

Santa Clara Stadium Authority

Informational Report on Super Bowl LX and FIFA World Cup 2026 Updates



March 5, 2024

Item #6, RTC # 24-246

Outline

- ☐ **SCSA/City Presentation – PART 1**
- ☐ **Bay Area Host Committee Presentation** *(separate presentation)*
- ☐ **SCSA/City Presentation – PART 2**



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POST MEETING MATERIAL

Presenters

City/Stadium Authority Staff

- Jovan D. Grogan, City Manager/Executive Director, City/Stadium Authority
- Glen R. Googins, City Attorney/Stadium Authority Counsel, City/Stadium Authority
- Chuck Baker, Assistant City Manager, City/Stadium Authority
- Elycia Knight, Development Project Manager, City/Stadium Authority
- David Flamm, Emergency Services Officer, City
- Richard Fitting, Police Captain, City



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Background

Jovan D. Grogan

*City Manager / SCSA Executive Director
City of Santa Clara / Stadium Authority*



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Agenda

SCSA/City Presentation – PART 1

- Background
 - FIFA World Cup 2026 (FWC26) Guiding Principles
 - Super Bowl LX (SBLX) Guiding Principles
 - Games Overview
 - Stakeholder Structure and Roles



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FWC26 Guiding Principles

On May 23, 2023, the City Council and Stadium Authority Board adopted the following:

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. Professionally oversee FIFA World Cup 2026 events in a manner that positively highlights the City of Santa Clara and celebrates the rich diversity of Santa Clara's neighborhoods. 2. Attain reimbursement of all event costs, including public safety (pre- and post-event costs). 3. Ensure direct benefits to the Santa Clara community and Santa Clara businesses. 4. Plan and provide for communication and engagement with residential neighborhoods adjacent to Levi's Stadium and other venues that will be utilized for large events. 5. Ensure specific benefits to and involvement of Santa Clara youth and adult soccer programs. | <ol style="list-style-type: none"> 6. Seek revenue generating utilization of the Santa Clara Convention Center and other event and recreation spaces (including college and school facilities) in the City of Santa Clara without any impact to the General Fund. 7. Seek mitigation of City and Stadium Authority financial risks and liabilities. 8. Engage in transparent communication on pre-planning efforts, with periodic progress reports to the City Council, including reports published on the City's website to promote engagement and awareness for residential neighborhoods adjacent to the Stadium and the City as a whole. 9. Pledge that the Santa Clara City Council, Stadium Authority Board, and City staff will follow the law, act ethically and transparently with the expectation that other parties do the same. |
|--|---|



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Proposed SBLX Guiding Principles

1. Professionally oversee **Super Bowl LX** events in a manner that positively highlights the City of Santa Clara and celebrates the rich diversity of Santa Clara's neighborhoods.
2. Attain reimbursement of all event costs, including public safety (pre- and post-event costs).
3. Ensure direct benefits to the Santa Clara community and Santa Clara businesses.
4. Plan and provide for communication and engagement with residential neighborhoods adjacent to Levi's Stadium and other venues that will be utilized for large events.
5. Ensure specific benefits to and involvement of Santa Clara youth and adult **football** programs.
6. Seek revenue generating utilization of the Santa Clara Convention Center and other event and recreation spaces (including college and school facilities) in the City of Santa Clara without any impact to the General Fund.
7. Seek mitigation of City and Stadium Authority financial risks and liabilities.
8. Engage in transparent communication on pre-planning efforts, with periodic progress reports to the City Council, including reports published on the City's website to promote engagement and awareness for residential neighborhoods adjacent to the Stadium and the City as a whole.
9. Pledge that the Santa Clara City Council, Stadium Authority Board, and City staff will follow the law, act ethically and transparently with the expectation that other parties do the same.



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In the News

Feb 4, 2024

Check out the match schedule for the tournament in Canada, Mexico and USA with each of the 104 fixtures from the 48-team event.

The match schedule for the FIFA World Cup 26™ has been revealed.

Feb 4, 2024

2026 World Cup final set for MetLife Stadium, USMNT kicks off play in L.A.

Feb 25, 2024

Caesars Superdome undergoing \$500 million in renovations before New Orleans hosts 2025 Super Bowl

