

# POTENTIAL STADIUM EVENT

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## COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP GAME

### Requirements:

- Facility capacity minimum of 65,000
- 23,000 high quality hotel rooms
- Cost-free use of 25,000 parking spaces outside of the venue
- Two practice sites with locker rooms, training tables, and meeting rooms.
- Cities must form a Local Organizing Committee (LOC)
- LOC needs to be managed by a full time executive director and staff

### Ancillary Events:

- Playoff Fan Central (indoor site suitable for fan festival event with a 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 to Stadium)
- 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-capacity event venue)
- CFP Kickoff Event (5,000-person capacity event venue)
- 2,000 volunteers

### Financials:

- CFP retains all revenue from ticket sales, merchandise sales, game programs, and a percentage of food and beverage sales and parking fees.
- CFP receives 50% of all luxury suites.
- LOC pays CFP 50% of revenue generated from hotel rebates
- LOC has the opportunity to buy 1,500 tickets and 50% of suite seats at face value to resell in sponsorship packages.
- LOC receives local sponsorship revenue and 50% of revenue from hotel rebates.
- LOC is responsible for all venue expenses.

**Case Study: New Orleans secured the College Football Playoff National Championship Game at the Superdome in 2020.**

### Bid Fund:

- New Orleans assembled a Local Organizing Committee (LOC) led by the COO of the Allstate Sugar Bowl. The LOC provided an estimated \$16-\$18 million to host this event.
- In 2016, the State of Louisiana passed a bill, which dedicates sales tax revenues generated from major events to bidding for future events.