2026 Marketing Plan

January 31, 2026

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Levi's® Stadium Events Definitions and Profiles

The Levi's Stadium Events business is comprised of two overarching event categories: Public Events and Private Events.

Private Events are generally non-ticketed, invitation-only gatherings, shaped by the nature of the occasion and the client's goals. They encompass everything from weddings and corporate anniversaries to charitable galas and conferences, representing the majority of the venue's annual event activity.

Our Private Events sales pipeline is fueled largely by relationships with local companies, our proven track record across a diverse range of events, and the prestige of hosting at a venue known for major moments, including 49ers games, the Super Bowl, COPA America, the College Football National Championship, WrestleMania, and concerts by world-renowned artists.

As a result, our focus extends beyond near-term business performance. We are equally invested in building lasting client relationships and creating opportunities to continually elevate and innovate the guest experience.

Public Events are stadium-wide, ticketed experiences open to all fans. Levi's Stadium has successfully hosted a diverse array of events, each contributing to the local economic impact, elevating visibility, and strengthening the venue's brand reputation. Spanning multiple leagues, sports, and entertainment genres, these Public Events have helped solidify Levi's Stadium as an iconic, nationally recognized destination.

Their high-profile nature keeps the stadium in the public eye, which not only fuels growth within the private events segment of the business but also enhances our ability to attract future marquee events.

Levi's Stadium Private Events

Looking Back

Leverage Current Customer Base to Land and Expand

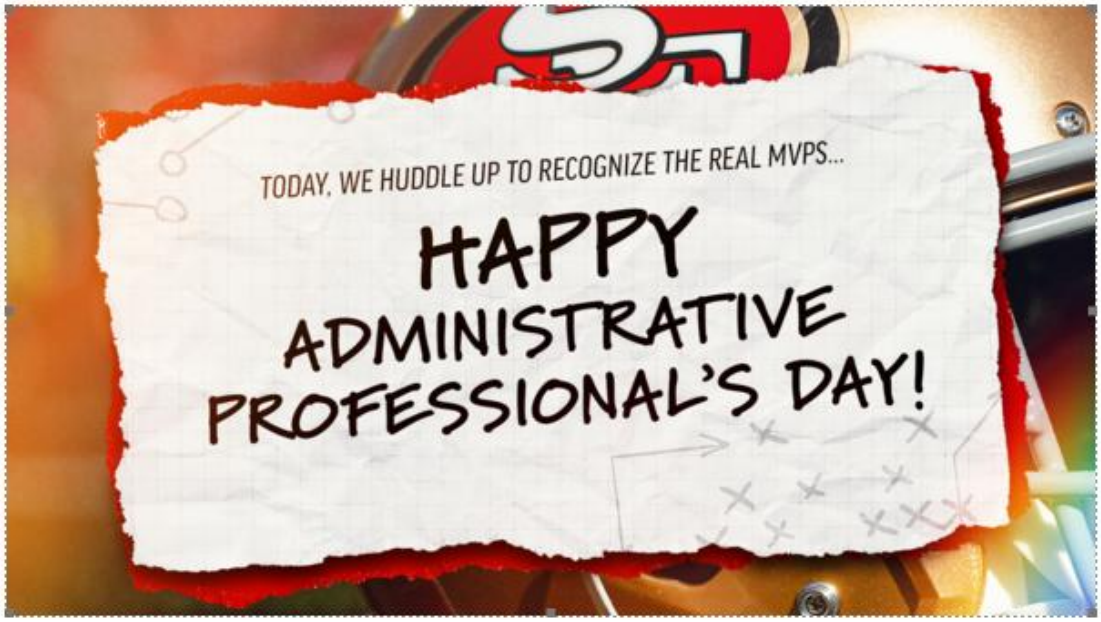
A key objective for 2025 was to strengthen and expand our existing client relationships through a "land and expand" strategy, focusing on building long-term trust and driving recurring revenue. Recognizing the importance of early engagement, our team prioritized meaningful touchpoints with our client base throughout the year. Despite ongoing stadium upgrades from January to June, we transformed potential limitations into opportunities by collaborating across internal teams to maintain a client-focused approach. We also attended local industry events and hosted client entertainment at our new Santa Clara office on Great America Parkway, and executed targeted outreach to re-engage past clients. These efforts resulted in strong repeat business, including Palo Alto Foundation Medical Group (PAFMG) and Plug & Play, both of which hosted two events with us within the same calendar year. Overall, our initiatives strengthened key relationships and established a robust pipeline, preparing us for the post-2026 event landscape.

By April, our sales team had already secured the return of 10 previous private events, which was an early signal of momentum building ahead of next year's major events. With Super Bowl LX and the FIFA World Cup already sparking demand, we've hosted key activations that demonstrate just how powerful the anticipation for 2026 can be. These early wins not only validate our strategy but also set the stage for next year's private events and are made even more compelling by an enhanced stadium experience for future clients.

To further support outreach and leverage our existing client base, the events team also focused on increasing content and brand visibility through targeted email campaigns, reaching our internal database of more than 6,000 accounts.

April: Global Meetings Industry Day

April: “Celebrating our MVPs!”



From the Levi’s® Stadium Events Team, thank you for being the ultimate game-changers.

May: Season Release

2025 Marketing Campaign Performances

Table 1

Campaign Name	Date	Emails Delivered	Emails Opened	% Opened	Clicks	% Clicked	CTOR
Global Meetings Industry Day (social post)	04.03	-	-	-	50	5.3%	-
Celebrating our MVPs!	04.23	6,158	2,119	34.4%	228	3.7%	11%
Season Release (social post)	05.14	-	-	-	45	2.9%	-
Client Event Recap (social post)	9.18	-	-	-	701	27.7%	-
SF Travel Email Campaign	12.02	4,300	1,204	28%	403	9.37%	33.5%

Our marketing campaigns this year delivered steady support for private event sales, though overall output was lower than in previous years due to team staffing transitions. Despite reduced campaign activity, we saw strong inbound interest driven by our growing reputation, major upcoming events, and continued client referrals, allowing us to remain focused on high-quality engagements and revenue-producing opportunities.

Maximize Strategic Partnerships with DMO and Industry Events

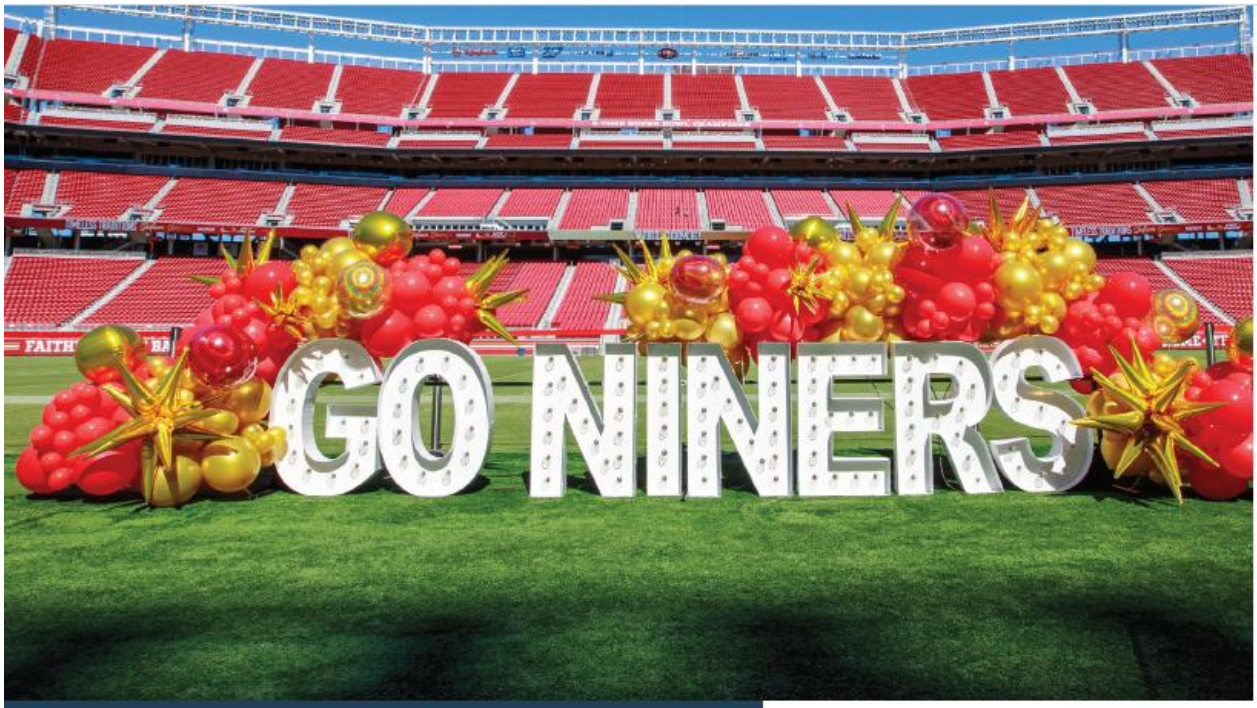
On February 14th, Levi's Stadium Events was proudly featured in the inaugural 2025 - 2026 Official Discover Santa Clara Guide, produced by Madden Media in partnership with Discover Santa Clara. This milestone has already sparked meaningful collaboration opportunities with the DMO while delivering early ROI and laying the groundwork for even greater impact in the months ahead.

