



Legislation Details (With Text)

File #: 21-11820 **Version:** 1 **Name:**
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On agenda: 9/7/2021 **Final action:**
Title: Request from Stadium Manager to Execute an Agreement with Unique Venues for Non-NFL Catered Events Marketing
Sponsors:
Indexes:
Code sections:
Attachments: 1. Email Request with Quote

Date	Ver.	Action By	Action	Result
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REPORT TO STADIUM AUTHORITY BOARD

SUBJECT

Request from Stadium Manager to Execute an Agreement with Unique Venues for Non-NFL Catered Events Marketing

BOARD PILLAR

Ensure Compliance with Measure J and Manage Levi's Stadium

DISCUSSION

The Stadium Manager submitted the attached email to request for approval to execute an agreement with Unique Venues for \$1,995. The agreement is for a targeted email marketing campaign that will focus on lead generation for Non-NFL catered events, particularly holiday parties and year-end celebrations. The Stadium Manager states that the e-blast will be sent to 48,000 event planners throughout the U.S. and Canada.

ATTACHMENTS

1. Email Request with Quote