



# BID SPECIFICATIONS & CASE STUDIES

SEPTEMBER 22, 2016







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# INTRODUCTION

Conventions, Sports & Leisure International (“CSL”) conducted a market assessment and benchmarking analysis of large event destinations located throughout the United States in order to provide Las Vegas Events (“LVE”) with useful insight as they continue to refine their own procedures for attracting major events to Las Vegas. Following submittal of the initial analysis, CSL conducted additional research related to specific major events and the criteria each event uses to select a host city. As part of our research, we secured and summarized the bid specifications of selected major events including:

- NCAA Men’s Final Four Championship;
- College Football Playoff National Championship;
- Copa América Centenario;
- WrestleMania; and,
- Super Bowl.

The following report provides an overview of each event, as well as case studies of comparable markets to understand the process of each destination for securing these major events to their city. Markets focused on as part of this research include:

- Atlanta, GA;
- New Orleans, LA;
- Arlington, TX; and,
- Indianapolis, IN.

The remainder of this report summarizes our research and is intended to assist project stakeholders in making informed decisions regarding attracting and hosting large events in the marketplace.





An aerial view of the Atlanta-Fulton County Stadium, showing the green football field with the Atlanta Falcons logo at the center. The stadium is filled with red seats, and the large, curved roof features a mural of football players. A large, dark rectangular sign with a yellow dotted border is overlaid on the right side of the image, containing the text "NCAA MEN'S FINAL FOUR CHAMPIONSHIP".

# NCAA MEN'S FINAL FOUR CHAMPIONSHIP



# NCAA MEN'S FINAL FOUR CHAMPIONSHIP

## BID SPECIFICATIONS



### EVENT STRATEGY

- Broaden impact throughout the community and region with expanded activities and enhanced ancillary events
- Select communities with quality facilities to provide the best experience for NCAA student-athletes
- Selection of sites several years in advance to allow cities to promote and involve their communities
  - Allow hosts to observe multiple Final Fours in advance to gain first-hand knowledge
  - Let hosts identify key leaders in the community to assist in all aspects of the planning process (Local Organizing Committee or "LOC")



### BID SPECIFICATIONS

- Bid Committee must be formed to prepare the proposal
- Upon being selected to host the Final Four, cities must form an LOC
  - LOCs coordinate essential functions including, but not limited to government services, public safety, community outreach, city-wide décor, lodging, public relations, transportation, and volunteers
  - LOC should be managed by a full-time executive director and staff
  - LOC must be established as a legal corporate entity and fully functional a minimum of two years in advance of the event





# NCAA MEN'S FINAL FOUR CHAMPIONSHIP

## BID SPECIFICATIONS

### REQUIREMENTS

- Facility capacity minimum of 60,000
- Hotels: 10,000 high quality hotel rooms with a minimum of 95 percent being full-service properties
  - Preferential consideration is given to potential host cities where each hotel commits at least 95 percent of its sleeping rooms to the official block
  - Casino hotels cannot be a part of the official block
- A minimum of four practice sites within 20 minutes of team's hotel and 30 minutes of the championship facility
- Ancillary Events:
  - Bracket Town (400,000 square feet of first class exhibit space);
  - DII and DIII Men's Basketball Championships (championship facility capacity minimum of 10,000 and two practice venues);
  - March Madness Music Festival (minimum of 10 acres or 450,000 square feet of outdoor park or open grass space);
  - National Association of Basketball Coaches Convention (80,000 square feet of convention space);
  - Salute Presentation (1,200 seat traditional indoor theater);
  - Tip-Off Tailgate (200,000 square feet of outdoor event space on the site of the competition venue); and,
  - Miscellaneous Ancillary Events
- Community, Sports Commissions, and CVB support in addition to local institutions
- Volunteer program requiring approximately 3,000 volunteers
- Sustainability plan





# NCAA MEN'S FINAL FOUR CHAMPIONSHIP

## BID SPECIFICATIONS

### CONSIDERATIONS

- “Destination” city for fans and coaches
- Ease and cost of travel to and from the destination
- Other large conventions or sporting events the city has hosted
- Demonstrated support of local government related to factors such as street closures, permits, etc.
- Host institution or conference and local Sports Commission/CVB support

### FINANCIALS

- Budget template included in the bid specifications
- NCAA retains 100 percent of ticket revenue
- NCAA and its affiliates shall not be subject to any state, county, city or other local taxes, including income, gross receipt, payroll, sales, use, admission, or occupancy taxes as a result of conducting the Men's Final Four at the site
- Competition venue retains 100 percent of suite rental, food and beverage, and parking revenue
- LOC retains 100 percent of grants/economic development dollars, as well as hotel rebates of up to 10 percent of the fee per room used by NCAA affiliates
- Any operating surplus is split between the LOC and NCAA with the recommendation that the proposed split is no less than 50 percent to the NCAA





# CASE STUDY: ATLANTA, GA

## NCAA MEN'S FINAL FOUR CHAMPIONSHIP 2020



### EVENT OVERVIEW

Atlanta secured the NCAA Men's Final Four Championship at Mercedes-Benz Stadium in 2020. The following case study details methods utilized to secure the event.