Feb 11, 2024

Super Bowl spotlight turning to New Orleans as 2025 host city

Feb 10, 2024

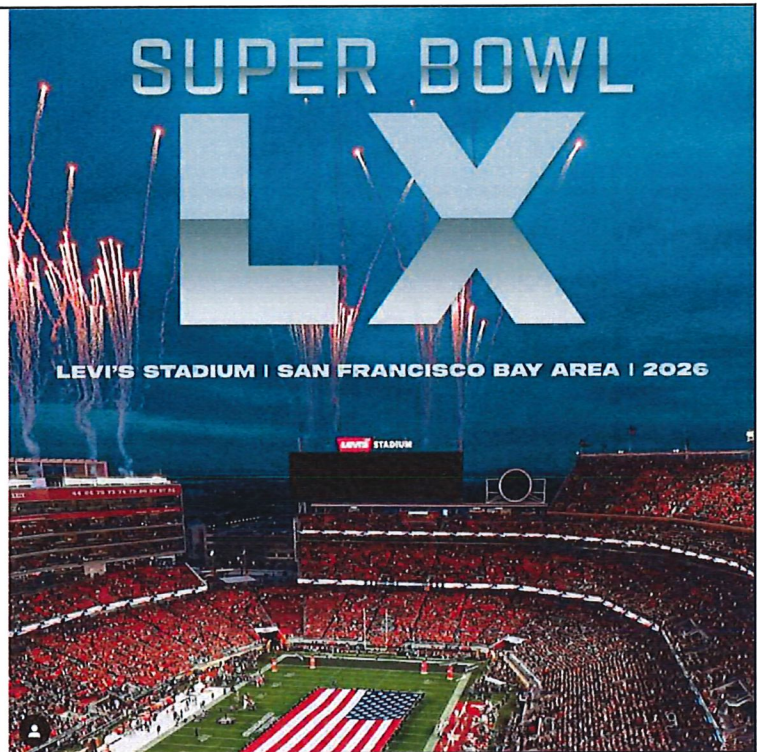
Canada Prepares for Soccer's 2026 World Cup

While no new stadiums will be built in Vancouver or Toronto, multimillion-dollar renovations must be finished on a tight deadline.



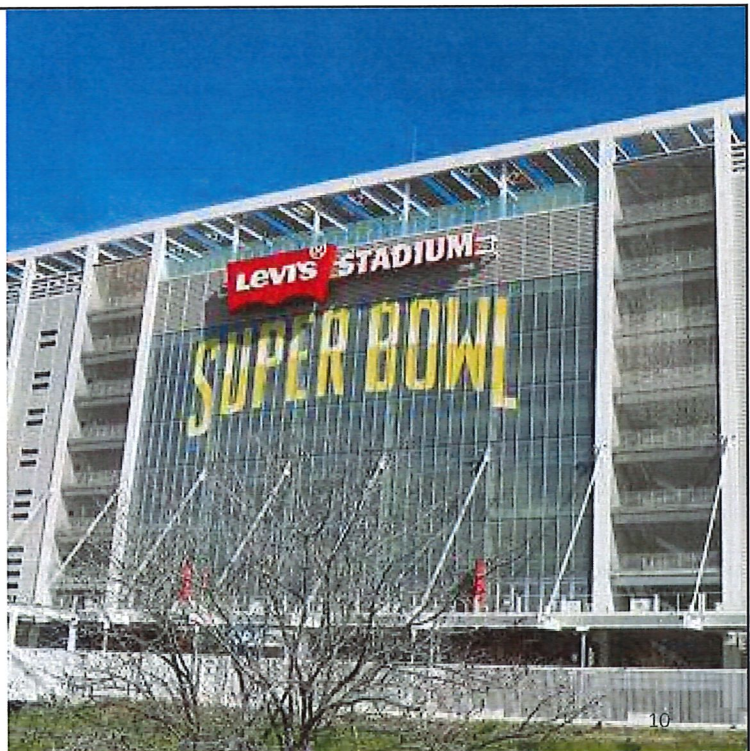
Sources: [FIFA](#), [New York Times](#), [ESPN](#), [CBS Sports](#), and [New Orleans Metro News](#) 8

Super Bowl LX



Super Bowl LX Overview

- February 2026
- On May 22, 2023, the NFL announced that Super Bowl LX will be played at Levi's Stadium



FIFA World Cup 2026

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FWC26 Host Cities

- On June 16, 2022, FIFA announced sixteen (16) Host Cities/regions in North America
 - 2 in Canada (Vancouver and Toronto)
 - 3 in Mexico (Mexico City, Guadalajara, and Monterrey,)
 - 11 in the United States (Seattle, San Francisco Bay Area, Los Angeles, Kansas City, Dallas, Houston, Atlanta, Boston, New York/New Jersey, Philadelphia, and Miami).

USA			
ATLANTA	BOSTON	DALLAS	HOUSTON
KANSAS CITY	LOS ANGELES	MIAMI	NEW YORK NEW JERSEY
PHILADELPHIA	SAN FRANCISCO BAY AREA	SEATTLE	

MEXICO		
GUADALAJARA	MEXICO CITY	MONTERREY

CANADA	
TORONTO	VANCOUVER

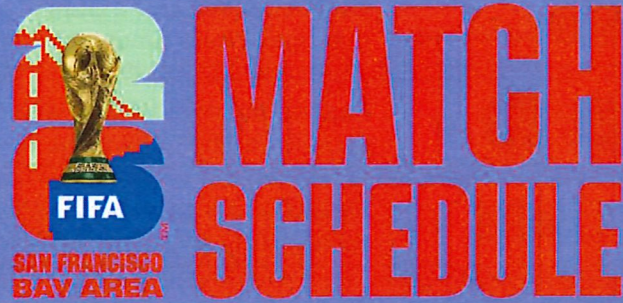
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FWC26 Levi's Stadium

- On February 4, 2024, FIFA announced the FWC26 Match Schedule.
- MetLife Stadium in NJ/NY will host the final.
- 6 Matches
 - 5 Group Stage
 - 1 Knockout Round



6/13/26 **GROUP STAGE** 6/22/26 **GROUP STAGE**
 6/16/26 **GROUP STAGE** 6/25/26 **GROUP STAGE**
 6/19/26 **GROUP STAGE** 7/01/26 **ROUND OF 32**

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Stakeholder Roles



Non-profit focused on bringing mega-events to the Bay Area.
Host City for both SBLX and FWC26.



