and promote sales and suite/group rentals where applicable.

Examples of promotion of ticket sales via monthly emails to Levi's Stadium email subscribers.

Don't Miss Out on These Upcoming Concerts at Levi's® Stadium

Levi's STADIUM

COLDPLAY
MUSIC of the SPHERES

WORLD TOUR

LEVI'S STADIUM
SANTA CLARA, CA
APRIL 23, 2022

WITH SPECIAL GUEST
H.E.R.

TICKETS ON SALE NOW AT LEVISTADIUM.COM
THE NEW ALBUM MUSIC of the SPHERES OUT NOW

Coldplay's much-anticipated Music Of the Spheres World Tour will make its only Bay Area stop at Levi's® Stadium on Saturday, April 23. Be here to see the band return to Santa Clara, with special guest and Grammy Award-winning artist, H E R. Lock in your seats for an unforgettable night!

BUY TICKETS **VISA**

Coldplay has committed to making this tour as environmentally sustainable as possible. To view the band's comprehensive set of sustainability initiatives and environmental commitments please visit coldplay.com/sustainability

RED HOT CHILI PEPPERS

WITH SPECIAL GUESTS
BECK AND THUNDERCAT

JUL 29 • LEVI'S STADIUM
ON SALE NOW

Anthony Kiedis, Flea, Chad Smith and John Frusciante of the Red Hot Chili Peppers are set to hit the stage and perform under the bright lights of Levi's® Stadium on Friday, July 29. Don't miss hits such as "Under the Bridge," "Californication" and more, along with special guests Beck and Thundercat for an exciting summer concert in The Bay. Get your tickets below!

BUY TICKETS **VISA**

Conclusion

In conclusion, we are confident the Levi's Stadium's Non-NFL Event Marketing Plan has accurately outlined a strategic approach that will continue to drive revenue and attract high-impact events. Continued client outreach, stewardship, intentional marketing initiatives, and collaboration will significantly amplify the future success of the business.