1

### HOST COMMITTEE

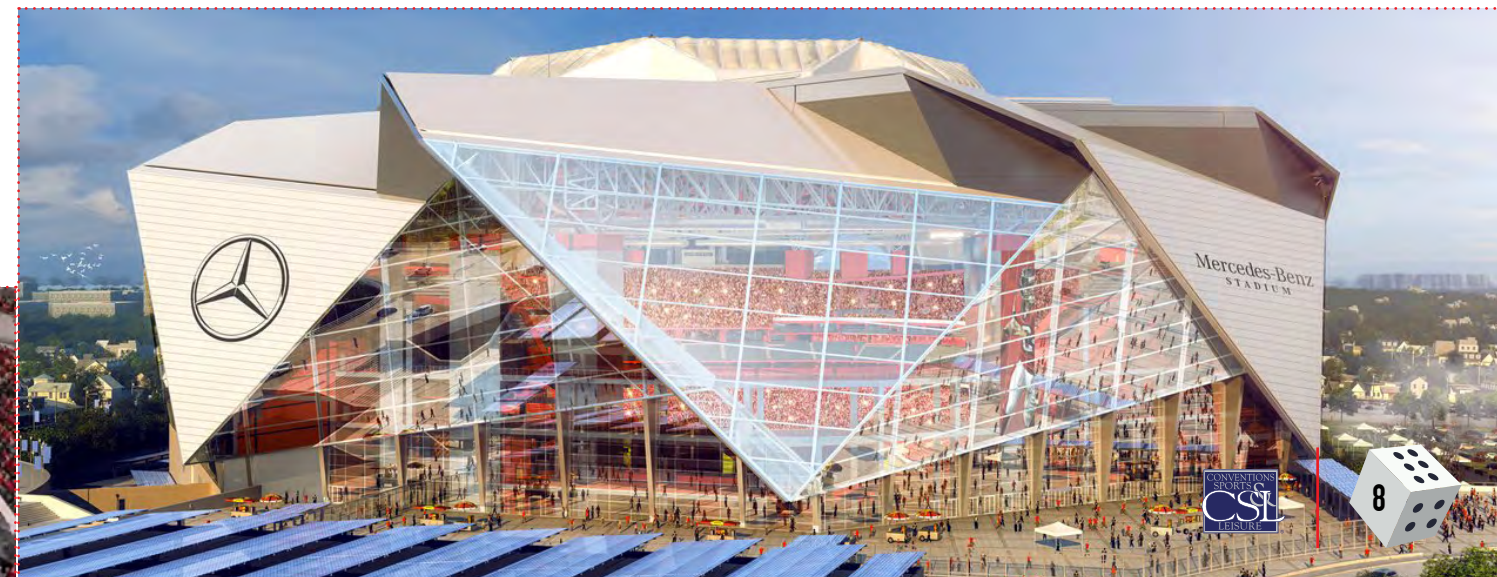
- To attract the tournament, the destination established a Host Committee comprised of various public and private partners in Atlanta to prepare the bid. Participants included the Atlanta CVB, Atlanta Sports Council, professional athletic teams, stadium executives, community leaders, and local business leaders.
- Atlanta's successful bid focused on demonstrating that the city would meet all NCAA specifications including, but not limited to free use of Mercedes-Benz Stadium (configured to seat 83,036), control of ticket sales and revenue, and use of 50 percent of suites. The bid also provided detailed information on Atlanta hotels such as room rates and distance to the stadium.



2

### BID FUND

- Atlanta's bid demonstrated that if awarded the event, the Local Organizing Committee ("LOC") would provide \$8.5 million to stage the event. The \$8.5 million budget covers stadium operations, fan events, and city-wide décor and signage, among other expenses to meet NCAA specifications.
- Funding comes from the city's hotel-motel tax. In 2011, Georgia Legislative officials and the Atlanta City Council voted to increase the city's hotel-motel tax an additional 1 percent (from 7 to 8 percent) for the exclusive purpose of supporting the city's conventions and special events business.
- A portion of expenses could be recovered through a 10 percent room rebate that hotels participating in the event's official room block will pay to the LOC.





# CASE STUDY: ATLANTA, GA

## NCAA MEN'S FINAL FOUR CHAMPIONSHIP 2020



### DIFFERENTIATING FACTORS

- Record crowds when Atlanta hosted the 2013 Final Four
- New retractable-roof stadium scheduled to open in 2017
- Abundance of high quality hotels and attractions surrounding the stadium



### ENHANCEMENTS

- Atlanta's bid included one "enhancement" to the basic financial structure outlined in the bid specifications, an offer for NCAA men's basketball tournament staff and the Division I men's basketball committee to visit Mountain Sky Guest Ranch in Montana (property of Falcons owner Arthur Blank) including all on-site lodging, meals and activities and envisioned to be utilized for team building for the group.







# COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP





# COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP

## BID SPECIFICATIONS



### EVENT STRATEGY

- Establish the College Football Playoff National Championship as the most important college football game played each season
- Showcase the accomplishments of student-athletics and the benefits of athletics within the university environment
- Selection of sites several years in advance to allow cities to promote and involve their communities
  - Allow hosts to attend educational seminars and multiple championship games in advance of hosting
  - Let hosts organize key leaders from various sectors to help with the planning and execution of the game



### BID SPECIFICATIONS

- Strongly recommended that any interested city or region form a Host Committee to prepare and submit a proposal
  - Participation including, but not limited to representatives of any local and regional governments, board members or executives of any local organizations that regularly host postseason college football bowl games, members or staff of the convention and visitors bureau, representatives of local colleges, executives from stadium management, and key business leaders
- Upon being selected to host the College Football Playoff National Championship, it would be expected that the Host Committee or other successor organization would help to plan and execute the event
  - Host Committees manage essential functions including, but not limited to: community outreach, city-wide décor, government relations, lodging, communications, transportation, and volunteers
  - Host Committee should be managed by a full-time executive director and staff that includes event and marketing professionals
  - Host Committee must be established as a legal corporate entity and fully functional upon award of the College Football Playoff National Championship Game





# COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP

## BID SPECIFICATIONS

### REQUIREMENTS

- Facility capacity minimum of 65,000
- Hotels: number of hotel rooms equal to 35 percent of the stadium capacity within a 60-minute drive (e.g. if there are 65,000 seats, there must be 22,750 hotel rooms)
  - Host Committee must contract with hotels to provide a minimum of 10,000 hotel rooms at top-quality, full-service hotels located no more than 20 miles from the venue
  - Casino hotels cannot be a part of the official block
- Cost-free use of 25,000 parking spaces outside of the venue
- Practice facilities equipped with locker rooms, training rooms, and meeting rooms
- Ancillary Events:
  - Playoff Fan Central (indoor site suitable for fan festival event with minimum of 300,000 square feet);
  - Playoff Playlist Live! Music Festival (site with ability to accommodate 20,000 festival attendees);
  - Championship Tailgate (500,000 square feet of event space on site or within a reasonable walking distance of the championship venue);
  - Taste of the Championship (1,000-person capacity ballroom or exhibit-hall space to host a charitable event);
  - Extra Yard for Teachers Summit (1,000-person capacity ballroom or exhibit-hall space);
  - CFP Night of Champions Party (1,500-person capacity event venue); and,
  - CFP Kickoff Event (5,000-person capacity event venue)
- Public Sector, Community, Sports Commissions, and CVB support
- Ground transportation for participating institutions, conference, game officials, CFP staff, and media
- Volunteer program requiring approximately 2,000 volunteers





# COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP

## BID SPECIFICATIONS

### CONSIDERATIONS

- “Destination” city for fans and coaches
- Ease and cost of travel to and from the destination
- Other large conventions or sporting events the city has hosted
- Demonstrated support of local government related to factors such as street closures, permits, etc.
- Host institution or conference and local Sports Commission/CVB support





# COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP

## BID SPECIFICATIONS

### FINANCIALS

- CFP Group retains all revenue from ticket sales, sales of merchandise and game programs, licensing the CFP Group's official marks, a percentage of food and beverage sales (equal to or greater than the share that the stadium's primary tenant typically receives), and parking fees
- CFP Group must be allocated the greater of 50 percent of all luxury suites or 70 suites with a minimum fixed seating capacity of 16 seats per suite
- The CFP Group, ESPN, each conference and independent institution in the CFP Group, and each institution participating in the game shall not be subject to any state, county, city or other local taxes, including income, gross receipt, payroll, sales, use, admission, entertainment, amusement or occupancy taxes
- Host Committee pays to CFP Group 50 percent of any hotel rebate revenue
- Host Committee has the opportunity to purchase 1,500 tickets and 50 percent of permanent suite seats at face value and retains revenue from any hospitality packages sold using tickets allocated
- Host Committee also receives local sponsorship revenue, grants and economic impact dollars, and 50 percent of hotel rebate revenue (up to 10 percent of room night revenue generated)
- Host Committee is responsible for all venue expenses and any costs relating to Host Committee staffing and operations
- Host Committee can provide, as part of its proposal, enhancements to the basic financial structure to offer additional value to the CFP





# CASE STUDY: NEW ORLEANS, LA

## COLLEGE FOOTBALL NATIONAL CHAMPIONSHIP GAME 2020

### EVENT OVERVIEW

New Orleans secured the College Football Playoff National Championship Game at the Mercedes-Benz Superdome in 2020. The following case study details methods utilized to secure the event.

#### 1 HOST COMMITTEE

- New Orleans assembled a Local Organizing Committee (“LOC”) led by Jeff Hundley, chief operating officer of the Allstate Sugar Bowl to prepare the bid to host the College Football National Championship Game. Additional participants included the Greater New Orleans Sports Foundation, and local hospitality entities, among other community and local business leaders.
- New Orleans’s successful bid demonstrated an ability to meet all NCAA specifications.