Professional football league responsible for organizing the annual Super Bowl event.

FIFA

Soccer's international governing body that organizes the FIFA World Cup, an international competition between FIFA's national teams.



Local jurisdiction where Levi's Stadium is located.
Lead agency responsible for public safety and permitting for the events.

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Owner of Levi's Stadium, which will host SBLX and six FWC26 matches.

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Stakeholder Roles (Cont.)

 & Stadium Manager	StadCo leases Levi's Stadium for NFL games. Stadium Manager manages Levi's Stadium on behalf of StadCo and Stadium Authority.
  +	Federal partners to work with City/SCSA and BAHC on public safety and security for the 2026 major events.
 +	State partners to work with City/SCSA and BAHC on emergency planning, public safety and other items for the 2026 major events.
  +	Regional partners to work with City/SCSA and BAHC on public safety, emergency planning, and other items for the 2026 major events.
  +	Regional public transportation agencies to work with City/SCSA and BAHC to coordinate transportation to and from the 2026 major events.



SCSA
Santa Clara Stadium Authority

Agenda

SCSA/City Presentation – PART 2

- Negotiation of Agreements and Documents
- Ongoing City and Stadium Authority Work Efforts
- City Infrastructure and Resources
- Stadium Capital Projects
- Emergency Preparedness
- Public Safety Planning
- Planned Work Efforts
- Next Steps / Recommendation



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Negotiation of Agreements and Documents

Glen R. Googins
City Attorney / Stadium Authority Counsel
City of Santa Clara / Stadium Authority



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FWC26 Agreements

- Acquisition of Key FWC26 Agreements
 - Stadium Agreement
 - Host City Agreement
 - Addendum to Stadium Agreement and Host City Agreement
 - Process for obtaining access to any and all other documents and information relevant to any proposed City/Stadium Authority FWC26 obligations

The logo for the Santa Clara Stadium Authority (SCSA) is located in the bottom left corner of the slide. It consists of a red rectangular box with the letters "SCSA" in white, bold, sans-serif font. Below "SCSA", in a smaller white font, are the words "SANTA CLARA STADIUM AUTHORITY".

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Negotiations of Event Implementation Agreements

- Assignment and Assumption Agreement
 - **Parties:** Stadium Authority/City, BAHC, ManCo/StadCo
 - **Premise:** All FWC26 Event Obligations under the Stadium Agreement to be Assigned to and Assumed By the BAHC in Consideration of BAHC receiving all associated Event Revenues.

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Key Terms

- Refined Definitions/Understandings of Event Expenses and Event Revenues
- Refined Definitions/Understandings of Required Stadium Improvements and an Implementation Process that Minimizes Impacts on Other Events
- Assurances that Cost Reimbursements Will be Available When Needed and in Amounts Needed
- Preservation of Stadium Authority Non-NFL Event Surcharge and Possible Other Mechanisms to Mitigate Opportunity Costs
- Cooperation to Maximize City's Share of Community Benefits
- Accounting/Oversight to Assure Proper Allocation and Full Reimbursement of Costs
- FIFA Approval of Assignment to BAHC of all Stadium Authority Performance Obligations



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Other Agreements

FWC26 & SBLX

- Government Services Agreement with the City to Ensure Understanding and Reimbursement of all Stadium Agreement Costs and Any Proposed Host Agreement Obligations
- Use Agreements with the Convention Center
- City Agreements with Other Agencies for Public Safety Services
- Review and Approval of ManCo Event Service Agreements
- Others to be Determined
- Super Bowl LX "League Event Agreement"



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Ongoing City and Stadium Authority Work Efforts

Chuck Baker
Assistant City Manager
City of Santa Clara / Stadium Authority



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FWC26 Work Efforts-to-Date

- US Conference of Mayors – Washington, DC – January 17-18, 2024
 - Update on planning and the status of federal funding to support host cities
 - Public safety and transportation session on issues surrounding the games
 - City Manager had the following legislative meetings:
 - Senator Laphonza Butler
 - Senator Alex Padilla
 - Representative Kevin Mullin
 - Office of Representative Anna Eshoo
 - Office of Representative Ro Khanna