Almost immediately after the feature, new strategic sales opportunities emerged for the team to partner with Discover Santa Clara and local hoteliers. Highlights include:

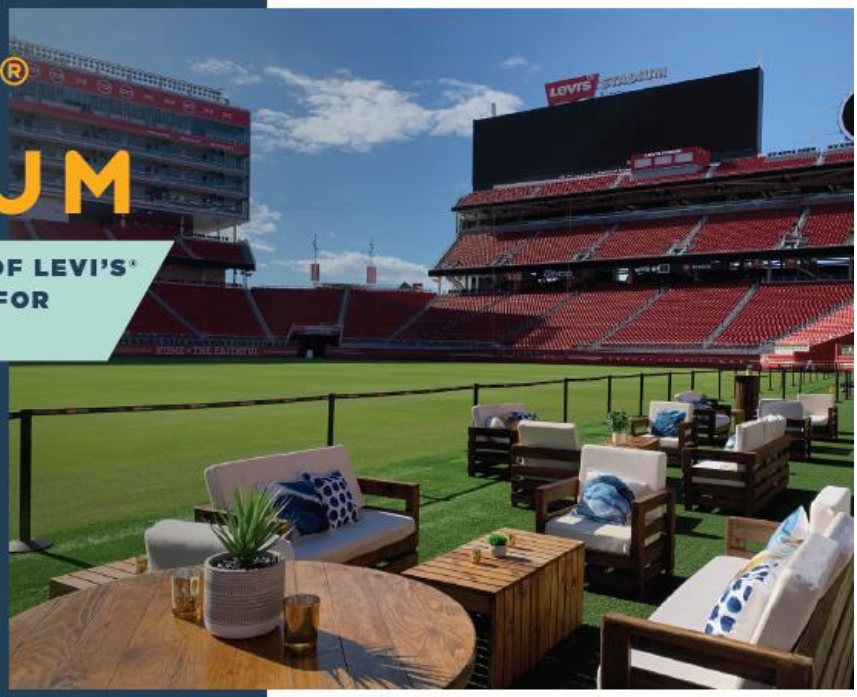
- Participation in Discover Santa Clara's exhibit booth at the MPI NCC Annual Convention and Expo in March.
- Hosting Discover Santa Clara's sales team at the Admin Awards in April with complimentary tickets to our exclusive evening event.
- Reviving our client showcase, which provided the Discover Santa Clara team with a dedicated 1:1 meeting time with over 50 prospective clients in attendance.
- Participation in Discover Santa Clara's exhibit booth at the Amazon Client Partner Fair in August

As we look ahead to an exciting year of major 2026 events, it has become abundantly clear: a united front with our local DMO is essential to driving strong, sustainable business to Levi's Stadium.

Inaugural 2025 - 2026 Official Discover Santa Clara Guide: Levi's® Stadium Events Feature



LEVI'S® STADIUM



EXPERIENCE THE ALLURE OF LEVI'S® STADIUM AS THE SETTING FOR YOUR UPCOMING EVENT

Nestled in the heart of Silicon Valley, our dedicated Levi's® Stadium Events Team stands ready to collaborate with you in orchestrating a one-of-a-kind event within the stadium's captivating array of event spaces, ideal for any occasion. Join us and choose Levi's® Stadium as your next event destination, and reserve an experience that is truly unparalleled.

TO LEARN MORE VISIT
LevisStadium.com/SpecialEvents or
contact the Levi's® Stadium Event Sales team at 408.579.4433

LEVI'S® STADIUM Events

Levi's Stadium Events joins Discover Santa Clara at Amazon Client Partner Fair

Throughout the calendar year, the sales team made a focused effort to collaborate with Discover Santa Clara's sales team on joint prospecting opportunities. From co-hosting clients at industry events like MPI NCC's Annual Conference & Expo to strengthening our presence at the Admin Awards, this partnership was a clear driver of momentum in 2025.

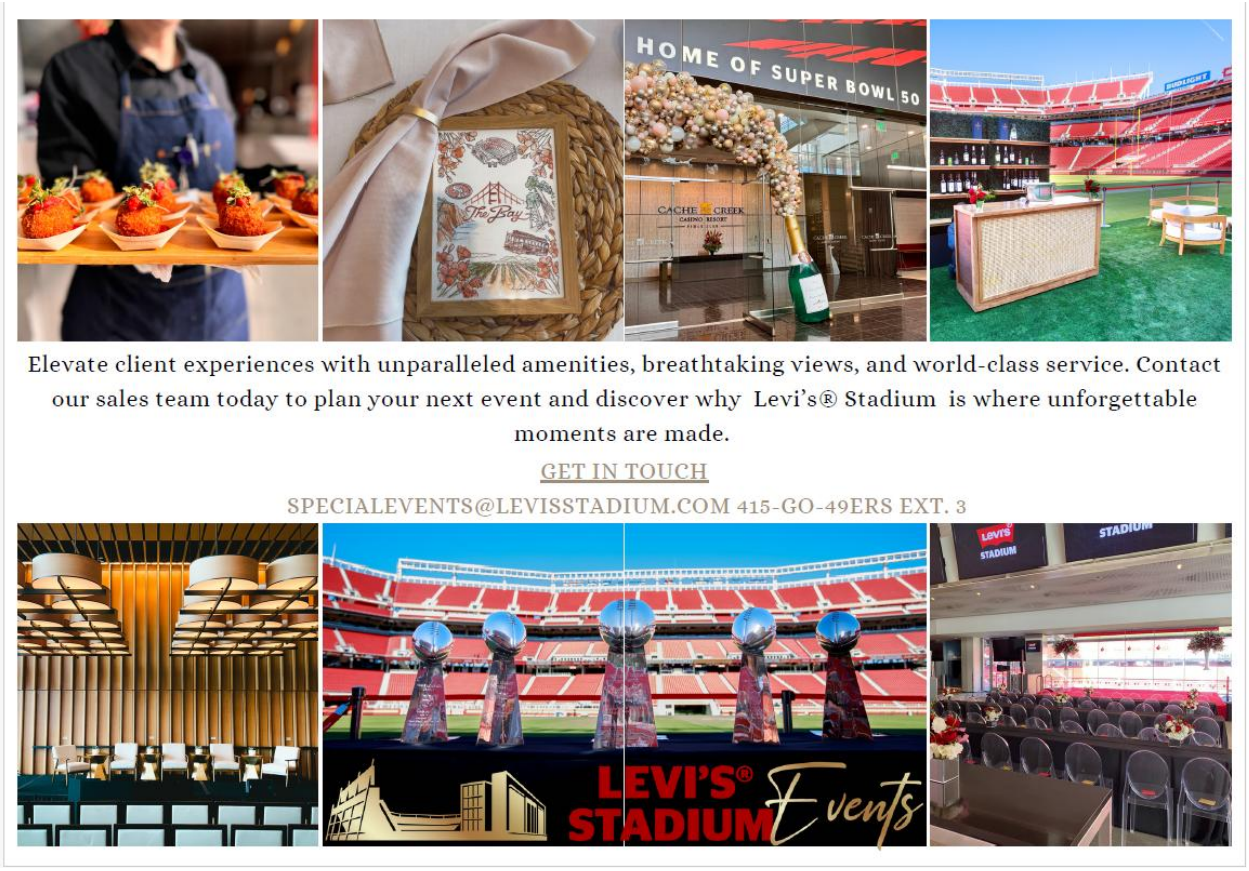
On August 7th, the team joined Discover Santa Clara and seven local hotel partners at Amazon's Client Partner Fair, where we had the opportunity to promote Levi's Stadium as a premier event venue to approximately 45 Amazon executive admins and planners. Representing one of Discover Santa Clara's five exhibit booths, Levi's Stadium showcased alongside key hotel partners, including the Hyatt Regency Santa Clara, Hilton Santa Clara, Hyatt Centric Santa Clara, Marriott Santa Clara, Element Santa Clara, AC Hotel San Jose Santa Clara, and Delta Hotels by Marriott Santa Clara Silicon Valley.

Our presence at this event played a key role in reinforcing Santa Clara's hospitality ecosystem and highlighting Levi's Stadium as a standout option for unique, large-scale gatherings.

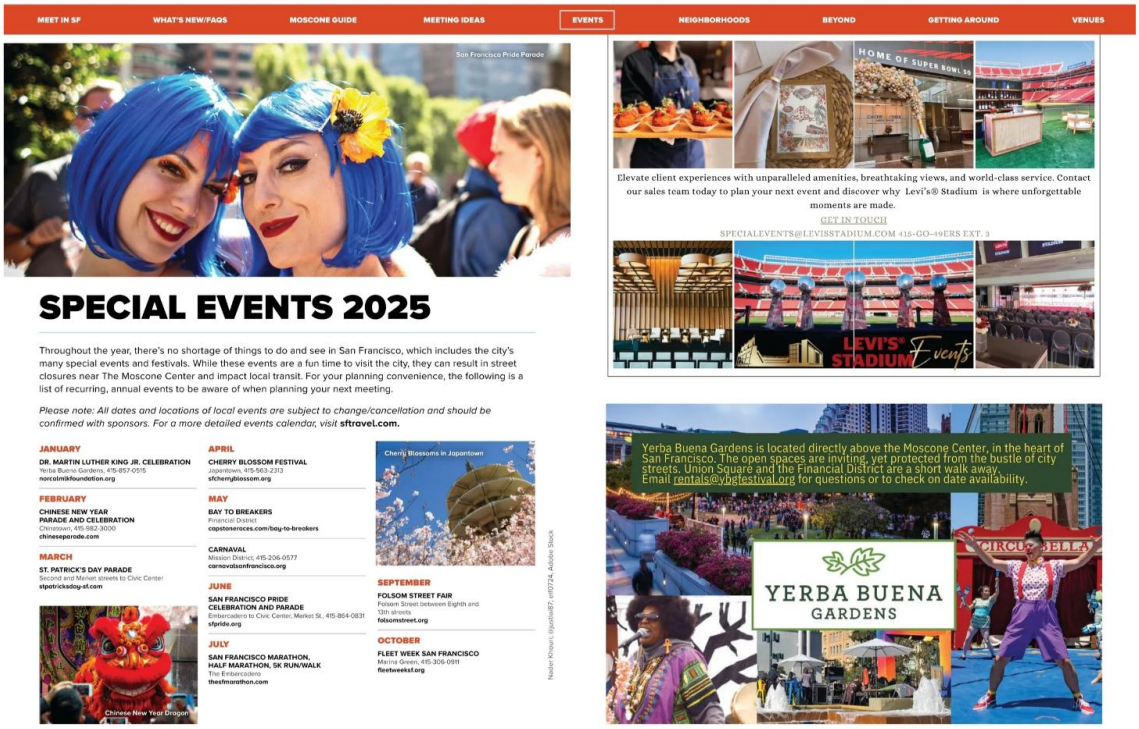
SF Travel's 2025-2026 Meeting & Travel Planner Guides: Levi's Stadium Events Feature

To expand our reach among meeting and event planners across the Bay Area, Levi's Stadium Events renewed its partnership with Miles Partnership on behalf of SF Travel Association, the official destination marketing organization for the City and County of San Francisco. This renewal includes placements in the May 2025 - April 2026 editions of both the *Meeting Planner Guide (MPG)* and *Travel Planner Guide (TPG),* which serve as resources designed to connect with highly qualified meeting planners, tour operators, and event organizers.