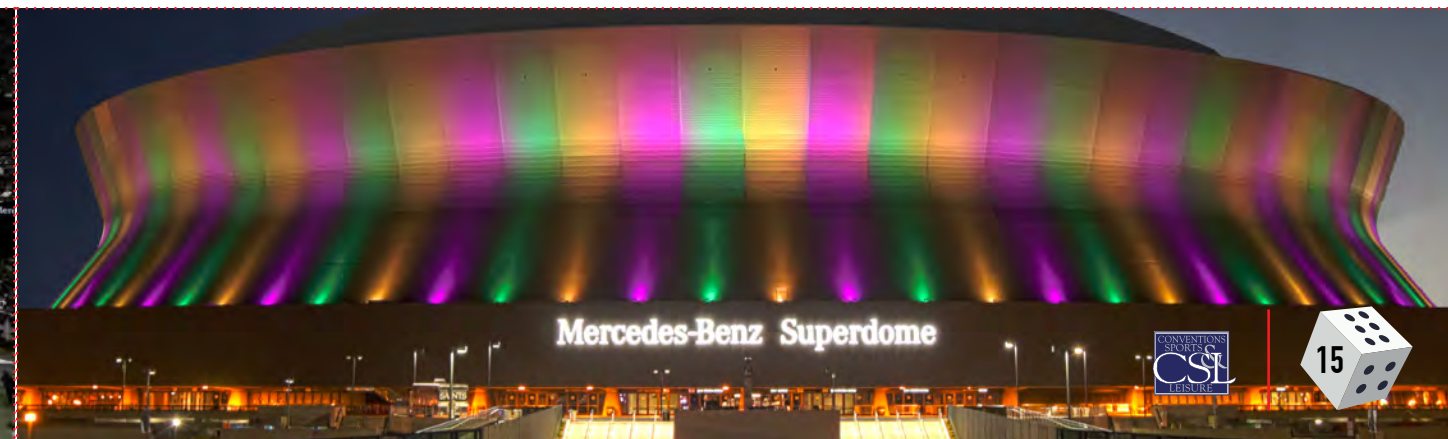
#### 2 BID FUND

- The Sugar Bowl provided approximately three-fourths of an estimated \$16 to \$18 million for the game. The remainder of funds will consist of sales tax revenues generated from other major events. In 2016, the State of Louisiana passed a bill which dedicates sales tax revenues generated from major events to bidding on future events.



#### DIFFERENTIATING FACTORS

- Uniqueness of the city
- Concise, walkable downtown footprint
- Experience/history hosting the Sugar Bowl and other major events (i.e. NCAA Final Four)







# COPA AMÉRICA CENTENARIO



# COPA AMÉRICA CENTENARIO

## BID SPECIFICATIONS



### EVENT STRATEGY

- Capitalize on growth of soccer, with World Cup fever and viewing records set in the U.S.
- Showcase host city for possible future bid for the FIFA World Cup to return to the United States
- Platform to celebrate the sport with community activities and fan events surrounding tournament play



### BID SPECIFICATIONS

- Recommended that a Bid Committee be formed to prepare community's proposal
  - Participation including, but not limited to representatives from local professional soccer club (if any), the venue where matches would be played, local and regional governments, the convention and visitors bureau, and key business leaders
- Once selected, a community must form a Host Committee (may or may not be the same entity as the Bid Committee)
  - Host Committees manage local resources, such as city services, event venues, accommodations, and volunteers and are responsible for assisting and funding events
  - Host Committee may be formed under an existing legal entity (such as the venue) or it may be an independent legal entity
  - U.S. Soccer served as the Local Organizing Committee ("LOC") to assist in executing the event





# COPA AMÉRICA CENTENARIO

## BID SPECIFICATIONS

### REQUIREMENTS

- Facility capacity minimum of 60,000
- Natural grass field with playing dimensions of at least 110 yards long by 70 yards wide (but ideally 115 yards long by 75 yards wide) and sufficient space beyond the boundaries
- Additional venue requirements related to press, lighting, locker room space, broadcasting capabilities, and scoreboards
- Hotels: Host Committee should demonstrate a close partnership with the hotel community to assist in securing hotel rooms and function space
- Four training sites suitable for participating teams and match referees
- Ancillary Events:
  - FanHQ (indoor site suitable for hosting 2,000 to 5,000 fans, featuring food and beverages for purchase, music and video capability, broadcast setup, and other fan amenities);
  - Media Day (press conference space at the venue);
  - Community Youth Clinic (event space to host private event for underserved youth from the host community);
  - Copa América Centenario Opening Party (500 to 750-person capacity event venue that is unique and reflects the host community);
  - Copa América Centenario Finals Party (1,000-person capacity event venue that is unique and reflects the host community);
  - Copa América Centenario Tailgate Pre-Match Party (space for up to 5,000 invited LOC guests within walking distance of the venue);
  - Copa América Centenario On-Site Hospitality (space for up to 5,000 guests who attend each match either on-site or within walking distance of the venue); and,
  - Venue Tours (U.S. Soccer reserves right to conduct and collect revenues from venue tours during the tournament time frame)





# COPA AMÉRICA CENTENARIO

## BID SPECIFICATIONS

### REQUIREMENTS (CONTINUED)

- Letters of support required from state and local government, state and local tourism boards, sports commissions, business leaders, and other key parties
- Welcome messaging and local promotional support
- U.S. Soccer/LOC will donate a total of \$100,000 through a selection process among local soccer clubs/organizations or nonprofit youth service providers in the host community and would like the Host Committee to raise funds to match or exceed the LOC contribution

### CONSIDERATIONS

- Ease of travel to and from the destination
- Historical weather records
- Unique elements of the destination including any “Iconic Community Locations”
- Availability of mass transit





# COPA AMÉRICA CENTENARIO

## BID SPECIFICATIONS

### FINANCIALS

- U.S. Soccer/LOC receives 100 percent of revenues from all ticket sales, including tickets sales in all club and suite areas, sales of merchandise and match programs, a percentage of food and beverage sales, any ticket sales to ancillary events, venue tours, and the sale of licensed products
- As a nonprofit, the LOC shall receive a tax exemption for sales tax on sales of tickets
- U.S. Soccer/LOC will pay for pre-approved, actual out-of-pocket costs for labor, supplies, and materials or equipment rented by the venue during the Copa América Centenario Exclusive Period with no additional mark-up or administrative fee
- Host Committee has the opportunity to purchase 1,500 tickets per match at face value and retains revenue from any hospitality packages sold using tickets allocated
- Community may include as part of proposal any enhancements that can uniquely position the destination for success
  - Enhancements could include opportunities for the U.S. Soccer/LOC to realize additional revenues, opportunities for the U.S. Soccer/LOC to offset or avoid expenses, and additional opportunities to enhance the overall experience for fans, teams, and business partners