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SBLX Work Efforts-to-Date

- NFL Tour with BAHC – Santa Clara – December 13, 2023
 - Meet and Greet with key NFL operations officials
- Superbowl LVIII Future Host Programs – Las Vegas – February 9-10, 2024
 - Visiting Public Safety Officer (VPSO)
 - Multi-day meetings and tours included: Local FBI Office and Command Center, Allegiant Stadium, NFL Fan Zone, Las Vegas Metro PD's, Joint Information Center (JIC), Vehicle and Cargo Inspection Center (VACIS), Team Hotels and security deployments, Joint Emergency Training Institute (JETI), Emergency Communications (Public/Private partnership)
 - Future Host Cities Meeting
 - 4 cities in attendance: New Orleans, Santa Clara/Bay Area, Los Angeles, Charlotte
 - One-day meetings with NFL department heads and Las Vegas Host Committee at Mandalay Bay Convention Center, Allegiant Stadium and Caesars Palace



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City Infrastructure and Resources

- Mobile Command Vehicle
 - The City's Fire Department does not have a mobile command vehicle suitable for supporting moderate incidents like multi-alarm fires.
 - In February 2024, the City submitted a \$2M state budget request to Assembly Member Low to fund a command vehicle capable of supporting large-scale, regional emergencies with Unified Command.
- Staffing for Adequate Fire and Emergency Response (SAFER) Grant
 - The City's SAFER Grant is currently funding 18 Firefighter positions and is set to expire in March 2026.
 - Staff is working with the City's legislative consultant and FEMA to explore potential options to obtain more grant funding and/or extend the grant through July 2026.

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City Infrastructure and Resources

- **Public Safety Radios**
 - The City's Police and Fire Departments' interoperable radios are reaching end of service and will need to be replaced in the near future.
 - Staff is planning to bring forward an agreement for Council approval at the March 19 Council meeting.
 - Funding for the radio replacement has been identified through multiple sources, including a \$1.75M appropriation in Assembly Bill 102 Budget Act of 2023 and a pending \$963K federal earmark.

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City Infrastructure and Resources

- **Key Agreement(s)**
 - Analyzing and developing work plan for City contracts and agreements that are set to expire near or during the first half of 2026.
- **City Capital Projects – Routine/Maintenance**
 - Strategic planning to mitigate impacts to ensure completion before or after the major events in the area.
 - E.g., Great America Parkway/Mission College Intersection Improvements Project
 - Widen intersection with additional left-turn and vehicle lanes
 - Bicycle lane, pedestrian, and bus stop improvements
 - Traffic signal upgrades and pavement rehabilitation

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Stadium Capital Projects

Elycia Knight
Development Project Manager
City of Santa Clara / Stadium Authority



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Stadium Capital Projects

- Stadium Authority is enhancing its oversight and tracking of capital projects.
- Stadium capital projects require additional focus, as the facility is anticipated to require more maintenance and replacement needs in the upcoming years.
- Stadium Manager has identified various capital improvements that will need to be completed by 2026.
 - No capital projects required for SBLX
 - One known capital project required for FWC26
 - *Bowl/Field Modification*



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Capital Project Oversight

- Capital improvements oversight includes:
 - Coordination with Stadium Manager on schedule sequencing and review of potential impacts on Non-NFL Events.
 - Mitigation of potential revenue loss during FWC26 and SBLX-related renovations.
 - Oversight of project timelines and milestones.
 - Compliance oversight with regulations, standards, and adherence to agreements.
 - Management and facilitation of interdepartmental coordination of plan review and permitting of projects.
 - Oversight of the annual Capital Expenditure Budget and 5-year Capital Plan to ensure overall project success through planning and execution.

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Stadium Capital Projects

Sample Capital Projects to be Completed by 2026
(not required by SBLX or FWC26)

Improvement	Funded By
Digital Video Display Replacement and Control Room Upgrade	StadCo
Suite Renovations	StadCo
Enhanced Naming Rights Signage	Joint (SCSA & StadCo)
Special Event Area Renovations (Yahoo Wing)	Joint (SCSA & StadCo)
Field Sports Lighting LED Retrofit	SCSA

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Stadium Capital Projects

- **Capital Project Required by FWC26**
 - Bowl/Field Modification: *Current pitch at Levi's Stadium of 64m x 105m does not meet FIFA's desired specifications of 68m x 105m. Modifications can be made to meet FIFA's requirements however further analysis and negotiations with FIFA are in-progress.*




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Emergency Preparedness

David Flamm
Emergency Services Manager
City of Santa Clara



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Office of Emergency Services (OES)


Response, Preparedness, and Recovery

- To provide a place to collectively communicate, a language with which to communicate, and a process to set collective objectives
- To maintain strategic level “whole of jurisdiction” mission focus
- To facilitate multi-stakeholder coordination, planning, and preparedness focused on resilience and readiness

Local Government Incident Management Levels

IM Actors	Guiding Doctrine	IM Levels	Mission Focus	Primary Activities
Politicians	Law/Code/Ordinances	Elected	Political	Financial/Public Support/Laws
Executives	Departmental Policies	PAG	Policy	Codifying Strategic Methods
Emergency Managers	SEMS/EOP	EOC	Strategic	Continuity of Govt. & Strategic Coordination
Crisis Managers	Departmental Procedures	DOCs/Dispatch	Operational	Moving Resources Around
Incident Responders	ICS	INCIDENT	Tactical	Resources Fighting the Fight