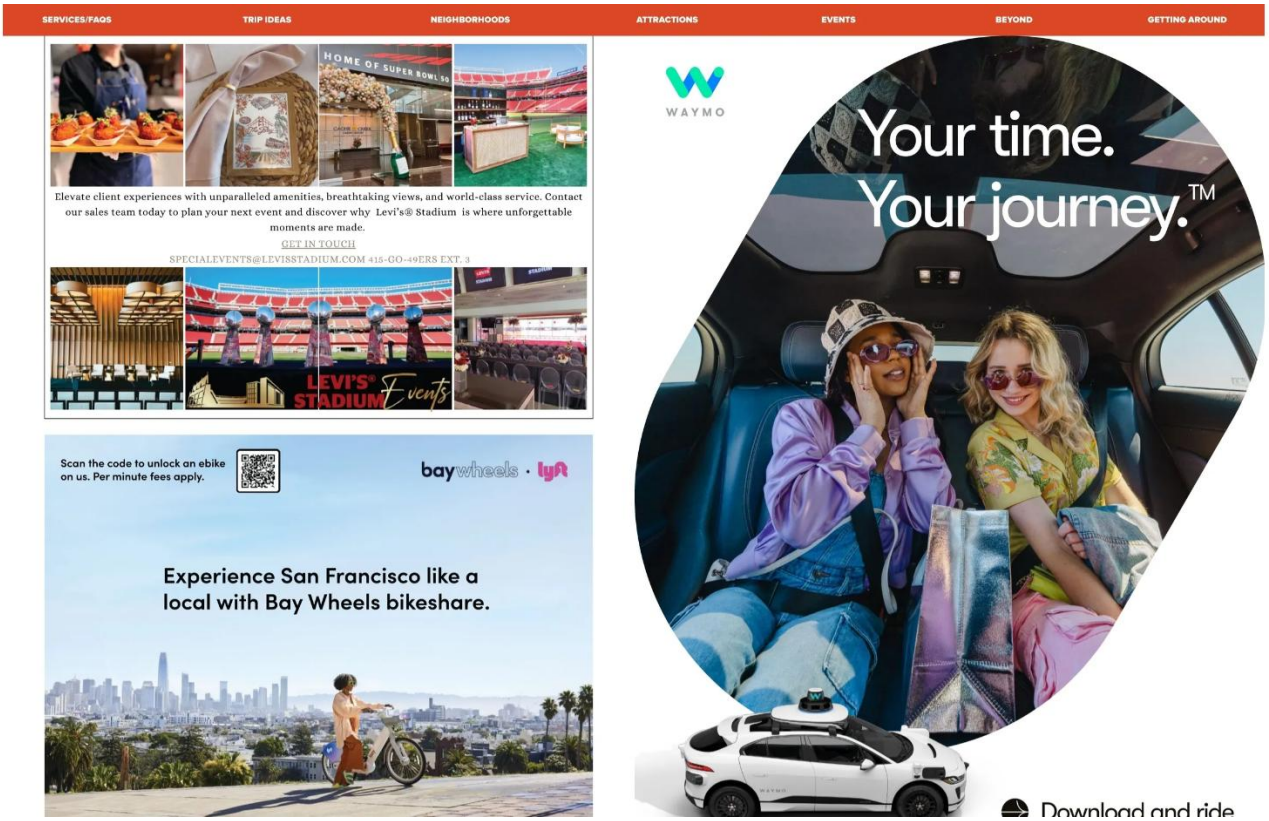
Running from May 1, 2025, through April 30, 2026, these guides will provide yearlong visibility and serve as go-to tools for professionals booking meetings, conventions, corporate events, and group travel throughout the Bay Area. Through this renewed partnership, Levi's Stadium Events will gain exposure on SF Travel's website, email newsletters, and industry promotions, offering direct access to key decision-makers.



Meeting Planner Guide Feature



Travel Planner Guide Feature



Additionally, Levi's Stadium had the opportunity to launch a custom email campaign in December, strategically timed to target future booking opportunities beyond the major events of 2026.

SAN FRANCISCO

Meeting Professionals

View it in your browser
Update email preferences

Holiday Parties and Festive Events at Levi's Stadium!

Celebrate the season at Levi's Stadium! Enjoy premium event spaces with patios that overlook the inner bowl, unforgettable views of the inner stadium bowl, optional field access, customizable menus, and exciting entertainment activations. Everything you need to elevate your event! As a true one-stop shop, our team can plan and execute your event from start to finish, ensuring a seamless and stress-free experience.

SECURE YOUR DATE NOW

Dinners and Galas

From the excitement of game days to the sophistication of galas, our premium spaces become stunning backdrops for your next dinner. Want a stage, entertainment, or something extra? Consider it done.

LEARN MORE

Meetings and Conferences

Where innovation, technology, and entertainment come together. With versatile meeting spaces, a dedicated audio-visual team, and collaborative creative partners, Levi's Stadium equips you with everything needed to host a meeting that truly stands out.

LEARN MORE

Receptions and Celebrations

Celebrate your employees in a big way! From barbecues and live music to games and employee celebrations, Levi's Stadium brings the fun. Plan your next company appreciation event with us and elevate it with custom content on our new video boards.

LEARN MORE

MPI NCC Silver Sponsorship

This year, Levi's Stadium Events entered into its first annual sponsorship with the Northern California Chapter of Meeting Professionals International (MPI NCC). The team has been an active member of the chapter for several years by regularly attending chapter events and serving as board members. This new sponsorship marks a strategic step forward in strengthening our presence within the San Francisco Bay Area and Silicon Valley markets.

MPI NCC represents a powerful network of meeting professionals, with members planning over 4,000 meetings in the U.S. and 1,000 internationally. Collectively, they wield more than $848 million in buying power. Over half of its members manage budgets ranging from $250,000 to $10 million and host meetings with 2,500+ attendees. California, notably, hosts more meetings than any other state in the country.

For the 2025 sponsorship year, Levi's Stadium Events will proudly serve as the chapter's first-ever venue entity sponsor. Our sponsorship package includes complimentary registrations to all MPI NCC events, brand exposure through MPI NCC's website and social media platforms, and marketing visibility to the largest MPI chapter in the world with nearly 500 members, including over 250 active planners. This level of access enables the team to foster deeper relationships with key decision-makers, stay informed about industry trends, and consistently position Levi's Stadium as a premier venue option for high-impact private events.

2025 Industry Events

MPI NCC ACE

The Levi's Stadium Events sales team participated in the MPI Northern California Chapter's Annual Convention Expo in Monterey, CA. This immersive two-day conference went beyond the typical setup, offering hands-on experiences, interactive discussions, and dynamic sessions designed to challenge perspectives and inspire new ideas for the future of the events industry. With over 300 planners and suppliers in attendance, the event centered on interactive sessions designed to enhance event planning strategies, explore the role of artificial intelligence in the event industry, and discover ways to integrate sustainability into events.

This year, MPI ACE introduced traditional exhibit booths, creating a new opportunity for collaboration with Discover Santa Clara. Levi's Stadium Events joined Discover Santa Clara's exhibit booth, alongside Hyatt Regency Santa Clara, Hilton Santa Clara, Hyatt Centric Santa Clara, Embassy Suites Santa Clara, and Delta Hotels by Marriott Santa Clara Silicon Valley. This partnership provided a unique chance for Levi's Stadium to unite with Discover Santa Clara and our local partners.

The conference highlighted the latest industry trends, with sessions covering topics such as integrating AI into event workflows and planning, innovative design trends, and strategies for negotiating proposals and contracts.

Key Takeaways:

The Power of AI in Events: AI is being utilized to develop marketing campaigns and build attendee/guest profiles, similar to CRM systems. Third-party planners are also using AI to draft agreements.

State of the Industry: Hotel prices have surged compared to 2019, contributing to higher overall budgets, as the U.S. is now 32% more expensive. The U.S. is expected to experience a "Decade of Sports" through 2034, attracting an estimated 40 million new travelers. Starting in 2026, prices for hotels and venues are projected to rise for meetings and events.

Marketing Trends: Nostalgia is a key theme in current marketing campaigns. For example, movie remakes were hugely successful in 2024, as people crave familiar themes in conversations.

Contract Trends: Shorter booking windows are leading to stricter agreements, reducing opportunities for negotiation. It's recommended that clients review agreements earlier to avoid lengthy contracts with NDAs.

2025 SSEG Huddle Up

Levi's Stadium Events attended the 10th Annual Stadium Special Event Group (SSEG) Huddle Up Conference. SSEG, founded in March 2014, was established to foster collaboration, share best practices, and exchange business models that aim to boost non-game day event revenues, manage costs effectively, and deliver

exceptional guest experiences. Its diverse membership consists of multi-generational event professionals from all 30 NFL stadiums who are involved in selling and/or operating events at their venues.

This conference offered valuable content and networking opportunities for over 60 attendees. Session topics cover a wide range of subjects, including:

- Key event industry initiatives
- Wellness and personal development
- Revenue generation and cost management
- Food and beverage trends
- Technology
- Sustainability
- Marketing

This year's agenda featured insights from industry leaders, such as Jonathan Kraft, President of the Kraft Group, who will share his expertise on revenue generation and the critical role of special events at NFL stadiums.

In 2025, a new Leadership Track will be introduced, designed for those who lead teams within their organizations. SSEG Leadership is focused on department heads who manage budgets and make key decisions for their teams. This track will center around discussions on:

- Calendar Management
- Booking Policies
- Retaining Talent

Also debuting in 2025, SSEG's Huddle Up Conference was sponsored by Momentus Technology, offering attendees one-on-one appointments with the Momentus team for dedicated support on their platform. Momentus Technology, a leading venue and event management software used by 75% of professional sports organizations, helps organizations efficiently manage event spaces and operations. Levi's Stadium Events actively uses Momentus Technology (formerly Ungerboeck) for customer relationship management, calendar management, sales prospect tracking, and reporting. This new integration with the Huddle Up content will provide invaluable support for our team's daily operations, offering insights into upcoming features and ways to optimize our platform.

Each year, Levi's Stadium eagerly anticipates attending Huddle Up to gain insights into emerging industry trends, discover new sales tools, enhance guest satisfaction, and collaborate with fellow industry professionals.

