



**City Council**

Action on the Proposed Agreement with OUTFRONT Media LLC to Assist in the Sale of Advertising Space on City-Owned and City-Controlled Assets in Preparation for 2026 Major Events

**Chuck Baker, Assistant City Manager**  
**Item No 4.D (#25-1021)**  
**September 23, 2025**

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**2026 Major Events Context**

- Super Bowl LX at Levi's® Stadium: Feb 8, 2026 (second Super Bowl hosted)
- FIFA World Cup matches: June 13–July 1, 2026 (6 matches total)
- Significant visitors, broadcast reach, and economic activity; community-strengthening opportunity

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## City Asset Marketing Opportunity

- Location:
  - City Assets near the Stadium (Parking lots, Buildings)
- Formats:
  - Supergraphics, Temporary free-standing LED displays, Static vinyl, Building wraps, Murals, Other out-of-home (OOH)
- Goal:
  - Structured, centralized approach to inventory, value, and manage temporary sponsorship use

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## Alignment in Key Agreements

- FIFA Assignment & Assumption (Sec. 5.11):
  - City developing list of Assets; BAHC/Stadium Manager to cooperate
- Draft Super Bowl LX League Event Agreement (Sec. 6.8):
  - Joint marketing of City Assets, subject to existing agreements and any Special Event Zone; BAHC/49ers cooperation; compliance with FIFA/NFL requirements

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## Why Specialized Expertise

- Needed skills:
  - Asset valuation
  - Marketing/sales
  - Permit navigation
  - Logistics oversight
- Enables City staff to focus on core municipal responsibilities while maintaining standards and compliance

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## Competitive Procurement Summary

- City Code § 2.105.140(c) “best value” RFP; publicly advertised
- Proposals received:
  - Canyon Oaks, OUTFRONT Media, LLC, Tandem Partnerships
- Evaluation panel:
  - Parks & Recreation, City Manager’s Office, External municipal procurement expert
- Outcome:
  - OUTFRONT recommended (highest score)

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## Agreement Overview

- OUTFRONT as primary marketing partner for 2026 Events
- Services delivered in **three phases** across approved Assets
  - Valuation & Marketing
  - Sales & Sponsorship Agreements
  - Installation & Removal
- City retains approval rights throughout

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## Phase 1: Valuation & Marketing

- Kickoff; establish goals, roles, timelines
- Assess per Asset:
  - Marketability
  - Logistics
  - Restrictions/permits/security
- Present list to City Manager/designee for approval; repeat as new Assets are identified

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## Phase 2: Sales & Sponsorship Agreements

- Develop marketing materials for City approval
- Lead sponsor negotiations; execute Sponsorship Agreements
- Protections:
  - City named third-party beneficiary
  - City may terminate to protect public interest/ensure compliance
  - No assignment without City consent
  - Insurance/indemnity/payment terms acceptable to City

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## Phase 3: Installation & Removal

- OUTFRONT obtains License Agreement to access Assets
- Responsibilities:
  - Permits and required fees
  - Coordination of installation logistics
- Standards:
  - No permanent damage or interference
  - Restore Assets to pre-activation condition

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## Compensation & Revenue Potential

- No City cost; OUTFRONT compensated from sales proceeds
- 50/50 split of net revenue:
  - Net = gross minus production, installation, removal, third-party pass-through fees
- Projected City share: \$500,000–\$1,500,000 (depends on volume/type/scale)
- Added value: Up to \$100,000 in OUTFRONT Bay Area billboard space for City initiatives

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## Oversight & Controls

- Prior written City approval required for:
  - Assets
  - Marketing materials
  - Target sponsors
- OUTFRONT to ensure no conflicts with existing agreements/ordinances
- City internal review; final written approval by City Manager/designee
- Content standards (Assets as nonpublic forum):
  - prohibited categories include obscenity; adult content; tobacco; gambling; oil/gas, incitement/threats; fighting words; defamation/fraudulent material; political campaign speech; religious advocacy

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## Recommendation:

- Approve and authorize the City Manager or their designee to execute the Agreement with OUTFRONT Media LLC to assist in the sale of advertising space on City-owned and City-controlled Assets in preparation for 2026 Events, with compensation based on a 50/50 split of net revenues and other terms as presented, in a final form approved by the City Attorney; and
- Authorize the City Manager or their designee to negotiate and execute amendments as needed to (1) expand the scope of services to include additional activation types for the 2026 Events at no additional cost to the City, (2) extend the term as-needed to allow the completion of services, and (3) make de minimis changes, all subject to the same compensation terms and review and approval as to form by the City Attorney.

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## Next Steps

- Execute Agreement; initiate Phase 1 validations and approvals
- Coordinate with BAHC/Stadium Manager and align with Special Event Zone process
- Provide regular updates to Council prior to installation of major activations

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