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Current OES Projects

SBLX/FWC26 Prep

- Department of Homeland Security Cyber Tabletop Exercise Partnership
- TEEX Sports/Special Event Training Suite
- Emergency Management Concepts Course Offerings
- FBI Victim Services Briefings
- Urban Area Security Initiative Cyber Tabletop Exercise

TEXAS A&M ENGINEERING





EXTENSION SERVICE

CISA / DEPARTMENT OF HOMELAND SECURITY / FEDERAL BUREAU OF INVESTIGATION

**CITY OF SANTA CLARA
TABLETOP EXERCISE**

INITIAL PLANNING MEETING

JANUARY 17, 2024

City of Santa Clara

Department of Homeland Security

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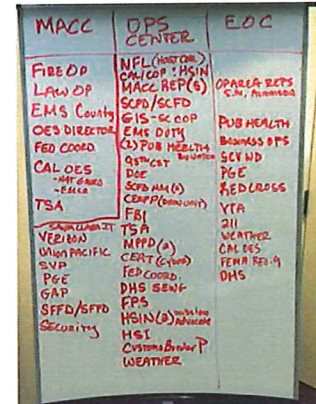
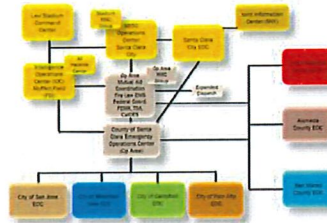


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SB50 Pre-Event Preparedness

Initiated 10 Months Prior

- Emergency Management Planning Groups: 5
- Planning Meetings (amongst all groups): 35
- Exercises and Drills Conducted: 6+
- Trainings Conducted: 5 major categories. Multiple individual classes under each.



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SB50 vs. Now

Much Further Along

- Starting earlier
- Products and templates built
- Complex problems already solved
- Joint Information Center/Public Information Officer components defined
- EOC and Ops Centers built out
- Emergency Managers in place
- Relationships established
- Better tailored trainings/classes



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Public Safety Planning

Richard Fitting
Police Captain
City of Santa Clara

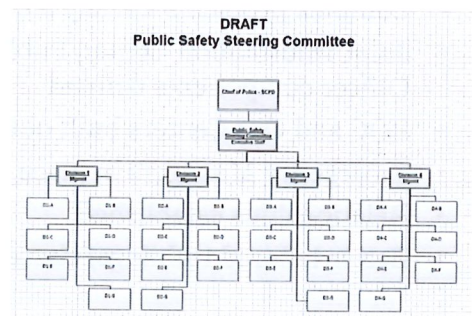
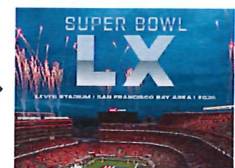


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Public Safety Planning

Super Bowl LX • FIFA World Cup 26

- Super Bowl 50 Review
 - We have coordinated and implemented a sound, safe operational plan for a major, globally observed event
 - Comprehensive after-action review
- What still applies? What doesn't?
 - Partnerships
 - Subcommittee structure
 - Technology
 - Infrastructure/Footprint/Areas of Responsibility



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Public Safety Planning

Super Bowl LX • FIFA World Cup 26

- **Special Event Assessment Rating (SEAR)**
 - Will define the level and type of Federal law enforcement and security support provided.
 - **Various Levels:**
 1. Significant events with national and/or international importance that require extensive federal interagency support.
 2. Significant events with national and/or international importance that may require some level of federal interagency support.
 3. Events of national and/or international importance that require only limited federal support.
 4. Events with limited national importance that are managed at the state and local levels.
 5. Events that may be nationally recognized but generally have local or state importance.
 - **Super Bowls have historically been SEAR 1 events.**
 - **SEAR rating for FWC26 events in Santa Clara are TBD. Department of Homeland Security is evaluating.**
 - **Public Safety structure will change once we know the SEAR rating.**

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Public Safety Planning

Super Bowl LX • FIFA World Cup 26

- **Visiting Public Safety Official (VPSO) program**
 - Collaboration with LVMPD, NOPD (SB59), SCCSO, SJPD, SFPD
- **Multi-Day Itinerary**
- **Key Take-Aways**
 - Elevated scope & magnitude
 - Internal demands will be significant
 - Quality partnerships are a necessity



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Public Safety Planning

Super Bowl LX • FIFA World Cup 26

- Steps Forward
 - Review of Super Bowl after-action reports
 - Review/enhancement of policies, procedures
 - Training/simulations/table-top exercises
 - Equipment/resource allocation
 - Internal staffing and committee designations
 - Evaluate TBD areas of responsibility
 - Partnership communication and collaboration








