



City of Santa Clara

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Agenda Report

21-11820

Agenda Date: 9/7/2021

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