

AXS Sports Facilities & Franchises and Ticketing Symposium

We write to request SCSA approval to enter into contract with The AXS Sports Facilities & Franchises and Ticketing Symposium, with respect to lead generation for Non-NFL public events. Our goal is to use this opportunity to support the Stadium Manager's efforts in cultivating relationships within the live entertainment industry. These efforts have proven to be pivotal in enhancing public event revenue for FY22 and beyond.

The conference took place September 13th - 15th at the Grand Hyatt in Nashville, TN. The conference website can be found [HERE](https://events.sportsbusinessjournal.com/2022-sff/p/1).

<https://events.sportsbusinessjournal.com/2022-sff/p/1>

Sports Business Journal, in conjunction with AXS brings Sports Facilities & Franchises and Ticketing Symposium to Nashville and taps into the city's rich musical history and growing sports franchises.

The program lineup will examine the fundamental challenges and opportunities ticketing, team, and facility executives face on a day-to-day basis. Through in-depth content, attendees will learn from industry leaders the latest trends, emerging revenue opportunities, and best practices. SportTechie, will also host a technology module that will dive into the latest in-venue and ticketing technologies.

In addition to the new insights and ideas presented through the content, attendees will have the opportunity to build relationships with attendees through the many networking events held throughout the three days.

Beyond the content provided during the three-day seminar, Stadium Manager will use this opportunity to secure meetings with new contacts in the live entertainment industry in order to amplify lead generation for future public event initiatives.

We are requesting authorization to incur charges of \$3,947.96 to cover registration fees, travel expenses and potential client entertainment for one Stadium Manager employee.

Dues and Subscriptions/Registration Fees: \$1,395.00

Attending Conferences, Events, Client, and Prospect Meetings: \$ 2,063.28

Networking and Entertainment: \$ 489.68

Total: \$3,947.96

Post Event Write Up

Stadium Manager used this conference to learn from industry leaders on the latest trends, emerging revenue opportunities, and best practices for Sports Facilities and Franchises. In addition to attendance at the conference, the Stadium Manager parlayed the Nashville visit by securing meetings with Live Nation and Messina Touring Group. As previously noted in several budget submissions, in-person meetings are the most authentic form of relationship building in an industry where key decision makers are not centrally located. The meeting with Messina Touring Group proved to be one of the most advantageous as it directly led to the successful booking of 3 additional concerts for the 2023 season.

Meeting with Global Dance

The Stadium Manager successfully secured a meeting with the promoter, Global Dance in Las Vegas on May 6th. This promoter represents several artists, some of which have shown interest in elevating their tours to stadiums in 2023 and beyond. This promoter is also heavily ingrained in the music festival business, which continues to be a rapidly growing model in the live entertainment industry. Stadium Manager is continuously seeking out added content, building relationships with promoters, and understanding all revenue generating verticals in the live entertainment industry. Securing this meeting is advantageous for future public event business.

We are requesting authorization to use \$685.05 in funds to cover travel expenses for one Stadium Manager employee. The funds are currently available and fall under "attending conferences, events and client/prospect meetings" in the FY 22/23 SCSA budget for Public Events.

Post Event Write Up

Stadium Manager is continuously seeking out added content and building relationships with promoters in the live entertainment industry. Global Dance has a robust portfolio of Artists, some of which are embarking on their journey to route stadium tours for the first time in their careers. This meeting was used to establish an early relationship with Global Dance as their client's emerge into global stadium tours.

Pre-Event Dinner with Soccer United Marketing

The Stadium Manager requests authorization to use available networking and entertainment funds to cover costs associated with hosting Soccer United Marketing's Promoter for dinner on September 23rd, prior to the Mexico vs. Colombia match. This is the first soccer match Levi's Stadium has hosted since the COVID-19 pandemic. Soccer United Marketing continues to be a valued partner with the Stadium Manager. Our goal is to use this opportunity to support the Stadium Manager's efforts in strengthening the existing relationship with Soccer United Marketing to secure additional public events in 2023 and beyond.

We are requesting authorization to use \$219.81 in funds to cover client entertainment. The funds are currently available and fall under "networking and entertainment" in the FY 22/23 SCSA budget for Public Events.