# WRESTLEMANIA



# WRESTLEMANIA

## BID SPECIFICATIONS



### EVENT STRATEGY

- Broaden impact throughout the community and region with ancillary events
- Appeal to a national and international audience (62 to 75 percent of attendees are typically from out-of-town)
- Create a family-friendly experience
- Select communities with quality facilities, parks, and unique elements to provide the best experience for fans



### BID SPECIFICATIONS

- Suggested that any interested city or region form a Public/Private sector partnership to develop a proposal on behalf of the Host Community
- An example of individuals and entities that might participate in the development of a proposal includes:

### PUBLIC SECTOR

- Governor
- State Tourism Authority
- State Economic Development Agencies
- County Chairperson
- County Commission
- Mayor
- City Commission
- Convention & Visitor's Bureau
- Local Economic Development Agency
- Transportation Authority
- Stadium Facilities
- Airport Authority
- Area Sports Commission

### PRIVATE SECTOR

- City's Top Corporate Citizens
- City Newspaper
- Radio Group
- Outdoor Advertising Group
- Individual Television Stations
- Cable Television Operator
- Professional Sports Franchises
- Chamber of Commerce





# WRESTLEMANIA

## BID SPECIFICATIONS

- Upon being selected to host WrestleMania, cities must establish a Local Organizing Committee (“LOC”)
  - LOCs manage essential functions including, but not limited to: community outreach, government relations, lodging, communications, marketing and promotional support, and volunteer recruitment

### REQUIREMENTS

- Facility capacity minimum of 70,000 including all general seating, club seating, and press box seating
- Additional venue requirements related to backstage areas, dressing room facilities, and loading capabilities
- Hotels: LOC should demonstrate a close partnership with the hotel community to assist in securing hotel rooms and function space
- Ancillary Events:
  - WrestleMania Axxess (150,000 square feet of clear span space);
  - WWE Hall of Fame Induction Ceremony (15,000-seat minimum facility);
  - Monday Night Raw (15,000-seat minimum facility);

- WrestleMania Reading Challenge National Finals (LOC to stage finals with local library system);
- WrestleMania Premiere Party;
- Be a STAR Rallies (staged in area schools);
- WrestleMania Pro-Am Golf Tournament (golf course); and,
- WrestleMania/Make-A-Wish Pizza Party





# WRESTLEMANIA

## BID SPECIFICATIONS

### CONSIDERATIONS

- Ease of travel to and from the destination, including airport accessibility
- “Destination” city for fans
- Demonstrated public sector support for similar projects and commitment to success of WrestleMania
- Commitment of Convention and Visitor’s Bureau and/or established Sports Commission
- Demonstrated alignment with leading corporate citizens and brands
- Weather history, community outlook, history of hosting similarly sized events, and community infrastructure
- WWE is responsible for back-of-house production related staffing and expenses
- The Stadium should propose how existent suite seating will be treated within the formal proposal
- The Stadium receives 100 percent of food and beverage and parking sales and 10 percent of revenues from the sale of merchandise and programs
- The Stadium is responsible for stadium operating expenses and front-of-house staffing
- The LOC should propose any site fee required for placement of WrestleMania within the city

### FINANCIALS

- WWE receives 100 percent of revenues from all ticket sales, requires 15 suites and the press box facilities be allocated at no cost for WWE, controls all signage in and around the facility, and receives 90 percent of revenues from the sale of merchandise and programs
- WWE is responsible for paying all applicable admissions, sales, and athletic commission taxes, based on the net price of the tickets, exclusive of any proposed handling charges, and/or service charges.





# CASE STUDY: ARLINGTON, TX

## WRESTLEMANIA 2016



### EVENT OVERVIEW

Arlington secured WrestleMania at AT&T Stadium in 2016. The following case study details methods utilized to secure the event.

1

### HOST COMMITTEE

- The Stadium Events Organizing Committee (“SEOC”) is a non-profit organization whose mission is to assist the City of Arlington and surrounding municipalities in the North Texas region with efforts to be awarded and assist with the management, promotion, and operations of sporting events. The SEOC is typically the legal entity that submits a bid for bringing a major event to AT&T Stadium, taking on all risk and then entering into service agreements with entities such as the Dallas Sports Commission or local Convention & Visitors Bureaus.
- Key personnel involved in the bid process to bring WrestleMania to AT&T Stadium included various public and private partners in the North Texas region. Participants included AT&T Stadium, City of Dallas, City of Arlington, American Airlines Center, Arlington CVB, and Dallas Sports Commission, among others. These same representatives transitioned to the local organizing committee.
- Prior to WrestleMania, the Host Committee organized a corporate partners summit, inviting community business leaders to a presentation by WWE.

2

### BID FUND

- The State of Texas agreed to spend up to \$2.7 million to bring WrestleMania to North Texas through the Events Trust Fund. The Events Trust Fund helps offset the cost of attracting and staging major events by applying local and state gains from taxes generated over a 30-day period from an event or series of events conducted no more than once annually, including: sales and use taxes; auto rental taxes; hotel taxes; and, alcoholic beverage taxes.
- The potential for a state subsidy allowed the organizing committee to plan a competitive bid and determine how much it could agree to pay WWE.





# CASE STUDY: ARLINGTON, TX

## WRESTLEMANIA 2016

### 3 HOTEL REBATES

- Early in the bid process SEOC will meet with the local CVB where the majority of hotel rooms would be generated related to the event to discuss the potential for hotel rebates. Hotel rebates provide a revenue source for the SEOC that allows the organization to establish a competitive bid. The potential for hotel room nights also helps determine the local CVB's level of involvement and funding provided to the event. The CVB typically provides services such as welcome signage and branding throughout the City.