2025 Admin Awards Silicon Valley-SF Bay Area

Since 2018, Levi's Stadium Events has proudly sponsored the Silicon Valley Admin Awards and has been supporting the San Francisco chapter since 2019. The Admin Awards is the only public program dedicated to recognizing and celebrating the achievements of administrative professionals. Held annually in seven cities and growing, the event honors admins nominated by their colleagues and supervisors. While highly competitive, the Admin Awards is a celebration for all attendees, offering awards, entertainment, networking, and fun.

Last year, the Admin Awards organization merged the Silicon Valley and San Francisco chapters into a single, large-scale celebration event. As part of our new sponsorship package, Levi's Stadium Events is invited to attend monthly Advisory Board meetings with administrative professionals from leading Bay Area companies. These meetings provide valuable opportunities to foster relationships and promote Levi's Stadium as a premier destination for meetings and events.

The sponsorship also includes marketing opportunities through social media, email campaigns, and the Admin Awards website. At the awards event, Levi's Stadium Events had the opportunity to volunteer at the registration booth for increased visibility, as well as present an award to an administrative professional, with extra podium time and sponsor/logo recognition. Levi's Stadium also extended invitations to Discover Santa Clara's sales team and partners at Levy Restaurants to give first-hand access to our reach. After the event, the sales team will receive a list of attendees and honorees, typically including 300-500 corporate professionals from the Bay Area.

In addition to our continued sponsorship for 2025, Levi's Stadium Events has been selected for inclusion in the newly launched Admin Awards Preferred Partner Directory - a curated resource designed to spotlight trusted vendors and venues across industries. From August to December 2025, Levi's Stadium will be prominently featured on AdminAwards.com, which reaches over 20,000 decision-makers monthly across a wide range of sectors.

This invitation-only directory was created in direct response to growing demand from the national Admin Awards community for a reliable, vetted alternative to traditional B2B platforms. Every listing is either personally recommended by administrative professionals, utilized by the Admin Awards team, or thoroughly vetted for quality and reputation - and we're proud to be included.

The program offers a scalable, high-return-on-investment marketing channel for B2B services and venues. This added visibility not only deepens our relationship with the Admin Awards network but also positions Levi's Stadium Events as a go-to venue for executive and administrative decision-makers across the nation.

ADMINAWARDS™
PREFERRED PARTNER
ADMIN-APPROVED RESOURCES YOU CAN TRUST.

MPI NCC Corks & Forks

The Levi's Stadium Events sales team attended the 10th anniversary celebration of MPI NCC's Corks & Forks. This premier industry event provided an evening of networking with industry peers, potential clients, and top Bay Area culinary professionals. As a beloved tradition of Meeting Professionals International Northern California Chapter, the event brings together wineries and caterers to compete for attendees' tastes while also offering an educational session focused on collaboration with potential clients.

The event featured a key panel discussion on the evolving landscape of hospitality and event planning, with insights from leading industry figures: Stephanie Glanzer, CMP, Chief Sales Officer and Senior Vice President of MGM Resorts International, and Juan Muñoz-Oca, Chief Operating Officer of Vinattieri 1385, the company importing wines from Marchesi Antinori to the U.S. This session covers innovative strategies, leveraging partnerships, embracing culinary trends, and adapting to shifting consumer preferences in the dynamic hospitality industry.

Just a week after the event, the team received a new event inquiry from Envire, Inc. for a 100-person holiday party, directly tied to a connection made at Corks & Forks. Opportunities like this highlight the value of attending local chapter events and the impact they can have on driving revenue for stadium events.

Key Meetings:

- Genentech
- Gilead Sciences
- Streamlinevents, Inc.
- PricewaterhouseCoopers, LLC
- Envire, Inc.

Client Retention During Stadium Upgrades

What could have been a year of transition or dormancy due to stadium upgrades in preparation for Super Bowl LX and the 2026 FIFA World Cup became a strategic opportunity to elevate our private events experience. Instead of pausing, we leaned in by reshaping the narrative and generating excitement among prospective clients about the future of private events at Levi's Stadium. A key focus this past year was leveraging our existing client base. By enhancing our client showcase, we offered top clients an exclusive preview of the post-2026 event experience, positioning Levi's Stadium not just as a world-class sports venue but as the premier destination for unforgettable private events in the years ahead.

Client Showcase - First Look: The Season Ahead

As part of our 2025 sales and marketing strategy, Levi's Stadium Events proudly hosted the return of The First Look: The Season Ahead on Wednesday, August 14, 2025, in the Cache Creek Field Club. This annual client showcase was designed to provide prospective private event clients with an exclusive, behind-the-scenes look at the stadium's upgrades following six months of renovations and to inspire bold, creative thinking for their future events at Levi's Stadium.

The evening blended curated networking and premium hospitality with interactive experiences that highlighted the stadium's versatility and premium offerings:

- A behind-the-scenes experience highlighting how Levi's Stadium is transforming the future of private events.
- A "Game Day Credential" passport activity, encouraging clients to engage directly with our sales, service, and partner teams - including Discover Santa Clara and Levy Restaurants - for the chance to win exclusive prizes.
- Event inspiration and premium enhancements, featuring local offerings and creative ways to elevate programs using the stadium's unique capabilities.
- A professional headshot station, providing attendees with complimentary updated portraits.

We extended targeted invitations to our core client base, suite holders, and corporate partners for an immersive cocktail reception that positioned Levi's Stadium as a premier venue for private events in 2025. The program was strategically timed to capitalize on the momentum of upcoming marquee events, including Super Bowl LX and the FIFA World Cup, while also driving immediate pipeline growth for private bookings.

Goals & Outcomes

- **Drive Revenue:** Prospective clients experienced Levi's Stadium's upgraded spaces and elevated amenities firsthand, sparking conversations that led directly to near-term and long-term booking opportunities.
- **Encourage Engagement:** The "Game Day Credential" activity successfully facilitated one-on-one meetings with sales, service, Levy Restaurants, and Discover Santa Clara, ensuring personalized discussions of client event needs and fostering meaningful connections. As a direct result, the sales team secured two site visit requests and one confirmed holiday party opportunity.
- **Strengthen Industry Relationships:** By delivering a high-touch, hospitality-forward experience, the showcase deepened relationships with top clients, event planners, and local partners, reinforcing Levi's Stadium's reputation as a trusted, innovative, and client-focused venue.

The 2025 showcase not only celebrated the stadium's transformation but also served as a powerful business development tool, laying the groundwork for sustained revenue growth and stronger industry partnerships heading into 2026's marquee event season.

52 Contracted Private Events and Holiday Party Success

Increasing the number of private events at Levi's Stadium was a key focus for the sales team. As of November, we have successfully exceeded last year's total, securing 52 external events. Since January, the team has qualified over 700 event opportunities (450 inbound leads since April). While not all opportunities can be realized due to stadium availability, budget constraints, and event scope limitations, the demand for private events remains strong.

Securing holiday party bookings was a key priority for the team heading into the fall season, and this year's results show significant growth in both volume and revenue. December 2025 will host double the number of events compared to 2024 and triple the number of events hosted in 2023, reflecting strong demand for premium,

experiential gatherings at the stadium. Between December 1st and 19th alone, we are projecting more than $1 million in revenue. This surge underscores the increasing value clients place on hosting at Levi's Stadium and highlights the effectiveness of our early outreach and relationship-building strategies.

Quick Turn Events

Since 2021, Levi's Stadium Events has experienced a steady increase in event opportunities, with a growing number of clients inquiring about booking private event spaces less than 30 days in advance. We refer to these as "quick-turn events."

Quick-turn events necessitate an agile sales approach, characterized by prompt responses, expedited proposals, and expedited agreements. They also depend on clear communication across internal departments to align operations under tight timelines. From a service standpoint, these events often present challenges due to external rental windows and compressed planning schedules, placing added pressure on stadium logistics. Of the 51 events secured in 2025, 34% were booked with a lead time of less than four weeks.

Despite these demands, quick turns have become a standard part of the private event landscape. Year after year, the team continues to deliver exceptional execution with professionalism and reliability that earns the trust of our clients - resulting in repeat business and long-term partnerships.

Levi's Stadium Events Public Event Prospecting for Private Events

Following the completion of our six-month stadium upgrades, public events resumed at Levi's Stadium in June, showcasing the diversity and scale of our venue offerings. This return also provided the private events team with a unique opportunity to utilize hospitality suites during concerts and international soccer matches, engaging prospective clients in a high-touch, experiential setting.

For the sales team, these activations provided valuable one-on-one time with clients and showcased the full Levi's Stadium Events experience outside of an NFL game day. These moments led to real-time lead generation, nearly immediate bookings for 2025 holiday parties, interest in large-scale events such as a 1,000-person sales kickoff in 2026, and even strategic conversations around simplifying contract processes for enterprise clients.

By optimizing public events as prospecting platforms, we created a powerful sales pipeline, strengthened client relationships, and demonstrated the venue's unmatched flexibility, making these opportunities a key driver in this year's success.

Continued Success with Client Satisfaction Scores

The events team continues to raise the bar for client satisfaction, consistently maintaining a high standard of excellence year after year. In 2025, our service team achieved an impressive average client satisfaction score of 4.5 out of 5 on post-event surveys for external events - surpassing expectations once again. Every client receives a survey following their event, offering valuable feedback across all touchpoints, including booking, event

planning, food and beverage quality, and day-of experience elements such as parking, security, cleanliness, and AV services.

This year, the team successfully supported over 52 private events and 8 public events, showcasing both scale and consistency in service delivery. These results reflect our unwavering commitment to creating exceptional experiences at Levi's Stadium even during a year marked by infrastructure upgrades and major event preparations.

Post-Event Client Survey Scores (averages):

- Event Sales: 4.5/4.25
- Event Service: 4.5/4.25

2025 Key Performance Indicators (KPIs)

Table 2

2025 Year-to-Date Performance	**2025 Goal**	**YTD**
Gross Revenue	$2,700,000	$3,200,000
Client Satisfaction Scores (1-5)		
Event Sales	4.25	4.5
Event Planning	4.25	4.5
Overall Experience	4.25	4.5

Looking Forward

Levi's Stadium Events Spotlight Series - Video Board Campaign

As part of our sales strategy, we're looking to pilot a video board campaign during our public event season to promote private event bookings to a broader audience. The graphics were developed in collaboration with Marketing and strategically timed to appear post-event (after egress lights come on following concerts and after the run of show for soccer matches) to avoid disrupting the guest experience.

