

POTENTIAL STADIUM EVENT

SUPER BOWL

Requirements:

- Facility capacity minimum of 70,000
- 27,000 hotel rooms
- 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.
- Cities must form a Super Bowl Host Committee to manage community outreach, marketing and promotion, hospitality, transportation, philanthropy, fundraising, and government relations.
- A business leader with significant local influence should chair host Committee.
- NFL requires Host Committee to deliver a payment performance bond or letter of credit for a minimum of \$30 million to the NFL.

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)
- NFL Honors (indoor space with staging and back stage areas)
- NFL House (unique space that captures local environment with capacity for 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
- Stadium tours

Financials:

- Budgets for Super Bowl Host Committees have ranged from \$12 million to \$50 million in recent years.
- Host Committee is responsible for costs associated with full time staff and office expenses.
- Host Committee is responsible for funding and managing events including Super Bowl Media Party, \$1 million donation towards NFL Foundation Super Bowl Legacy Grant Initiative, and city decorations.
- NFL controls and receives 100% of the revenues from all ticket sales, merchandise sales, game programs, a percentage of food and beverage sales, and parking fees.
- NFL must be allocated a minimum of 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.
- Stadium operation costs are estimated at \$2.5 million.

- Host Committee has the opportunity to purchase 750 tickets at face value and retains revenue from any hospitality packages sold using these tickets.
- Host Committee pays to NFL 50% of any revenue generated from hotel rebates.

Case Study: Indianapolis, IN secured the Super Bowl at Lucas Oil Stadium in 2012.

Bid Fund:

- 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 activities and attractions, prepare the convention center for NFL Experience, city-wide decorations, recruit and train over 8,000 volunteers, Committee operations, transportation, security, and other items.
- The city's Capital Improvement Board (CIB) contributed an additional \$8 million for city-wide security, emergence response, and other staffing.