### ♥ DIFFERENTIATING FACTORS

- State-of-the-art facilities
- Central location and easy access including a major international airport
- Destination city for fans
- Media resources
- Size of metropolitan area
- Relatively warm weather during winter months
- "Sports town" where fans spend more on sports entertainment

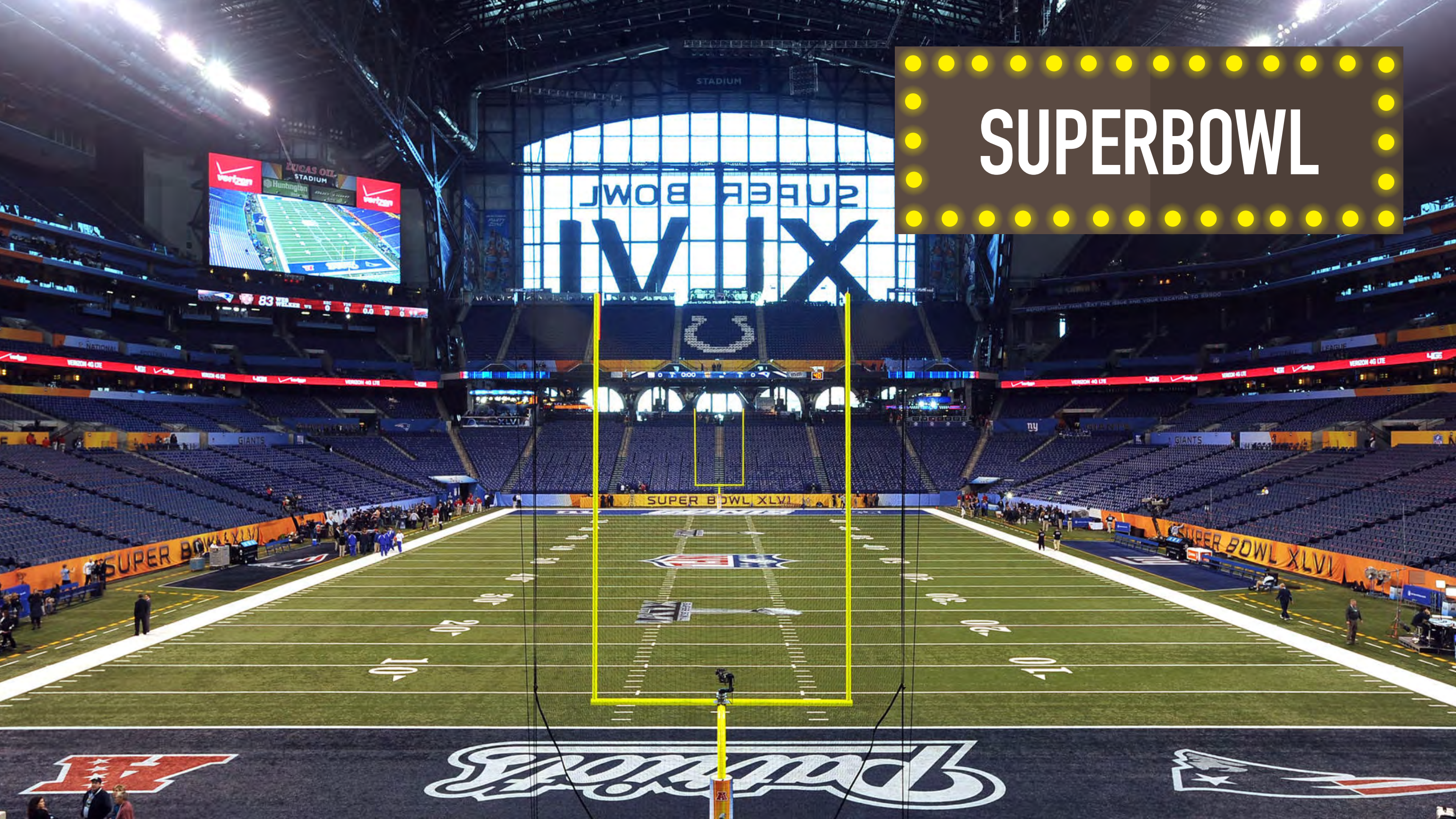
### ♠ ENHANCEMENTS

- AT&T Stadium has a larger suite inventory than other stadiums and does not offer more suites than required by the bid specifications but typically still gives more than other destinations.





# SUPERBOWL





# SUPER BOWL

## BID SPECIFICATIONS



### EVENT STRATEGY

- Super Bowl is NFL's most important opportunity to engage with teams, fans, and business partners



### BID SPECIFICATIONS

- Strongly recommended that any interested city or region form a Bid Committee to prepare and submit a proposal
  - Committee would be comprised of representatives from the NFL member club and its Stadium, local and regional governments, the convention and visitors bureau, and key business leaders
- Upon being awarded the Super Bowl, the selected community is responsible for forming a Super Bowl Host Committee
  - Host Committees manage essential functions including, but not limited to: community outreach, marketing and promotion, MWBE outreach, hospitality, transportation, philanthropy, fundraising (i.e., sponsorship and donor programs), and government relations
  - Host Committee should be chaired by a business leader with significant local influence and governed by a board of senior local business and government personnel
  - Host Committee must be established as a legal corporate entity and fully functional a minimum of two years prior to the event
  - NFL requires Host Committee deliver to the NFL a payment and performance bond or letter of credit for a minimum of \$30 million