Post Event Write Up

Soccer United Marketing continues to be a valuable partner and one that has presented the Stadium Manager with several opportunities over the years. This dinner was used to support the Stadium Manager's efforts in enhancing the existing relationship with SUM in order to secure additional soccer matches for 2023 and beyond.

Pollstar Live Conference

The Pollstar Live conference will be held in Los Angeles, CA from February 21 - 23, 2023. This is the industry's largest gathering of live entertainment professionals and the flagship event for Pollstar magazine, the leading trade publication for the global live entertainment industry. With over 30 years of history, the Pollstar Live Conference offers three (3) days of compelling discussions led by visionaries in the live entertainment business beginning with Production Live, a full day dedicated to production and transportation in live events, followed by Pollstar Live, including the Annual Pollstar Awards celebration. <https://www.pollstar.live/website/38746/>

Stadium Manager will use this conference as a key networking opportunity to cultivate relationships within the live entertainment industry. Attendance at this particular conference is instrumental in order to stay at the forefront of crucial decision makers that manage major artists and their touring schedules.

We are requesting authorization to incur charges up to \$7,396.39 to cover registration fees, travel expenses and client entertainment for up to two Stadium Manager employees.

Budget category: Dues and Subscriptions/Registration Fees: \$1,998.00

Budget category: Attending Conferences, Events, Client/Prospect Meetings: \$4,199.23

Budget category: Networking and Entertainment: \$1,199.16

Total: \$7,396.39

Post Event Write Up

Pollstar Live is the industry's largest gathering of live entertainment professionals and is the flagship event for Pollstar Magazine. The Stadium Manager used this opportunity to attend conference sessions to gain insight on industry trends, revenue generating opportunities, and stay current on best practices. As previously noted in several budget submissions, in-person meetings are the most authentic form of relationship building in an industry where key decision makers are not centrally located. Throughout this conference Stadium Manager met with a plethora of promoters including, AEG, Live Nation, Concerts West, Feld, Oak View Group and Messina Touring Group.

Los Angeles Meeting with AEG Presents/Concerts West

The Stadium Manager successfully secured a meeting with the promoter, AEG Presents/Concerts West in order to discuss deal points, routing timelines, and securing a 2023 concert.

Stadium Manager is continuously seeking out added content, building relationships with promoters, and capitalizing on all revenue generating verticals in the live entertainment industry. Securing this meeting is advantageous for future public event business.

Budget category: Attending Conferences, Events, and Client/Prospect Meetings

Requested spend: \$1,114.78

Post Event Write Up

As previously noted in several budget submissions, in-person meetings are the most authentic form of relationship building in an industry where key decision makers are not centrally located. Stadium Manager used this meeting with AEG Presents/Concerts West to specifically discuss the potential for Levi's Stadium to be included in the routing for an evolving global stadium tour in 2023.

Los Angeles Meetings with Live Nation, AEG, and LA Galaxy

The Stadium Manager successfully secured meetings with the concert promoter Live Nation as well as international soccer promoter AEG/LA Galaxy in order to discuss deal points, routing timelines, and securing additional shows and matches for 2023 and beyond.

Stadium Manager is continuously seeking out added content, building relationships with promoters, and capitalizing on all revenue generating verticals in the live entertainment and international soccer sector. Securing these meetings is advantageous for future public event business.

Budget category: Attending Conferences, Events, and Client/Prospect Meetings

Requested spend: \$558.13

Post Event Write Up

In-person meetings continue to pay dividends as the Stadium Manager was able to successfully secure time with the President of Live Nation's California Region. In addition to meeting with Live Nation, the Stadium Manager was also able to meet with AEG, who is quickly becoming a predominate promoter for international soccer matches. This meeting directly led to an additional event being booked for the 2023 public event season.

Gridiron Stadium Network Annual Member Meeting

The Stadium Manager requests authorization to use available funds to cover travel expenses and client entertainment for two Stadium Manager employees to attend the Gridiron Stadium Network annual member meetings from March 8 - 10, 2023 in Nashville.

