

From: [MacNeil, Larry](#)
To: [Deanna Santana](#)
Cc: [Compliance Manager](#)
Subject: Non-NFL Catered Events advertising - SVBJ
Date: Friday, October 9, 2020 4:37:19 PM
Attachments: [image002.png](#)
[image004.png](#)
[SVBJ Forty Niners Stadium Management Company 2021 agreement \(2\) E-Blast TBD.pdf](#)

Deanna:

I write to request SCSA approval to enter into a contract with respect to lead generation for Non-NFL catered events.

It's important to get this underway as we look forward to emerging from COVID-19 restrictions.

Silicon Valley Business Journal – NTE \$10,800

Levi's Stadium has advertised in the SVBJ since the Stadium opened in 2014. The SVBJ Dedicated Email Marketing Program currently serves 36,000 affluent business decision makers who have opted in to receive these bi-weekly e-blasts. The unique open rate of these emails is 18% and the click through rate runs between 1% and 5% depending on the content. The SVBJ has seen a 36% increase in views of these emails during the past 6 months of COVID. More information on the SVBJ reach can be found here: <https://advertise.bizjournals.com/brands/sanjose/>

These ads are important to achieve the following objectives for the Levis Stadium Special Events business:

- Generate new leads
- Increase visibility in the market
- Promote revenue generating programs

Over the past few years we have participated in a variety of advertising and sponsorship programs to increase the visibility of Levi's Stadium catered events within Silicon Valley, the Bay Area and the events industry. Our two year sponsorship of \$22K for the Silicon Valley Admin Awards led to booked events of over \$100K. Our two year participation of All Things Meeting with an investment of \$1,200 per year has secured us \$350K in booked events. A 2018 SVBJ event sponsorship of the Book of List launch party brought us a \$47K event. Our goal for this particular eblast is to book a minimum of one 50K event (or several smaller events) post COVID to cover the \$10,800 investment. The larger goal, of course, is to continue to book events through this partnership and continued outreach to the clients/data received.

The Levi's Stadium Special Events department has regularly placed print ads in a variety of the Business Journal publications. Metrics from print ads are hard to obtain which is why we have made the decision to move in a digital direction. The Business Journal will monitor the open rate and a "call to action" button will be placed on the ads which we will be able to trace as communications are received.

The proposed purchase is for two separate e-blast campaigns, which send emails to the 36,000 SVBJ subscribers. We would expect to launch these in March 2021 and in September 2021, but timing would be adjusted based on a number of factors, including COVID-19 restrictions. We need to be in a position to move quickly as the COVID-19 restrictions are fluid.

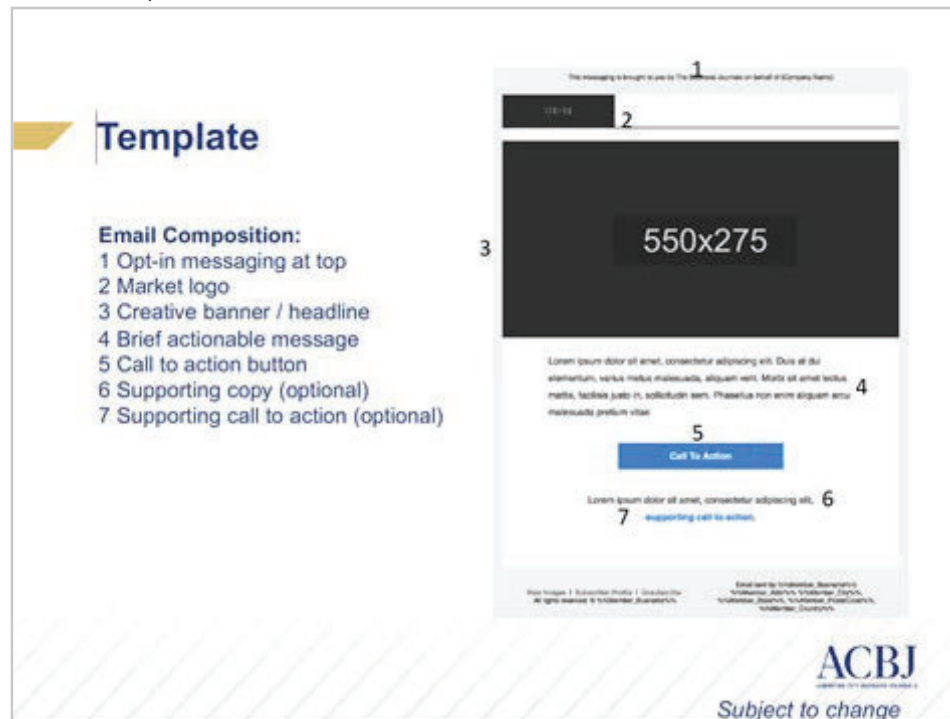
It's important to note that the proposed NTE of \$10,800 includes two separate mailers; however, we will only be charged for the actual costs not to exceed \$10,800. For example, if we decide to only do one e-blast, the cost would be cut roughly in half.