Planned City and Stadium Authority Work Efforts

Chuck Baker
Assistant City Manager
City of Santa Clara / Stadium Authority

Planned Work Efforts - Agreements

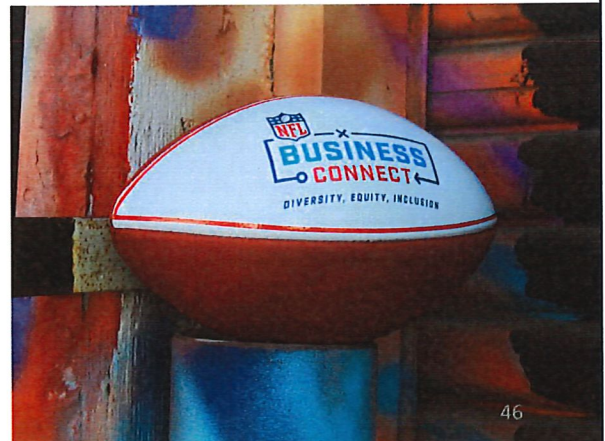
- SBLX
 - Continue meeting with BAHC and other key stakeholders as needed to finalize Government Services Agreement negotiations and any other potential agreements, subject to Board approval.
- FWC26
 - Continue meeting with BAHC and other key stakeholders as needed to finalize Assignment and Assumption Agreement negotiations and any other potential agreements, subject to Board approval.



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Planned Work Efforts – Partnerships

- SBLX
 - Work with BAHC to identify Santa Clara-focused community organizations and small business owners that will serve as stakeholders in developing and implementing community benefits/grants and the NFL Business Connections strategy.
 - Staff will also partner with various municipal agencies and cities on key work efforts for the events.



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Planned Work Efforts – Partnerships

- FWC26
 - Staff is focused on ensuring that all communities in Santa Clara reap the incredible economic and cultural benefits of FWC26.
 - Staff will also partner with various municipal agencies and cities on key work efforts for the events.

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Next Steps & Recommendation

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Next Steps

- Staff will provide an update to the Council and Board on these work efforts in June 2024.



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Staff Recommendation

1. Note and file informational report on Super Bowl LX and FIFA World Cup 2026 updates; and,
2. Adopt the Super Bowl LX Guiding Principles.



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Santa Clara Stadium Authority

3/5/2024

Bay Area Host Committee
Item 6



City of Santa Clara & Santa Clara Stadium Authority

MARCH 2024

© 2024 Bay Area Host Committee



Agenda

Who We Are

What We Do

Next Steps

POST MEETING MATERIAL

Agenda

- Who We Are
- What We Do
- Next Steps

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**The BAHC is a 501 (c) (6) non-profit
focused on bringing mega-events
to the Bay Area**

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The Vision



**Bringing the
LEGENDS
to the Bay.**

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**Our Goal is to Attract More Sporting
Events to the Bay**



1 DALLAS	6 LOS ANGELES
2 NEW YORK CITY	7 LAS VEGAS
3 CHARLOTTE	8 NASHVILLE
4 MINNEAPOLIS	9 CHICAGO
5 ATLANTA	10 PHOENIX

Source: Sports Business Journal March 2023

How we Improve as a Sports Market?



Cost of Living Mitigation



Additional government funding and support




Sustainable sports commission

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BAHC Exists To Unite The Bay Area Through Sport

Where we've been & where we are going

The PAST



2013: Establishment of BAHC
2016: Super Bowl 50
2019: CFP Championship



The PRESENT



2022: New Board & Bylaws
2023-24: New CEO & Brand
Feb 2025: NBA All-Star Game
Feb 2026: Super Bowl LX
June 2026: FIFA World Cup



The FUTURE



2026 and Beyond:
Establish a sustainable model and increase Bay Area's competitiveness for major sporting events

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BAHC Partner Organizations



- ▶ First & only regional sports entity supported by every local professional sports team
- ▶ Soccer-specific working group inclusive of grassroots, club, semi-pro, and pro teams focused on growing the beautiful game
- ▶ Strong ties to local tourism and business associations to drive economic vitality, community engagement, civic pride, and global recognition in the Bay Area

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BAHC Supporting Partners | BAHC is supported by partners strategically across their domain expertise

BCG

**Godfrey
Dadich.**

**FLEISHMAN
HILLARD**

**LIGHTHOUSE
PUBLIC AFFAIRS**

**NIXON
PEABODY LLP**

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Brand Identity

**Our logo draws
inspiration from the
eight iconic bridges
and countless
diverse cultures
spanning the Bay**

BAHC

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Our identity embodies Bay Area's sports teams, serving as a visual foundation for our efforts to build pride, connect communities, and re-energize the region



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BAHC Board of Directors | The Board has representation and support across all local professional sports teams



Larry Baer
President & CEO,
SF Giants



Jonathan Becher
President, San Jose
Sharks



Al Guido
President, San Francisco
49ers



Cipora Herman
Board of Director,
ZipRecruiter / Opendoor



Daniel Lurie
Founder, Tipping Point
Community



Brandon Schneider
President & COO, Golden
State Warriors



Jared Shawlee
President, San Jose
Earthquakes



Ahmad Thomas
CEO, Silicon Valley
Leadership Group



Aly Wagner
Founder & Chair, Bay FC
(Former Olympian)

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BAHC Advisory Board | BAHC is supported by a growing Advisory Board of sports & community leaders