The Gridiron Stadium Network was established to create awareness and to promote the assets of its member stadiums. Today, the GSN represents 15 NFL facilities, working to optimize opportunities and expand the use of each member's state-of-the-art facilities for new sports, entertainment, public and private events. The GSN assists its members with attracting and developing events on either a single or multiple facility basis. From sold out concerts and sporting events to smaller, more intimate shows and conferences, GSN members are dedicated to providing the best experiences for audiences, artists, third party, corporate and community partners.

Stadium Manager will use these meetings as a key networking opportunity to cultivate relationships within the sports and live entertainment industry. Attendance at this conference is instrumental in order to stay at the forefront of industry trends, best practices, and to remain relevant within the network of stadium managers.

Budget category: Attending Conferences, Events, and Client/Prospect Meetings and Networking/Entertainment

Requested spend: \$4,119.20

Additional details can be found [HERE](#)

Post Event Write Up

The Head of Levi's Stadium Events currently sits on the Gridiron Stadium Network's Board as Vice Chair. As an active member of the collation, the Stadium Manager has been able to utilize this invaluable network of individuals to strengthen deal terms, enhance negotiation tactics, and expand on additional content from large to small scale public events.

Client/Prospect Meetings with Concacaf, Live Nation and Hard Rock Stadium

The Stadium Manager has successfully secured meetings with Concacaf, Live Nation, and Hard Rock Stadium from March 23 - 25, 2023.

Concacaf (The Confederation of North, Central America and Caribbean Association Football) has selected Levi's Stadium to be a host site for the international Gold Cup tournament this coming July. Ensuing the 2023 tournament is a newly formed men's club tournament, CONMEBOL Copa America which will be played in the United States throughout the summer of 2024.

The Stadium Manager intends to use this meeting to build on the foundation of the existing relationship with Concacaf's Head of National Teams Competitions and the Director of Competitions. The magnitude of the upcoming 2024 summer tournament is significant. As the venue selection process evolves it is essential for the Stadium Manager to present Levi's Stadium as a top contender as a host site.

In addition to the Concacaf meetings, Stadium Manager has secured a meeting with the Chief Operating Officer of Live Nation Global Touring. Live Nation remains a valued client and in order to maximize the current efforts in securing global touring acts, in-person meetings are crucial.

Along with the client meetings, the Stadium Manager has also secured a meeting with the Public Event team at Hard Rock Stadium. As the event industry evolves, connecting with stadiums who have a robust slate of public events provides an immense amount of value to stay informed of best business practices.

The Stadium Manager requests authorization to use available funds to cover travel expenses and client entertainment for one Stadium Manager employee to travel to Miami for the associated meetings.

Budget category: Attending Conferences, Events, and Client/Prospect Meetings and Networking/Entertainment

Requested spend: \$2,854.16

Additional details regarding CONMEBOL Copa America can be found [HERE](#)

Post Event Write Up

Stadium Manager has quickly built a strong foundation with Concacaf (The Confederation of North, Central America, and Caribbean Association Football). This meeting was used to meet with the promoters for the first time in-person. Concacaf produces the Gold Cup, Nations League Finals and will now be spearheading the newly announced CONMEBOL Copa America coming to the United States in 2024. This meeting was incredibly insightful as the Stadium Manager was able to use this one-on-one time to discuss the intricacies of the tournament and what qualifications are involved in order to become a host venue.

Meeting Professionals International (MPI) World Education Congress (WEC)

MPI is the association for people who bring people together. It leads the world in professional development that advances the meeting and event industry and the careers of the people in it. They “connect the connectors” so they can produce experiences and events, increase business opportunities for suppliers and offer education and professional development to its members.

San Francisco will be the host city of MPI WEC 2022, scheduled from June 21st – 23rd. WEC is a global event that is considered the “expert event for event experts”. WEC sets the standard for the hospitality and events industry in education and networking and will be attended by national and international event planners who source events. Networking opportunities include exploring the tradeshow floor, setting sales meetings and appointments, attending networking breakfasts/lunches as well as special events hosted for MPI and PCMA members.

The Levi’s Stadium Special Events sales team would like to attend this event to network with local and national event planners focused on corporate, association and social markets with a goal of generating potential new partnerships for Levi’s Stadium. This conference takes place every year, in various cities around the U.S. so depending on the location, attending the event can get expensive. With this year’s conference taking place so close to Santa Clara, it’s a unique opportunity to connect with local and national planners and avoid the extra travel costs.