# SUPER BOWL

## BID SPECIFICATIONS

### REQUIREMENTS

- Facility capacity minimum of 70,000 fixed seats, inclusive of club and fixed suite seating
- NFL requires a climate-controlled domed stadium if average temperature for that region falls below 50 degrees
- Other facility requirements related to television/broadcast capabilities, field lighting, press box, video control room, locker room and training areas, cellular and Wi-Fi coverage, media center and work space, other ancillary space, talent preparation area and half-time show rehearsal space
- **Hotels:** number of hotel rooms equal to 35 percent of the stadium capacity within a 60-minute drive (e.g. if there are 75,000 seats, there must be 27,000 hotel rooms)
  - Host Committee must contract with hotels to provide a minimum of 19,000 hotel rooms at top-quality, full-service hotels
  - Team hotels must agree to televise the NFL Network for one year leading up to the Super Bowl
- Cost-free use of stadium, parking (including 35,000 spaces), and all structures on stadium grounds for Super Bowl Period (defined as 30 days prior and 24 days after gameday)
- Practice facilities equipped with locker rooms, training rooms, and meeting rooms
- **Ancillary Events:**
  - Super Bowl Boulevard;
  - NFL Experience (indoor or outdoor space suitable for attendance and parking for more than 150,000 visitors up to 10 days);
  - NFL Tailgate Party (indoor or outdoor location of at least 400,000 square feet in immediate proximity to the stadium);





# SUPER BOWL

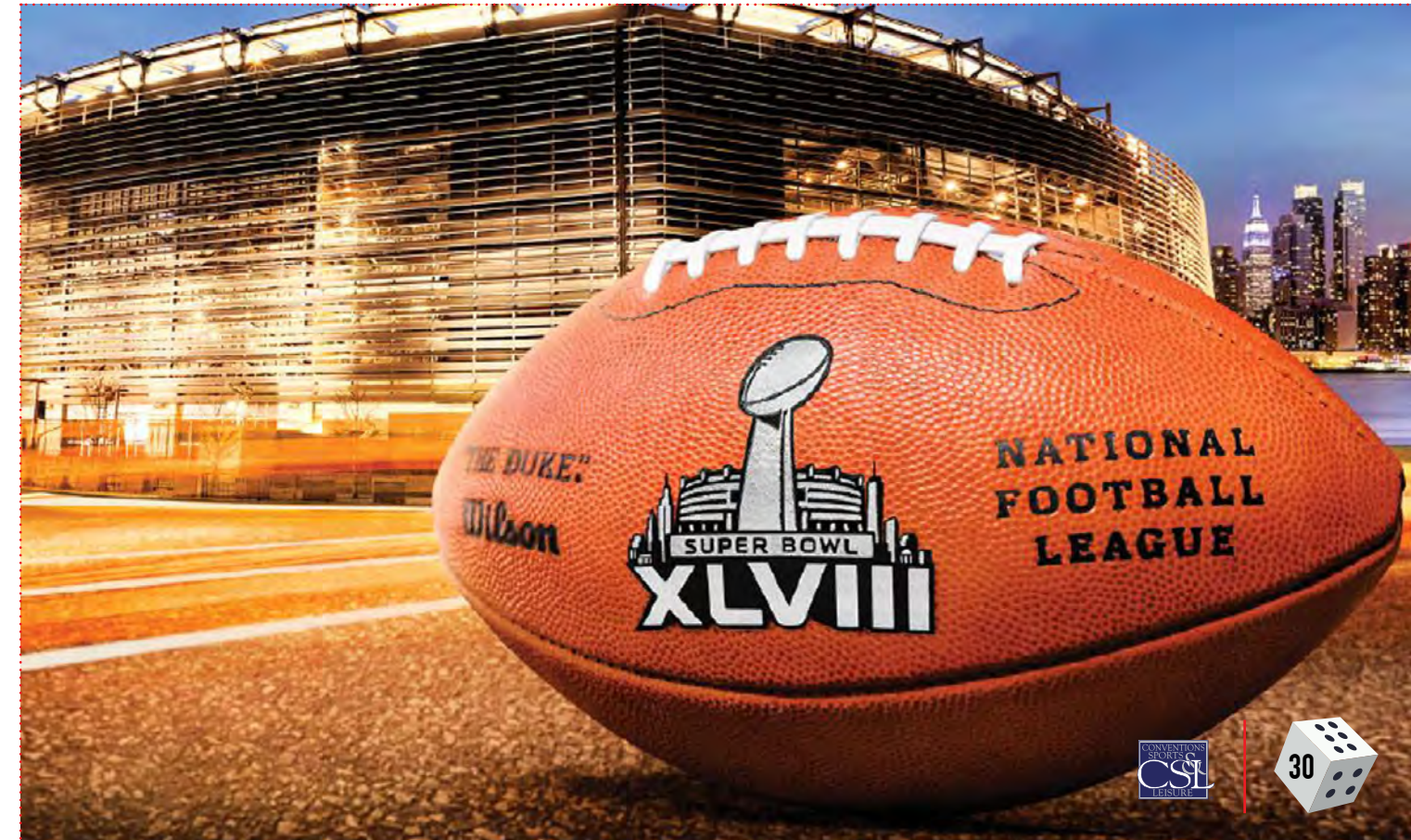
## BID SPECIFICATIONS

### REQUIREMENTS (CONTINUED)

- NFL Honors (indoor space with staging and back stage areas);
  - NFL House (unique space that captures local environment with capacity for 800 to 1,000 guests);
  - NFL Friday Night Party (minimum of 75,000 square feet of unobstructed space);
  - NFL on Location (minimum of 225,000 square feet in or near the stadium to accommodate gameday hospitality needs);
  - NFL Foundation Golf Classic (three top-quality golf courses);
  - Bowling Lanes; and,
  - Stadium Tours
- Ground transportation availability
  - Demonstrated support of local government related to factors such as anti-gouging resolutions, clean zone ordinances, street closures, permits, etc.