Daniel Acosta
Managing Director and Senior Partner, BCG



Hydra Mendoza
VP, Chief of Strategic Relationships in the Office of the Chair & CEO, Salesforce



Brandi Chastain
Co-founder, Bay FC



Scott Dadich
CEO & Founder, Godfrey Dadich Partners



Mike Dunleavy
General Manager, Golden State Warriors



Festus Ezeli
Sports Analyst for NBA Sports Bay Area & California



Zaza Pachulia
Liaison for Business & Basketball, Golden State Warriors



Hunter Pence
Analyst, MLB Network



Bob Powers
General Manager, Bay Area Rapid Transit



Cynthia Teniente-Matson
President, San Jose State University



Chris Wondolowski
Soccer Operations, San Jose Earthquakes



Steve Young
Chairman & Co-Founder at HGGC (former 49ers)

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Our team brings a wealth of experience in preparing and executing mega-events across sports and live entertainment

Our Team



Zaileen Janmohamed
Chief Executive Officer & President

- An award-winning sports industry veteran with nearly 20 years of experience
- Recently served as SVP, Commercial Development and Innovation for LA28 (2028 Summer Olympic and Paralympic Games)
- Has led marketing and commercial strategies for major brands including Visa, GMR, MLS, Google, Intel, and many more



Ryan Bates
Vice President of Partnerships



Karina Herold
Chief Operating Officer



Patty Hubbard
Chief Marketing Officer



Kristin Miller
Chief Financial Officer



Ruth Shikada
Head of Government & External Affairs



Becca Smith
Manager, Asset Development

Decades of experience at leading organizations



WILLIAMS-SONOMA, INC.

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Agenda

Who We Are

➤ What We Do

Next Steps

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~12,000

Jobs created across industries

~500K

Visitors expected to come from outside of the Bay Area

BAHC brings world-class events to the Bay Area which will boost its economy and revitalize its communities



Source: BCG analysis; Temple University Sports Industry Research Center

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NBA All-Star 2025 in the Bay Area



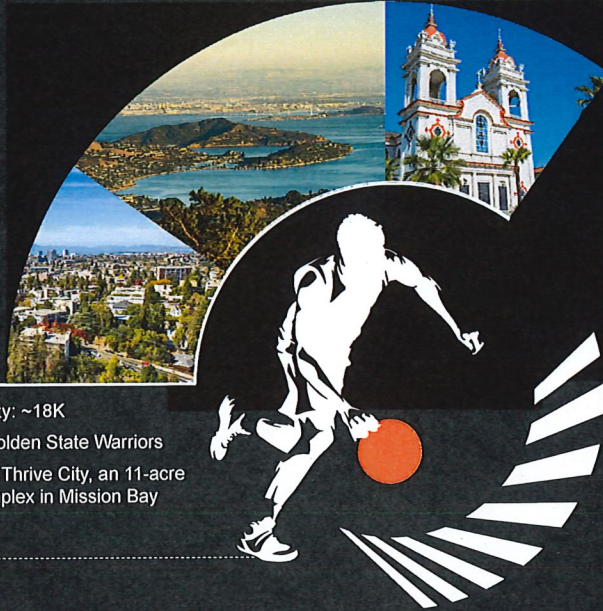
THE VENUE:
CHASE CENTER,
SAN FRANCISCO

- Seating capacity: ~18K
- Home of the Golden State Warriors
- Surrounded by Thrive City, an 11-acre mixed-use complex in Mission Bay

7M VIEWERS

Exhibition game

showcasing 24
of the league's
star players



EVENTS AND FAN EXPERIENCES

- NBA Crossover
- NBA All-Star Celebrity Game
- NBA Rising Stars
- State Farm All-Star Saturday Night
- Oakland Watch Parties

COMMUNITY AND CHARITY EVENTS

- Basketball Without Borders Camp
- NBA HBCU Classic
- Junior NBA Events



SPONSORSHIPS/PARTNERSHIPS

30+
OFFICIAL SPONSORS

2025

February 16th

January March April May June July August September October November December

Super Bowl LX in the Bay Area



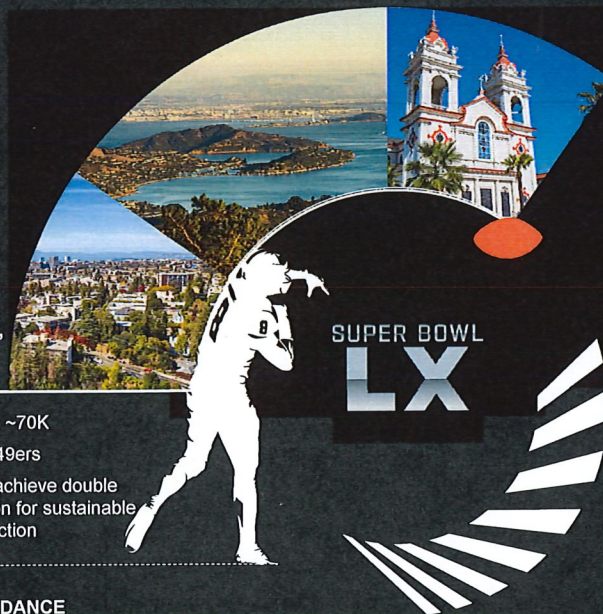
THE VENUE:
LEVI'S STADIUM,
SANTA CLARA

- Seating capacity: ~70K
- Home of the SF 49ers
- Only stadium to achieve double LEED Certification for sustainable design & construction