We are requesting approval to register two sales team members at the discounted rate (MPI member rate) of \$1,375.00 for attendance to the conference. In addition to the registration fees, we would like to provide the staff with hotel accommodations to maximize their time spent at the event, budgeted at \$2,000 (inclusive of hotel fees and parking) total.

Total event expense: \$3,134.44

Non-NFL Events Marketing Budget – Special Events

- **Budget Category: Events, Conferences, Client Meetings**

More details on the event can be found here:

<https://www.mpi.org/wec>

More than 2,000 meeting and event professionals attended this event. Our Sales team attended as both a sales networking and educational opportunity. The team attended the opening night reception hosted at Oracle Park and networked with various planners also interested in hosting events at Levi’s Stadium. Some key connections made at this event included: Cisco/WebEx, LinkedIn, and HashiCorp. The conversation with HashiCorp led to a proposal for a roadshow event in September of 2022 which did not move forward. All contacts and leads were entered into our database for future outreach.

**Meeting Professionals International Northern California Chapter Annual Conference & Expo (MPI ACE)
- \$642.00**

MPI is the association for people who bring people together. It leads the world in professional development that advances the meeting and event industry and the careers of the people in it. They “connect the connectors” so they can produce experiences and events, increase business opportunities for suppliers and offer education and professional development to its members.

MPI Northern California Chapter (NCC) hosts an annual conference and expo for its over 500 members called ACE. The one-day conference is scheduled for April 3rd, 2022 at Oracle Park in San Francisco. ACE continues to educate members on current and changing trends in the hospitality, meetings, and events industry. Educational sessions include current trends in contracting, event health and security, selling new markets and event design and trends, to highlight a few opportunities. This event will be attended by suppliers, third party meeting planners and corporate events professionals. Networking opportunities include exploring the expo, setting sales meetings and attending networking breakfasts/lunches as well as special events hosted for MPINCC members. Levi’s Stadium Special Events clients such as Kaiser Permanente (TPMG), Prestige Global, AMAZE’ Events and PRA will be in attendance. This is an added opportunity to connect and continue to build client relationships in a professional atmosphere.

The Levi’s Stadium Special Events sales team would like to attend this event to network with local event planners focused on corporate, association and social markets with a goal of generating potential new partnerships for Levi’s Stadium.

We are requesting approval to register two sales team members at the discounted MPI member rate of \$600.00 as well as parking to attend the conference for \$42.

Total event expense not to exceed \$642

Non-NFL Events Marketing Budget – Special Events

- **Budget Category: Events, Conferences, Client Meetings**

More details on the event can be found here: <https://www.mpi.org/chapters/northern-california/education-events/event/2022/04/05/130default-calendar/race-to-ace-2022>

The sales team has conversations with TPMG (existing client) and Gilead Sciences and made stronger connections with the Discover Santa Clara and Element Santa Clara sales teams. We used this event as an opportunity to network with Bay Area event industry suppliers and event planners and continue our education on event trends, best practices, and client solutions.

Meeting Professionals International Northern California Chapter (MPINCC) Annual Gala

Event Date: July 26th, 2022

With over 500 members, MPINCC is one of the largest MPI chapters in the world. It consistently produces dynamic and original programs geared to the unique needs of the Northern California meetings industry. As members of MPINCC, Levi's Stadium Special Events becomes part of an organization dedicated to the success of the events and hospitality industry both local and global. MPINCC provides opportunity for networking and business growth, industry education, certification and marketing opportunities through sponsorship.

MPINCC hosts an annual gala to recognize chapter member's, volunteers, and leaders for exemplary participation with the organization. The annual gala is attended by suppliers and planners from the Bay Area. Attendees gather to support the chapter and its members, network for business opportunities and amplify brand recognition.

This year, a member of the Levi's Stadium Special Events department is nominated for the award of "Member of the Year". We are asking to have our team attend the Gala to network with clients both prospective and current, support our local MPI Chapter and celebrate the recognition of our team member.

We are requesting approval to register four team members, 2 members and 2 non-members, for an amount of \$524.00. This budget includes early bird pricing for registration before Friday, July 15th.

