

From: [Ly, Vinette](#)
To: [Deanna Santana](#)
Subject: Unique Venues Marketing Campaign (September)
Date: Wednesday, August 25, 2021 11:03:25 AM
Attachments: [image001.png](#)
[Unique Venues quote 8.25.21.pdf](#)

Dear Deanna,

I write to request SCSA approval to enter into a contract with respect to lead generation for Non-NFL catered events. Our goal is use to use this new channel to help us drive additional events and revenue for FY21, with a particular focus on holiday parties and year-end celebrations. In order to act on this opportunity, we need approval by Wednesday September 8th.

It's important to get this underway as we continue to build momentum and emerge from COVID-19 restrictions.

Unique Venues Marketing Campaign (Holiday Parties):

Unique Venues is a marketing organization committed to bringing together one of a kind event venues with meeting planners who are looking for something new. Unique Venues 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. During the pandemic, Unique Venues became a leader in online education and support for event planners, administrative professionals, human resource professionals. They supported the entire hospitality industry by providing free education and forums to learn, share ideas and support health and wellness to an industry that was decimated by the pandemic. Because of the good work and support Unique Venues provided the industry, the industry has in turn supported them and has grown their viewership, database and partners.

The Stadium Manager has the opportunity to send an e-blast to 48,000 planners throughout the U.S and Canada. Together Unique Venues and Levi's Stadium Special Events will design an email campaign that is tailored to our brand and message. The cost for this opportunity is \$1,995.00

In previous years, the Stadium Manager utilized the LinkedIn advertising platform to run paid ads, which allowed the Stadium Manager to target their viewers. While the LinkedIn platform has been beneficial, we want to keep pushing our product out via multiple channels. Due to uncertainties surrounding COVID-19, there is a heightened interest in large venues with indoor and outdoor capabilities that can provide flexibility and peace of mind for event guests. Additionally, event booking windows have become shorter with quicker turnarounds as new information becomes available. By utilizing the Unique Venues data base, the Stadium Manager will be reaching a new audience of planners interested in hosting events at venues similar to Levi's Stadium.

We are requesting approval to enter into agreements at a cost of \$1,995, for a one time e-blast to 48,000 planners. This expense would fall under the “Event Expenses/Advertising” line item in the non-NFL Event Marketing Budget, and we have ample room in the budget to cover this cost.

Attached is a copy of the quote for this marketing campaign.

Thanks for your attention to this matter.

V.L. on behalf of
Larry MacNeil

VINETTE LY

Executive Assistant to the CFO

San Francisco 49ers

T 408.673.2034 | M 408.315.9736

SAP Performance Facility

4949 Marie P. DeBartolo Way

Santa Clara, CA 95054



#FTTB

49ers.com

Unique Venues
www.uniquevenues.com

18766 John J. Williams Highway
STE 4, #327
Rehobeth Beach, DE 19971
United States



Quote Number 0586
Quote Date 08/25/2021
Valid Until 09/08/2021
Total \$1,995.00

Levi's Stadium Special Events
4900 Marie P DeBartolo Way
Santa Clara, CA 95054
Vickie Eiges
vickie.eiges@49ers-smc.com

Item	Description	Unit Cost	Quantity	Line Total
Targeted National Email Marketing Campaign	Be in front of 48,000 planners throughout the US and Canada. Unique Venues team will design an email campaign or your internal team can provide design. Email campaigns are pre-scheduled. It is suggested this be sent in the mid-Fall after the website design is complete.	\$1,995.00	1	\$1,995.00
Complimentary Standard Profile w/o Lodging	* Online profile that includes space for one video and 30 images, an 'About' section, contact information, social media linking, and 'Get a Quote' section * Day-only event lead generation program * Unique Venues Community access * Participate for FREE in online education events, like our webinars and industry panels * Participate in our annual 'Best Of' awards * Easy to download and understand stats reports for you venue * Automatic enrollment in our online forum * Posting news and deals to your profile, which are then included in our monthly planner newsletters * Basic tier listing in your state, city, and metro area	\$995.00	1	\$995.00
Discount	Complimentary online profile	\$-995.00	1	\$-995.00

Terms

By accepting this proposal, you agree to the Terms of Service found at <https://www.uniquevenues.com/membership-terms>.

Subtotal \$1,995.00

Total \$1,995.00

Name: _____

Title: _____

Signature: _____

Date of Acceptance: _____