### CONSIDERATIONS

- Ease and cost of travel to and from the destination
- City's experience hosting large events
- Local business community, government, and Sports Commission/CVB support





# SUPER BOWL

## BID SPECIFICATIONS

### FINANCIALS

- Budgets for Super Bowl Host Committees have ranged from \$12 million to \$50 million in recent years
- The budget for the Host Committee should include the retention of an executive director and full-time staff of event and marketing professionals, and office expenses
- Host Committee is responsible for funding and managing events including, but not limited to a Super Bowl Media Party, a \$1 million donation towards NFL Foundation Super Bowl Legacy Grant Initiative, city decorations, and other obligations
- NFL controls and receives 100 percent of the revenues from all ticket sales, the sales of merchandise and game programs, a percentage of food and beverage sales (equal to or greater than the share that the stadium's primary tenant typically receives), parking fees, stadium tours, and licensing the NFL/ Super Bowl official marks
- NFL must be allocated a minimum of 50 percent of all luxury suites and no fewer than 70 suites and gets exclusive right to suites sold on a game-by-game basis and retains all revenue generated from fees for NFL-controlled suites
- Full tax exemption from city, state and local taxes for tickets sold to the Super Bowl (and also the NFL Experience, the NFL Honors show and other NFL Official Events)
- NFL pays for electricity, water, gas, and sewage costs incurred during the Exclusive Period (defined as 15 days prior through the day after gameday)





# SUPER BOWL

## BID SPECIFICATIONS

### FINANCIALS (CONTINUED)

- Stadium operations costs are estimated to exceed \$2.5 million during the Exclusive Period including, but not limited to:
  - In-house security
  - Private security
  - Crowd management/guest services
  - Maintenance and construction
  - Housekeeping
  - Electrical usage/utilities
  - Water and sewage
  - Ticket takers
  - Stadium ushers
  - Video board operations staffing
  - Parking supervisors and attendants
  - Traffic control
  - Vendor coverage (e.g. HVAC, telecommunications, etc.)
  - Grounds crew and field preparation
  - Fencing
  - Temporary construction
- In instances where NFL will be required to compensate the stadium, the NFL will pay actual costs with no additional mark-up or administrative fee
- Host Committee is responsible for any costs associated with developing and implementing inclement weather plans
- Host Committee has the opportunity to purchase 750 tickets at face value and retains revenue from any hospitality packages sold using tickets allocated
- Host Committee pays to NFL 50 percent of any hotel rebate revenue (up to 10 percent of room night revenue generated)
- Bid Committee is asked to indicate their contributions towards Super Bowl Staffing and Expenses in the bid questionnaire





# CASE STUDY: INDIANAPOLIS, IN

## SUPER BOWL 2012



### EVENT OVERVIEW

Indianapolis secured the Super Bowl at Lucas Oil Stadium in 2012. The following case study details methods utilized to secure the event.



### HOST COMMITTEE

- The destination established a 50+ member Bid Committee and eight member community advisory board to ensure an inclusive approach to preparing a successful bid to host the Super Bowl.
- Once awarded the Super Bowl, Indianapolis created a Host Committee to provide centralized planning and execution of the game, manage local resources including city services, event venues, accommodations, and volunteers, and serve as NFL liaison in the local community and ambassador to incoming fans, guests, and corporations. Participation included various public and private partners such as the Indianapolis Sports Corporation, Visit Indy, stadium executives, Colts executives, community leaders, and local business leaders.
- Indianapolis's successful bid focused on demonstrating that the city would meet all NFL specifications with relation to hotels, venues, parking spaces, ground transportation, etc.
- Over \$25 million was raised from local corporations to fund the Host Committee.
- Host Committee budget covered the cost to construct and operate Super Bowl Village and other downtown activities and attractions, prepare the Convention Center for NFL Experience, decorate downtown, recruit and train over 8,000 volunteers, Committee operations, transportation, security, and other such items.
- The city's Capital Improvement Board ("CIB") contributed an additional approximately \$8 million for city-wide security, emergency response, and other staffing, above what the NFL bid required. \$7.2 million was funded through taxes generated by Super Bowl visitors and the remainder through city funds.





# CASE STUDY: INDIANAPOLIS, IN

## SUPER BOWL 2012



### DIFFERENTIATING FACTORS

- First host city to raise all operational money required before being granted its bid
- Unique public-private partnership with unprecedented corporate involvement
- 100 percent privately funded Host Committee budget
- New Lucas Oil Stadium (opened 2008)
- Experience hosting major sporting events including the Indy 500 and NCAA Final Four
- Centralized downtown for Super Bowl gameday and ancillary events



### ENHANCEMENTS

- Indianapolis boosted the number of stadium suites it would allocate to the NFL above the requirement.
- As part of Indy's bid to host the 2012 Super Bowl, Indianapolis presented a concept that became known as Super Bowl Village. Over 10 days leading up to the game, more than 1.1 million fans joined the football celebration in the Super Bowl Village.
- Indianapolis prioritized a unique legacy project, focused on revitalizing the Near Eastside of Indianapolis, raising significant private support to create an impactful Super Bowl legacy initiative.