Total: \$524

Non-NFL Events Marketing Budget – Special Events

- **Budget Category: Events, Conferences, Client Meetings**

A link has been provided for more information:

[MPINCC Celebration 2022](#)

Our entire team attended this event to support our Sr. Manager of Sales and Business Development who was nominated as "Member of the Year." The event was held in the city and included industry suppliers and partners such as Denon & Doyle, Bright Event Rentals, Giants Enterprises and Chase Center events team. Being actively involved in MPI provides our team with an opportunity to remain connected to local event professionals, learn about new event opportunities and build relationships with industry partners.

Unique Venues Marketing Campaign Package:

Unique Venues is a marketing organization committed to bringing together one of a kind event venue with meeting planners who are looking for something new. Unique Venues represents thousands of non-traditional properties throughout the United States and Canada for a variety of both traditional and nontraditional events. Event venue types include stadiums and arenas, colleges and universities, conference and business centers and historical venues.

Unique Venues offers a multitude of marketing products including a magazine, website, lead generation marketing as well as educational conferences. During the pandemic, Unique Venues became a leader in online education and support for event planners, administrative professionals, human resource professionals. They supported the entire hospitality industry by providing free education and forums to learn, share ideas and support health and wellness to an industry that was decimated by the pandemic. Because of the good work and support Unique Venues provided the industry, the industry has in turn supported them and has grown their viewership, database and partners.

Our current partnership with Unique Venues has provided over 50 qualified leads in the last 8 months (January 2022 – August 2022) and over 560 profile views (reported through the Unique Venues website.) The leads have been added to our Special Events prospecting database and the profile views continue to amplify Levi's® Stadium as a first-class meetings and events venue on a national level.

Levi's® Stadium has worked with Unique Venues to develop a comprehensive package to fit within the marketing budget tied to digital and email marketing for 2022. The package includes two separate email campaigns sent to 48,000 planners throughout the U.S. and Canada before March 31, 2023, an expanded profile on the Unique Venues website (including top tier positioning), and a Google campaign to target holiday bookings. The total spend for this package is \$4,890. As a result of a nurtured and collaborative partnership between Levi's® Stadium Special Events and Unique Venues, a fee of \$2,395 for top tier website listing has been waived. Total package value: \$7,285.

The climate of the event industry has changed, and clients are booking events within a shorter window than ever before. Looking ahead we plan to use one email campaign for the upcoming holiday season, and another in late winter to focus on 2023 bookings. Although the climate has changed, the need to gather for meetings and events is growing stronger and "unique venues" like Levi's Stadium are the focus for many planners who are looking for indoor/outdoor venues with a special "wow" factor.

Non-NFL Marketing Budget: Special Events

Budget Category: Event Expenses/Advertising

Spend Request: \$4,890

As noted in the Non-NFL Marketing Plan, the Unique Venues email campaign went out to 4,600+ emails. Of those emails, 1,536 were opened and 1,013 were clicked with a click to open rate of 66%. We received two leads from the Unique Venues email campaign totaling over \$150,000 in potential gross revenue. One lead is in the proposal phase for a potential November event booking.

Connect Marketplace: Connect West - Conference Registration

Connect Meetings is a leading resource for events professionals looking to source events, network and continue their education. Connect Meetings brings together the most active planners, suppliers and experts across multiple meetings and events industry markets. At these conferences, event professionals connect with peers, learn from experts, and participate in a “Hosted Buyer” program which is a series of one-on-one meetings between planners and suppliers.

Connect West is a conference hosted for planners specifically interested in California, Arizona, and Nevada as event destinations. This year Connect West will take place in San Francisco on November 9th – 10th. Over the two days, event planners will gather to meet with suppliers to plan future events in the Western U.S. Event Planners and industry suppliers will be matched up in a curated appointment system, providing each participant with quality time to connect on specific needs by removing the vetting process from the meeting itself. Event Planners with prospective business are pre-qualified and bring open RFP’s in order to participate. Past and current corporate participants include companies such as Stryker, First Republic, Amazon, REI Corporate, Visa, Intel, Gilead, Polycom and Alpha Graphic Corporate.