Looking ahead, Levi's Stadium plans to build on this initiative during next year's public events, with the goal of tracking performance and optimizing the campaign's impact on private event conversions.

Maximize Strategic Partnerships with DMOs

This past year, the sales team heard directly from clients and industry peers about the critical role that destination marketing organizations, such as Discover Santa Clara and SF Travel, and local chapters of Meeting Professionals International play in supporting off-site venues, including Levi's Stadium. When destinations and professional networks thrive, venues like ours benefit. Building on this momentum, we are working with Discover Santa Clara on their upcoming FAM event, which will be geared toward FIFA coming to Levi's to excite meeting planners and media about considering Santa Clara and the stadium for events beyond the big games. This FAM event also provides our team with invaluable face time with attendees, allowing us to engage directly, highlight our private event possibilities, and position ourselves at the top of mind for future opportunities. We're excited to continue strengthening these collaborations and look forward to the opportunities they will bring in the year ahead.

Relationship Building with Event Planners and Industry Executives

In 2026, our marketing and sales efforts will focus on deepening relationships with existing clients while expanding our reach across the Bay Area as the stadium transitions between two major global events. Building on the success of our client entertainment initiatives, we will expand our footprint by increasing our presence at regional industry events, such as Connect West, and prioritizing in-person connections through client office visits and informal coffee or lunch meetings. With on-site access limited due to the large-scale 2026 events, we will further leverage digital engagement by promoting our virtual 360-degree site visit tools to help clients visualize their events and stay connected to the stadium experience.

To strengthen our pipeline for the year ahead, we will re-engage leads impacted by the 2025 stadium upgrades and the 2026 exclusive windows, focus on early outbound efforts ahead of fall and holiday booking cycles, and reinvest in targeted advertising to keep our brand visible throughout the region. By combining strategic marketing with personalized outreach, we will maintain strong brand exposure, rebuild momentum after a unique operational year, and effectively position Levi's Stadium as the preferred venue for private events.

Levi's Stadium Public Events

Looking Back

Since opening in 2014, Levi's Stadium has established itself as a go-to stage for elite entertainment and major sporting events, elevating Santa Clara's profile while delivering a meaningful economic boost. To date, the venue has driven more than $2 billion in positive economic impact, fueled by 49ers home games, Super Bowl 50, and a wide range of public events.

Landing Super Bowl LX and FIFA World Cup 2026 further cemented Levi's Stadium as a premier host site for globally significant moments. The influx of favorable media coverage strengthened its appeal, as promoters evaluated future tours and tentpole events. That momentum helped power one of the most successful stretches in stadium history: from June through September, Levi's Stadium welcomed six concerts and two soccer matches, each producing strong results and profitability.

In addition to revenue generated through ticket fees, concessions, and merchandise, these public events also added value for SBL holders. Members enjoyed priority presale opportunities for premium seating at many shows and events, providing them with earlier access ahead of the general public.

Public Events in 2025

Thanks to strategic planning and diligent efforts, the events team successfully hosted eight full-stadium events at Levi's Stadium, showcasing a diverse range of entertainment and sports:

Metallica
Metallica's two-night stop at Levi's Stadium on June 20 and 22 drew the band's largest Bay Area concert crowd ever, with 110,000+ fans across both shows. The massive in-the-round stage production maximized the stadium's floor space, bringing tens of thousands onto the field and into the stands, while Santa Clara's warm summer evenings set the stage for high-energy performances. Together, the scale of Levi's Stadium and the energy of Santa Clara turned Metallica's visit into one of the venue's standout concert moments of 2025.

Concacaf Gold Cup Semifinal.
Levi's Stadium hosted the Concacaf Gold Cup semifinal on July 2, where Mexico edged Honduras 1 - 0 to book a spot in the tournament final. Raúl Jiménez scored the decisive second-half goal as the match delivered a lively, big-event atmosphere and showcased the venue's ability to stage top-tier international soccer. The night also set a Levi's Stadium soccer attendance record, drawing 70,975 fans.

The Weeknd
The Weeknd brought his "After Hours Til Dawn" tour to Levi's Stadium on July 8 and 9, selling out back-to-back nights with a high-impact production featuring towering visuals, dramatic lighting, and stadium-filling sound. With 95,000+ fans across both shows, the event further affirmed Levi's Stadium as a premier stop for the world's biggest headliners.

Morgan Wallen

Morgan Wallen's 2025 appearances at Levi's Stadium positioned Santa Clara at the center of a major country music showcase. Held August 1 and 2, the sold-out performances featured Wallen's "I'm the Problem Tour" with support from Miranda Lambert, Anne Wilson, and Brooks & Dunn.

San Jose Earthquakes vs. Los Angeles FC
The San Jose Earthquakes and LAFC drew a record-breaking crowd of 50,978 fans, the highest attendance ever for a standalone Earthquakes home match. LAFC jumped out immediately with a first-minute goal by Son Heung-min and two quick strikes from Denis Bouanga in the 9th and 12th minutes to seize early control. San Jose answered in the 18th minute and added a late own-goal tally, but LAFC's fast start held up for a 4 - 2 finish in a high-energy, big-stage night of soccer at Levi's Stadium.

The events team's proactive approach and strong relationships with promoters were crucial in overcoming scheduling challenges and securing these high-profile events. Our flexibility and commitment ensured an exceptional season, with eight events successfully executed in just four months.

Diverse Line-Up

The events team is focused on proactively booking a dynamic, diversified calendar that expands our audience and broadens Levi's Stadium's customer base. In 2025, our concert slate spanned country, heavy metal, and R&B, attracting distinct fan communities and reinforcing the venue's versatility.

Building on the momentum and media attention surrounding FIFA World Cup 2026, we also activated Northern California's rapidly growing soccer market by hosting MLS matchups and the Concacaf Gold Cup semifinal, both of which set attendance records.

Profitability

Beyond delivering eight distinct events, the Events team generated outstanding profitability across the board. Each deal was built from a disciplined, full-venue revenue strategy, optimizing every major income stream and negotiating terms designed to maximize net profit. We achieved these results while maintaining strong promoter relationships through balanced, mutually beneficial agreements that foster long-term partnership growth.

Owned and Operated Marketing Assets

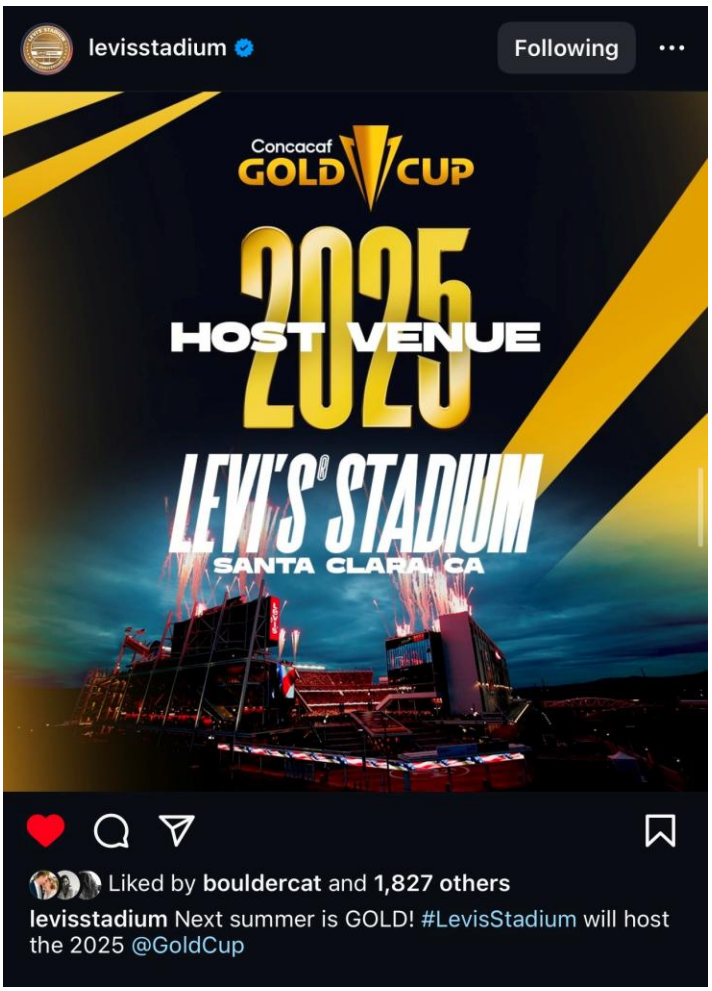
The events team leveraged Levi's Stadium and the 49ers owned and operated marketing channels to maximize event awareness, drive viewership across platforms, and strengthen the Levi's Stadium brand while supporting revenue growth.

Promotions were executed across Levi's Stadium and 49ers digital and social channels, including dedicated event pages on levisstadium.com and targeted email campaigns.

Levi's Stadium's subscriber database includes 87,000 accounts, including 9,200 SBL members, supplemented by an email list of 120,000 previous concert buyers and approximately 1,600 subscribers who have opted into Music & Entertainment updates.