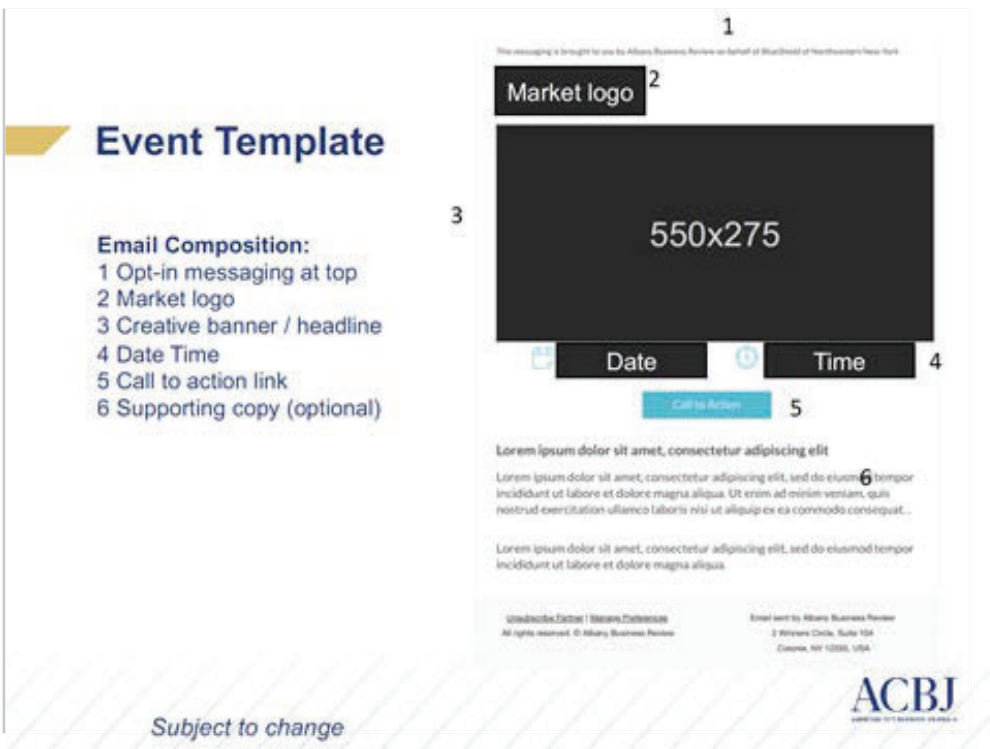
Pasted below is a sample layout for the e--blast campaign as provided by the SVBJ. The content and creative for the 2021 e-blasts is included in the cost, and would be determined a month before the launch.

Attached is the one page agreement that we will execute with SVBJ in order to launch the eblasts. The agreement provides a link to the detailed T&C's.

In the past you have requested that we prepare your Staff Agenda Reports to the SCSA Board for certain expenditures, resulting in lengthy delays in approvals. As a reminder, the preparation of agenda reports for your Board is outside the scope of the Stadium Manager's contract as indicated in Mr. Mercurio's email to you dated 7/31/2020. We are, however, happy to answer any questions you might have with respect to these specific expenditures.

Thanks for your attention to this matter.





Larry MacNeil
San Francisco 49ers
408.416.1639



Rate Agreement

50 West San Fernando St. | Suite 425
San Jose, CA 95113
Direct Line: 408-295-3600

Rate Agreement Number	Account Executive
00252876	Monique Faylor

Client	Agency
Company: Forty Niners Stadium Management Company: I Street: 4900 Marie P. DeBartolo Way City: Santa Clara State: California Zip: 95054	Company: Street: City: State: Zip:

Contact: Vickie Eiges
Phone: 408-579-4433
Email: vickie.eiges@49ers-smc.com

I have the authority to execute this Rate Agreement on behalf of the above named company (hereinafter called "Company") and, with my signature, authorize the **Silicon Valley Business Journal** for and on behalf of the Company, to publish advertising as outlined below in the **Silicon Valley Business Journal** within a 12-month period beginning on 1/8/2021

Rate Agreement Details	
Start Date: 1/8/2021	End Date: 11/19/2021
Agreement Level: Open	Rate Card: 2020

Client

Signature: _____

Date: _____

Publisher or
Ad Director

Terms and Conditions:

This Rate Agreement is governed by ACBJ's Terms and Conditions available here:

<https://advertise.bizjournals.com/terms/>

Notes: (2) E-Blast dates TBD in 2021 Each E-Blast 36,000 sends \$5,400 each E-Blast total spend \$10,800