**Milestone
Event** for
the NFL

113 Million
VIEWERS

~70K ATTENDANCE



EVENTS AND FAN EXPERIENCES

- Opening night
- Super Bowl Experience
- NFL Honors
- NFL House
- NFL Tailgate

COMMUNITY AND CHARITY EVENTS

- Taste of the NFL
- NFL Business Connect program
- BAHC/NFL Foundation Legacy program
- NFL Green Sustainability Initiatives
- NFL Community Relations and Social Responsibility programming

SPONSORSHIPS/PARTNERSHIPS

40+
OFFICIAL
SPONSORS

~70
ADVERTISEMENTS

2026

February

January March April May June July August September October November December

FIFA World Cup 2026 in the Bay Area



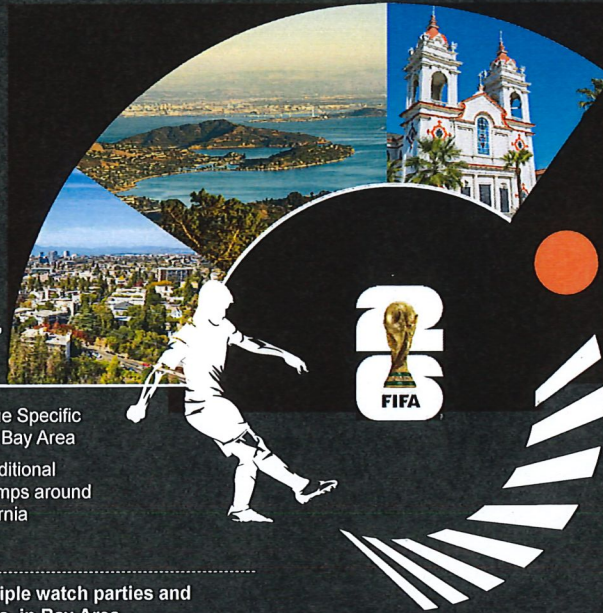
THE VENUE:
LEVI'S STADIUM,
SANTA CLARA

6 MATCHES

to be played in
the Bay Area
(June 13 – July 1)

- Additional Venue Specific Training Site in Bay Area
- Potential for additional Team Base Camps around Northern California

Potential for multiple watch parties and community events in Bay Area



LARGEST WORLD CUP TO DATE

Global football event hosted in the US, Canada, and Mexico

16 CITIES

48 TEAMS

12 GROUPS

104 MATCHES

1.5 Billion

VIEWERS GLOBALLY

2026



Our Role

The Bay Area Host Committee will play a key role in maximizing positive impact beyond the events across the region



Organize and manage high profile sporting events - engaging local businesses and volunteers - to enhance the experience for the city, state & region



Collaborate with intl. sports organizations (e.g., FIFA) and state & local government entities for comprehensive planning and execution



Lead fundraising efforts across donors (e.g., corporate sponsors, philanthropic organizations) and **drive expense mitigation**



Build lasting cultural legacy by attracting additional major events and providing sustainable economic opportunities for local communities



Build foundation for a permanent, sustainable org by focusing on Legacy Pillars to guide our programming and long-term impact

Responsible for Coordination Across All Levels of Government



Federal:

- White House Task Force (FIFA)
- Security (NSA)
- Transport (DOT)
- Appropriations



State:

- Bid and Event Support (Governor, Lt. Gov, Representatives)
- Emergency Services (OES)
- Transport (DOT)
- Appropriations



Local:

- Bid and Event Support (Mayor + Council, City Staff, County Presidents and Boards of Supervisors)
- Public Safety and Security
- Local Transportation Agencies (VTA, Caltrain etc)
- Labor & Human Rights
- Climate & Sustainability

Initiation of Legacy Pillars that will serve as our long-term ambition



ENABLING THE HOME TEAM: *Community Empowerment*

Ensuring local communities benefit, learn, & advance because of sports events in the Bay



TRAINING OUR ROOKIE PROSPECTS: *Youth Development*

Improving mental health, confidence, & skill development



PROMOTING ENVIRONMENTAL FITNESS: *Sustainable Operations*

Leveraging eco-friendly practices that minimize environmental harm

ACCELERATING IMPACT: Technology & Innovation

Agenda

Who We Are

What We Do

➤ Next Steps

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Next steps

- ➊ **Work closely with City and SCSA** on ongoing preparations and planned work for SBLX and FWC26
- ➋ **Continue fundraising efforts across donors** to ensure adequate funds are raised to organize and execute the events
- ➌ **Await additional information from NFL and FIFA** on requirements for operational programming (e.g., volunteer program)

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Thank you