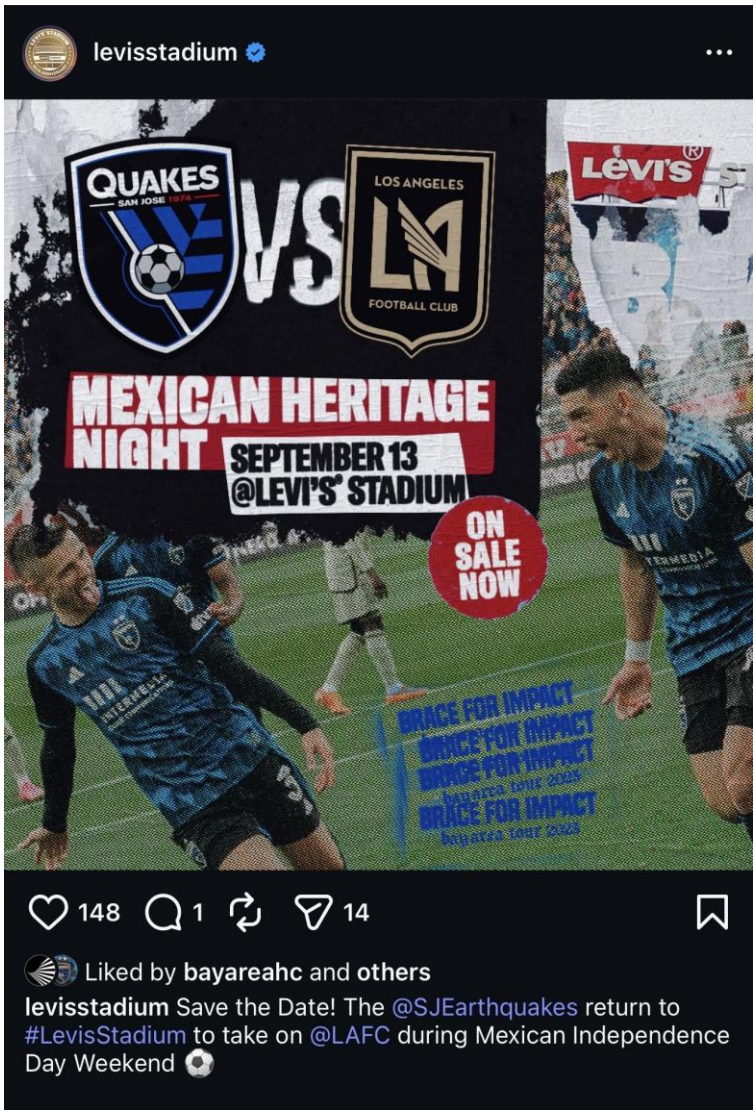
To further extend reach, we also deploy app push notifications, with 100,000 opted-in subscribers receiving real-time updates on Levi's Stadium events.

Example of Event Marketing on Levi's Stadium Social Channels



Example of Event Marketing on Levi's Stadium Social Channels

Example of Event Marketing on Levi's Stadium Social Channels



Conference Attendance and Proactive Outreach

Building and maintaining strong relationships, along with ongoing professional development within the live entertainment industry, is essential to delivering a successful event calendar. Attending industry conferences and conducting intentional outreach to secure in-person meetings remain the most effective ways to strengthen partnerships and generate new opportunities for Levi's Stadium.

With approval of the travel and entertainment budget, the Events team attended multiple conferences, conducted proactive outreach, and secured numerous in-person meetings with key decision-makers. These efforts helped position Levi's Stadium as a premier destination for large-scale events in Santa Clara.

Conferences and Proactive Outreach Included:

Pollstar Live!

The Stadium Manager traveled to Los Angeles to attend Pollstar Live, the premier global conference for live entertainment professionals and the flagship event of *Pollstar* magazine, the leading trade publication in the industry. This three-day event featured insightful discussions led by top innovators in the live entertainment industry. It kicked off with *Production Live*, a full-day event focused on the production and logistics behind live events, and continued with Pollstar Live, culminating in the highly anticipated annual Pollstar Awards celebration.

Attending Pollstar Live offered a unique opportunity to gain a comprehensive, behind-the-scenes understanding of the global live entertainment industry. Topics discussed during the conference included:

- Industry insights from top leaders, including executives, artists, agents, promoters, venue managers, and production specialists:
    - The latest trends in touring and ticketing
    - Innovations in fan engagement and technology
    - Business models shaping the future of live events

- Production knowledge into the nuts and bolts of live show execution:
    - Tour logistics and transportation
    - Stage design, lighting, and sound innovations
    - Safety and sustainability in live event production

- Strategic thinking and problem-solving when tackling real-world challenges:
    - Navigating crisis scenarios (like wildfires, pandemics, etc.)
    - Contract negotiation and deal-making strategies
    - Data-driven decision-making in tour planning

- Recognition of excellence during The Pollstar Awards:
    - Who's leading the industry
    - Groundbreaking tours, venues, and creative concepts

- Market forecasting and global outlook:

  - Perspective on international markets, emerging technologies (like AI and immersive experiences)
  - Economic trends impacting the entertainment world

- Networking and career growth
  - Booking agents, promoters, and venue reps
  - Production crews and service providers
  - Marketing experts and media professionals

The insights and best practices shared during the conference will be leveraged to enhance operations, expand partnerships, and identify new opportunities for securing additional stadium content.

Metallica at Nissan Stadium

The Stadium Manager successfully secured two nights of Metallica performances at Levi's Stadium, which took place on June 20 and 22. To further strengthen relationships with all parties involved in the booking, the Stadium Manager traveled to Nashville to attend Metallica's show at Nissan Stadium and meet with key stakeholders.

During the trip, the Stadium Manager met with Live Nation, the current tour promoter, as well as Metallica's agency, which also represents Billy Joel - another major act that was set to perform at Levi's Stadium.

This in-person engagement provided an opportunity for strategic discussions focused on 2026 stadium tours and routing. Conversations centered around aligning tour windows to attract multiple large-scale performances from global artists. These meetings served as a valuable platform for reinforcing essential industry relationships and laying the foundation for securing future marquee concert bookings at Levi's Stadium.

Sports Business Journal Sports Business Awards Judging Panel

The Stadium Manager's Vice President of Levi's Stadium Events was honored with a distinguished selection to serve on the judging committee for the *Sports Business Journal* (SBJ) Sports Business Awards - one of the most respected recognitions in the sports industry. This prestigious appointment underscores both the executive's industry leadership and the national reputation of Levi's Stadium as a premier venue for world-class sports and entertainment.

Presented annually by *Sports Business Journal*, a leading authority on the business of sports, the Sports Business Awards recognize excellence and innovation across the industry. Award categories span a wide spectrum, including Best in Sports Media, Talent Representation, Brand Activation, Sports Facility of the Year, Sports League of the Year, and Executive of the Year. Each year's nominations include some of the most influential brands, agencies, venues, and individuals shaping the future of sports.

Being selected as a judge places the Vice President among an elite group of industry experts, executives, and SBJ editors entrusted with evaluating top-tier submissions. This role provided invaluable opportunities to connect with key stakeholders across the sports business landscape, further strengthening Levi's Stadium's positioning within the industry. It also enabled the Vice President to spotlight Levi's Stadium as a state-of-the-art venue capable of hosting some of the most significant and high-profile events in sports and entertainment.

Participation in the judging process for such a prestigious event not only highlights the caliber of leadership at Levi's Stadium but also reinforces the venue's growing influence and reputation on a national scale.

Concacaf Gold Cup Final

Securing the 2025 Concacaf Gold Cup Semifinal on July 2 was the result of years of dedicated relationship-building and an extensive RFP process. The match proved to be a landmark achievement for Levi's Stadium, drawing a record-breaking crowd of 70,975 attendees - the highest attendance ever recorded for a soccer match at the Stadium.

This success was not solely a product of procedural excellence but also of cultivating and maintaining strategic partnerships. Recognizing the significance of host engagement, Concacaf invited the Vice President of Levi's Stadium Events to attend the tournament final on July 6 at NRG Stadium in Houston. This invitation reflected Concacaf's acknowledgment of Levi's Stadium as a valued partner.

The presence of Levi's Stadium leadership at the final match served to reinforce an already strong relationship with Concacaf. These kinds of direct, in-person engagements are instrumental in ensuring that Levi's Stadium remains top of mind for future tournament hosting opportunities. By fostering meaningful industry relationships and demonstrating consistent commitment to excellence, Levi's Stadium is well-positioned to attract premier international events in the years to come.

Eric Church Band Golf Tournament presented by Messina Touring Group

At the invitation of Messing Touring Group (MTG), the Stadium Manager participated in the Eric Church Band Golf Tournament - an important opportunity to strengthen existing relationships with tour managers and key promoters. With several stadium-level tours planned for 2026 and beyond, this engagement ensured that Levi's Stadium remains a top venue option for Messina's large-scale live events.

Since 2012, the Eric Church Band has raised over $3 million through its annual ECB Golf Tournament and Auction, with all proceeds supporting MusiCares, a vital organization serving the music community.

MusiCares supports the people behind music - because music gives so much to the world. MusiCares offers a comprehensive safety net of critical health and welfare services to the music community, focusing on three essential areas:

- Mental Health & Addiction Recovery - Assistance for counseling, psychiatric care, inpatient and outpatient treatment, sober living, and more.
- Health Services - Financial support during medical crises and access to preventive care, including dental, medical, hearing, and vocal health clinics.
- Human Services - Help with essential living expenses such as rent, utilities, car payments, and insurance. Programs also address housing, legal support, senior services, and career development.

Core Values:

- Service: Compassionate and tailored assistance driven by expertise and empathy.
- Inclusivity: A welcoming, accessible community built for everyone in music - not just an industry.
- Empowerment: Creating a safe space to be heard, access resources, and thrive.

- Integrity: Upholding commitments and building trust with clients and donors.

The annual ECB Golf Tournament is proudly sponsored by MTG - a valued partner of Levi's Stadium Events. Founded in 2001 by Louis Messina and headquartered in Austin, TX, MTG is a leading full-service concert promotion company. Known for its innovation and longevity, MTG has promoted record-breaking tours for global artists like:

- Taylor Swift
- Eric Church
- Kenny Chesney
- Blake Shelton
- George Strait
- Ed Sheeran
- Shawn Mendes
- The Lumineers

Sports Business Journal Game Changers Conference

The 2025 edition of SBJ Game Changers took place on September 24 and 25 at the New York Marriott Marquis in Times Square, New York. Key executives across the sports and entertainment industry attend this conference annually, and having Levi's Stadium represented strengthens the stadium's brand presence and reinforces its reputation as a premier venue for the world's top sporting events.

This milestone year for SBJ Game Changers highlighted both the continuity and evolution of the Game Changers program, as nearly 600 women from across the sports business spectrum have been honored since its inception in 2011. The gathering drew executives, rights holders, agency professionals, brand leaders, media, and rising professionals - all united around advancing women's leadership, shaping the future of sports, and paving pathways for the next generation.

Key Themes & Conversations - The panels and sessions in 2025 centered on major forces transforming women's sports, including monetization, visibility, leadership pipelines, and content strategies. Below are some of the standout topics and takeaways.

Trends & Priorities in Sports Business - One of the early panels, featuring Amina Bulman (Boston Legacy FC, CRO), Kim Damron (Learfield President, Sports Properties), Dedra DeLilli (Toyota NA VP, Marketing Communications), and Danita Johnson (D.C. United POBO), focused on current and emerging trends in sports business, especially as they relate to women's sports.