Levi’s Stadium Special Events is requesting approval to register one Sales Manager for Connect West to participate in the hosted buyer program, network with industry leaders and participate in continued education in hospitality and event sales. The cost of registration for this conference is \$3,450, not including travel expenses. Connect West is a two-day conference so additional expenses will include a one-night hotel stay along with per diem food and beverage and other pre-approved travel related expenses.

Non-NFL Marketing Budget: Special Events

Budget Category: Events, Conferences, Client Meetings

Requested Spend: \$3,788.13

Website provided for additional information:

<https://www.connectmeetings.com/>

Key Connections Made: Imagine Experience, Sync Meeting Management, Propel, AECOM

- We were able to book an event with Propel in February 2023

Leads/Follow-Ups: 50 Planners added to our database as prospects and 24 appointments received curated communication and sales collateral based on meeting conversations.

All Things Meetings Sales Event – October 27th, 2022

Levi's Stadium has participated as an exhibitor at All Things Meetings since 2018. All Things Meetings is an events industry networking program that hosts approximately 300 qualified Bay Area and Silicon Valley event planners, corporate event professionals, independent planners, and destination marketing professionals. Over 100 venues and industry suppliers exhibit at the event with the goal of connecting with planners and event professionals on future business opportunities. Compared with other sales and networking events hosted in the Bay Area, All Things Meetings typically has a high volume of qualified planners interested in sourcing unique venues like Levi's Stadium.

After attending All Things Meetings in 2021, Levi's Stadium Special Events received two leads which resulted in \$238,000 in booked revenue. In addition to the event bookings, we received inquiries from companies such as Nasdaq, Stanford Healthcare, PayPal and Western Digital and continued outreach and communications with contacts from All Things Meetings.

This year's All Things Meetings reception and trade show will take place at the Computer History Museum in Mountain View California. The cost of registration for this event is \$1,300 which includes an exhibitor table and access to the planner attendee list, which becomes a valuable outbound sales tool.

Total event expense not to exceed: \$1,300

Non-NFL Events Marketing Budget – Special Events

- **Budget Category: Events, Conferences, Client Meetings**

More information on All Things Meetings can be found here: <https://www.allthingsmeetings.com/>

- 59 prospects added to our system from attending this event
- Valuable networking opportunity for local market

Professional Convention Management Association (PCMA) Convening Leaders Conference:

As part of PCMA's membership of over 10,000 **event professionals and students**, members gain premium access to provocative executive-level education, face-to-face networking and business intelligence. Member engagement takes place online and in person with PCMA on a global level, as well as locally through one of the 17 chapters in the United States, Canada, and Mexico or regional networks in EMEA, APAC, and Latin America.

Each year, PCMA hosts their Convening Leaders Conference. This year Convening Leaders 2023 will focus on new ideas in the event industry and actionable pathways to meet challenges, offering peer-to-peer exchanges to fully understand industry expectations to deliver a high impact result. The days and evenings include various research and networking opportunities as well as leading-edge educational seminars to support the growth and development of the attendees.

The Levi's Stadium Special Events department would like to send the lead Sales Manager this year as both a sales networking opportunity and an professional development opportunity. The Sales Manager is a member of the Northern California Chapter of PCMA partners and will be included in education, peer-to-peer networking, community outreach, professional recognition, and many other opportunities for members. PCMA's Northern California Chapter serves 200+ members from San Francisco Bay area, Silicon Valley, Monterey Bay, Sacramento and Central Valley.

The cost to attend this conference would be absorbed in the 2022 Special Events Sales & Marketing budget under the category "Events, Conferences, & Client Meetings." No additional budget dollars are being requested.

A link has been provided for additional information:

<https://northerncalifornia.pcma.org/>

<https://conveningleaders.org/>

Dates: January 8-11th 2023

Total: \$2,013.91

Registration Costs: \$724

Estimated Travel Expenses: \$1,289.91 (airfare, hotel, meals)

Special Events Budget Category: Events, Conference, Client Meetings

PCMA Convening Leaders is an opportunity for our staff to expand on their knowledge and experience within the event industry and network with some of the larger Destination Management Organizations (DMOs) and event production agencies in the country. Our Sales team made connections with groups such as Visit California, San Francisco Travel, Connect Meetings, GO NYC and Freeman. From those meetings, there have been follow-up conversations with Visit California and Freeman on event opportunities at Levi's Stadium.