- Brand awareness, fan experience, and analytics: Bulman emphasized that launching a new club in the NWSL's upcoming season relies heavily on grassroots marketing and analytical insight, not just traditional playbooks.
- For Johnson, enhancing the game-day experience (pricing, parking, amenities) was central, especially in anticipation of the 2026 World Cup, which presents a massive opportunity for fan acquisition.
- Monetization in women's sports: Damron spotlighted the deliberate growth of sponsorship revenue (citing a ~24% increase, versus an industry average nearer 12%) via thoughtful, strategic investments in women's sports.

- New revenue streams: The panel explored “taboo” or underutilized assets, such as jersey patches and field logos, particularly if regulations (like the NCAA’s rules) evolve to permit their use.
- Data & insights as currency: DeLilli emphasized that giving brands access to fan data and audience analytics is among the most valuable assets one can offer, enabling smarter, more tailored sponsorships and experiences.
- On where the industry must do better: Bulman called for deeper professional leadership training (beyond functional skills). Damron emphasized the importance of promoting women into senior roles. Johnson emphasized the need to create opportunities for individuals whose paths into the industry diverge from established norms.

Brand Investment & Partnership Models - A recurring thread: how to structure brand engagement in women’s sports in ways that are meaningful - not checkbox sponsorships, but deep, authentic relationships.

- Panelists, such as Kerry Scalora (Michelob Ultra, Anheuser-Busch) and Dan Fleetwood (SAP, global sponsorships), emphasized that brand investment should be rooted in audience alignment and value, rather than simply optics.
- Rather than viewing women’s sports as a side project, they argued it should be integrated into brand strategies with access to athletes, storytelling opportunities, and shared assets (“less red tape, more white space”) to allow sponsors flexibility and authenticity.
- The panel wrapped with advice for newcomers: engage your network, ask questions, and take every opportunity to learn. (A recurring mentor-mentee theme at the event.)

Visibility & Media Exposure - Another critical challenge surfaced often: how do we make women’s sports more visible so that they’re not peripheral or “the secondary option”?

- Julie Uhrman (Angel City co-founder) discussed how the biggest hurdle for women’s sports is making events as discoverable as their men’s counterparts. Women’s events often suffer from weaker scheduling, lower promotion, and less favorable media placement.
- The role of non-official content emerged as an accelerator. In previous years, speakers noted that a significant portion of women’s sports views originate from fan-generated content or clips shared outside of official channels. Amplifying that content - and integrating it with official assets - helps expand reach.
- No matter how many sponsorship deals or corporate dollars flow in, they cannot substitute for consistent, quality broadcast/media exposure. Many echoed the need to “just show the games” - regular scheduling, primetime windows, accessible platforms.

Leadership, Mentorship & Career Growth - One of the heartbeats of Game Changers is its focus on people - not just deals or metrics, but how women rise, connect, and support one another.

- The conference programs consistently include mentor/mentee matchups, networking receptions, and periodic reflective sessions. For instance, in 2022, the CSM Mentoring Challenge was connected to a reception the night before the main event.
- In prior years’ recaps, attendees commented on how special it was to gather with peers who face similar hurdles, leadership challenges, and ambitions - creating a safe space for vulnerability, sharing ups and downs, and fueling resilience.

- A recurring piece of advice across panels: don't be shy about reaching out, asking questions, and leaning into your existing network. (One speaker in 2022 emphasized: "having conversations with your network … broaden your scope.")

The Honoree Ceremony & Symbolic Moments - The Awards Celebration is more than a social night - it's a moment of affirmation, legacy-building, and inspiration.

- In 2025, the Celebration took place on September 24, with Bonnie Bernstein, sports journalist and CEO of Walk Swiftly Productions, serving as emcee.
- Past honorees (from earlier classes) were invited to an exclusive pre-ceremony reception, giving the community an opportunity to reconnect across cohorts.
- The next evening, the full conference provided a context to frame those awards - not as isolated honors, but as points in ongoing continuity of momentum, accountability, and collective evolution.

Strengths, Tensions & Takeaways - Upon reviewing coverage and participant reflections, several strengths and challenges emerge.

Strengths

- Integrated agenda: The conference strikes a balance between big-picture industry trends, tactical case studies, and personal development. You don't just hear about challenges - you hear from people living them.
- Cross-sector representation: Speakers and attendees include rights holders (teams, leagues), brands, agencies, media, and tech, which helps bridge silos and spark cross-pollination.
- Symbolic power: The Game Changers awards create a visible benchmark and legacy, inspiring newcomers and honoring those who've pushed the field.
- Real conversations on equity, access, and inclusion: It doesn't shy away from difficult questions - underrepresentation in leadership, structural barriers, and how to build pathways for those without traditional entry points.

Tensions & Open Questions

- Monetization vs. integrity: As more dollars enter women's sports, how do partners avoid over-commercialization, tokenism, or misalignment with audience values? The tension between maximizing revenue and preserving authenticity is always present.
- Broadcast & media bottlenecks: While sponsorship and brand investment can grow steeply, many speakers assert that consistent visibility remains the linchpin. Without reliable media exposure, other efforts risk being muted.
- Leadership pipelines: The gap between mid-level women in the industry and senior leadership remains daunting. Many expressed concern that too few are being nurtured or promoted to C-suite levels.
- Scaling across levels: Many strategies that work for major leagues or marquee women's sports can't easily translate to smaller leagues, colleges, or regional teams. Tailoring models for scale remains a challenge.
- Sustainability over hype: The momentum is real now, but sustaining growth - especially in economic downturns or shifting media landscapes - demands strategic rigor, flexibility, and constant adaptation.

What to Watch Moving Forward

- Evolution of “sponsorship assets” - as nontraditional assets (e.g., patches, in-stadium signage, content rights, data packaged rights) gain wider acceptance, especially in women’s sports contexts.
- Media rights & distribution innovation - who steps in to make women’s sports more accessible (streaming partners, nontraditional platforms, fan-driven feeds).
- Leadership development programs - whether more formal pipelines, executive training, or mentorship networks scale to move more women into C-suite roles.
- Cross-industry brand partnerships - which brands outside the traditional sports vertical get serious about women’s sport, and how creative those partnerships become.
- Audience engagement & community building - how clubs and rights holders lean into nontraditional content, social-first strategies, creator collaborations, and immersive experiences.
- Measuring impact beyond dollars - how the industry defines and tracks success (e.g,. retention, fan lifetime value, social impact), especially in women’s sports.

Unplugged & Uncorked

The Stadium Manager allocated funds from the approved marketing budget to attend the Fourth Annual Unplugged & Uncorked event, held on October 8 in New York City.

Co-chaired by AEG’s President of Global Touring, Unplugged & Uncorked was founded in 2021 by leading figures in the music industry. The event has since evolved into a premier gathering that combines philanthropy and celebration, raising awareness and funds for pediatric research and care through an independently organized, transparent, and audited fundraising initiative. Attendees enjoy an evening of live music, wine, and camaraderie - all in support of meaningful causes.

This year’s event partnered with Musicians On Call (MOC) to advance their mission of bringing live and recorded music to the bedsides of patients, families, and caregivers in healthcare settings. Since its first bedside program at Memorial Sloan Kettering in New York City 25 years ago, MOC’s volunteers have delivered the healing power of music to more than 1.2 million people across all 50 states through bedside, virtual, and streaming programs, making it the nation’s leading provider of live music in hospitals.

By attending the event, the Stadium Manager strengthened existing relationships, particularly with AEG, the world’s second-largest concert promoter and a key content partner for Levi’s Stadium. The event also provided valuable opportunities to connect with prominent promoters, artists, agents, and venue executives from organizations such as ASM Global, CAA, Independent Artist Group, Live Nation, Oak View Group, and Wasserman. These engagements supported ongoing discussions about upcoming stadium tours and the inclusion of Levi’s Stadium in future routing plans.

Gridiron Stadium Network

The Stadium Manager plays a significant role in the Gridiron Stadium Network. Levi’s Stadium’s Vice President of Events served as Vice Chairperson for two years and now serves as Chairperson.

The Gridiron Stadium Network was founded to raise awareness and promote the unique assets of its member stadiums. Currently representing 17 NFL venues, the GSN focuses on maximizing opportunities and enhancing the utilization of these state-of-the-art facilities for a variety of events, including sports, entertainment, and public or private gatherings. The network supports its members in attracting and developing events, whether for a single venue or multiple locations. From sold-out concerts and major sporting events to smaller shows and conferences, GSN members are committed to delivering exceptional experiences for audiences, performers, and corporate, community, and third-party partners.

Gridiron Stadium Network member benefits include:

- Monthly All Member Meeting
    - Each month, all Member representatives gather together via video conference to discuss the performance of current events, upcoming events, new event opportunities, event challenges, and any other topics Members wish to discuss.
- Monthly Executive Committee Meetings
    - Each month, members of GSN's Executive Committee gather via video conference to discuss the overall business of the group, including annual budgeting, marketing initiatives, ongoing strategy, new ideas to present to the full Membership, Annual Meeting planning, and more. The Executive Committee is currently comprised of eight Member representatives, who are elected by the full Membership each year at the Annual All-Member Meeting.
- Semi-Annual Sub-Committee Meetings
    - At least twice a year, Members hold Sub-Committee Meetings via video conference to delve deeper into specific issues, challenges, trends, and best practices. Currently, GSN holds meetings in the areas of Event Services & Facility Operations, as well as Event Marketing & Promotions. These meetings provide a platform for different team members from each participating member's staff to discuss details related to a particular tour's setup, extra security measures, new credentialing protocols, event-specific marketing ideas, and more with their respective colleagues.
- Annual In-Person Meetings
    - At the conclusion of each fiscal year, leaders from all Member Stadiums convene for three days in person in a different location each year. Members meet to discuss the previous year's highlights & challenges, data reviews (cumulative ticket sales, grosses, etc.), new industry trends, Membership financials & budgeting, and more. Membership also hosts group dinners and receptions during this time with third parties to foster deeper relationships with concert promoters, booking agents, sports leagues, and sports promoters.
- Sponsored Networking Events
    - Each year, GSN hosts key networking receptions to benefit its members, providing an opportunity for them to interact with colleagues at third-party events. One of the most important networking events occurs at the annual Pollstar Live Conference, the largest international gathering of concert and touring industry executives worldwide. This Member-hosted event provides an atmosphere of conversation with the power players of the touring business, which can ultimately lead to more events for all members' stadiums.
- Shared Ticket Counts
    - The sharing of information is critical to Members, so we closely monitor all GSN-related event counts to compare numbers and provide assistance to any Member who may need help with a

particular event. This sharing of data is closely guarded but typically results in a great flow of fresh commentary amongst the Members.

Looking Forward

Public Events Secured for 2026

The events team has already successfully secured four events for 2026:

Ed Sheeran
Ed Sheeran officially announced the North American leg of his worldwide LOOP Tour, bringing one of the most anticipated stadium tours of 2026 to Santa Clara's own Levi's Stadium on July 25. As part of a major tour spanning the U.S. and Canada, the tour will showcase an all-new set design and feature music from Sheeran's newly released album, 'Play,' alongside fan favorites and chart-topping classics. The LOOP Tour expands on his already announced 2026 dates in New Zealand and Australia, following the global success of his record-breaking Mathematics Tour. The announcement comes just after the debut of Play, a critically praised album that marks a new chapter for Sheeran as he explores fresh global influences and evolves his signature sound. With Levi's Stadium continuing to solidify its place as a premier West Coast destination for major touring artists, Sheeran's upcoming stop is set to be a standout moment for Santa Clara in 2026.

AC/DC
AC/DC electrified fans worldwide by announcing the continuation of their POWER UP Tour, with Santa Clara's Levi's Stadium set to host one of the most anticipated rock shows of 2026 on August 5. As part of a 21-date run that spans major cities across the Americas, our iconic stadium will once again welcome one of the world's greatest rock bands for a full-scale, high-energy performance worthy of its massive production. Levi's Stadium provides the ideal stage for AC/DC's powerful live show, which accompanies their global chart-topping album *POWER UP*.

San Jose Earthquakes vs. Los Angeles FC
The San Jose Earthquakes released their 2026 MLS schedule, featuring a mix of major rivalry games, high-profile matchups, and marquee events across the Bay Area. The season begins February 21 at PayPal Park and includes key home clashes with LA Galaxy, LAFC, San Diego FC, and Seattle Sounders FC, plus a special appearance from global star Thomas Müller when Vancouver visits. As part of their annual large-venue showcases, the Quakes will once again host their vibrant Mexican Heritage Night match against LAFC at Levi's Stadium on September 19, where recent crowds have surpassed 50,000 fans. Building on a strong 2025 campaign and leading into the excitement of the 2026 FIFA World Cup, the Earthquakes expect a season filled with big moments, community events, and high-energy matchdays across Santa Clara and San Jose.

Bruno Mars
Global superstar Bruno Mars will bring *The Romantic Tour* to Levi's Stadium on October 10, marking his first full headlining tour in nearly a decade and his first-ever stadium tour. This follows the massive success of his *24K Magic World Tour* and recent global performances, including a celebrated Las Vegas residency and record-breaking international dates.
The announcement comes alongside news of Mars' long-awaited fourth solo album, *The Romantic*, and continued chart dominance with hits like the GRAMMY®-winning "Die With A Smile" with Lady Gaga and

"APT." with ROSÉ, which became Apple Music's most streamed song of 2025 and topped global charts worldwide.

Diverse Line-Up

Our events team continues to intentionally shape a wide-ranging schedule designed to reach new audiences and strengthen Levi's Stadium's position as a premier multi-genre destination. The upcoming season already reflects this approach, with a slate that includes global pop phenomenon Ed Sheeran, rock legends AC/DC, a high-profile MLS showdown between the San Jose Earthquakes and Los Angeles FC and global superstar Bruno Mars. These early announcements underscore our commitment to variety and our ability to appeal to distinctly different fan bases.

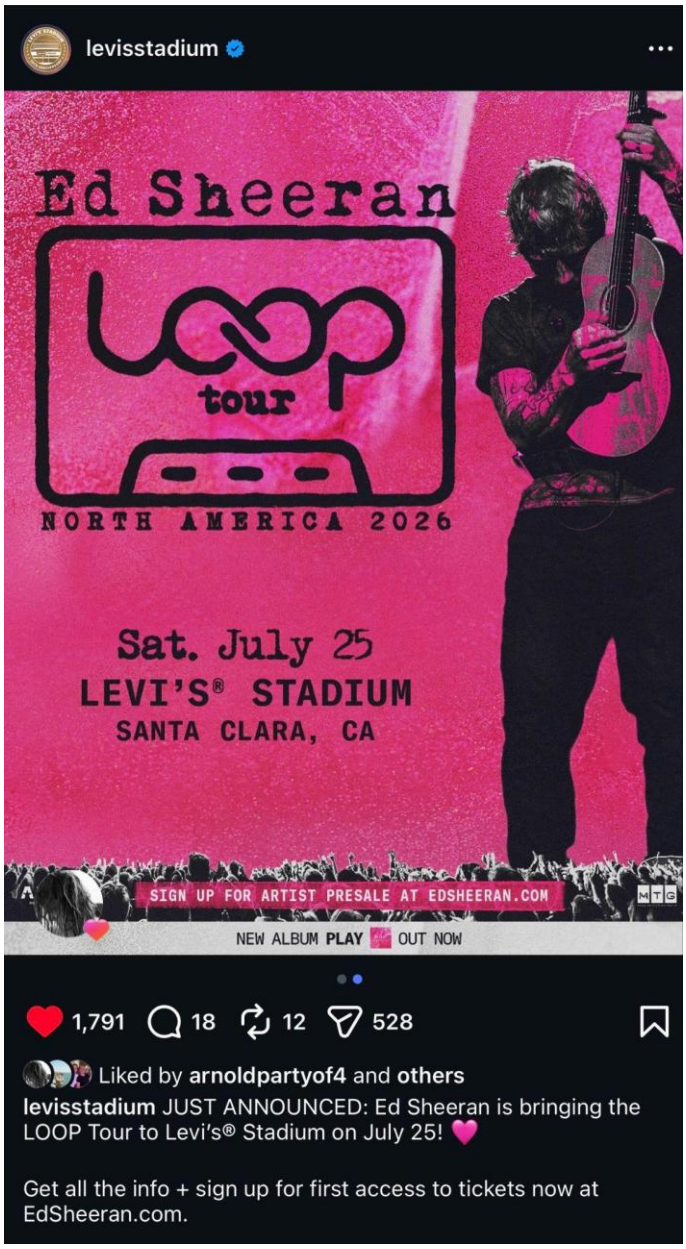
Profitability

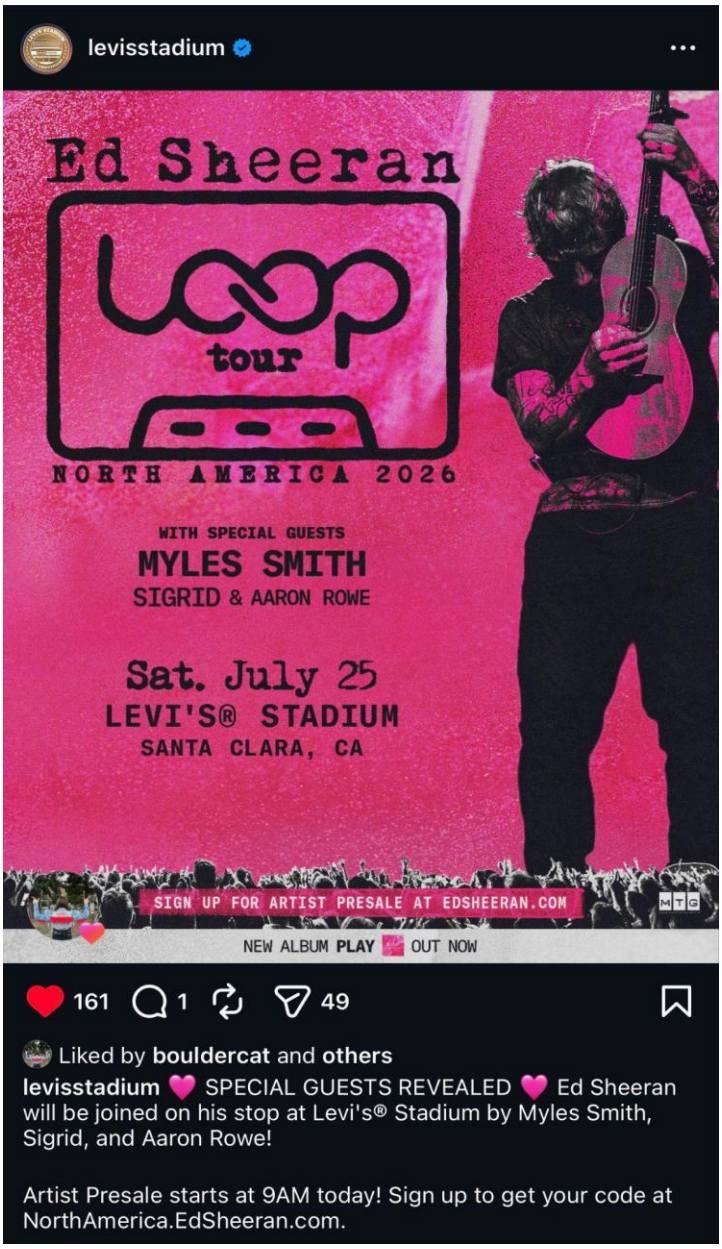
Looking ahead, we will continue to prioritize profitability in every event we secure. Our approach centers on structuring deals that fully leverage stadium-wide revenue opportunities while ensuring terms that support strong financial outcomes. This disciplined strategy allows us to grow our event portfolio responsibly and sustain long-term value.

Continued Use of Owned and Operated Marketing Assets

We will continue to leverage Levi's Stadium and the 49ers' digital, social, in-venue, and direct-to-consumer platforms to maximize visibility and audience reach for all upcoming events through integrated marketing efforts across email, web, app, and game-day assets.

Example of Event Marketing on Levi's Stadium Social Channels





Example of Event Marketing on Levi's Stadium Social Channels

Example of Targeted Email Campaigns

Ed Sheeran is bringing the Loop Tour to Levi's® Stadium on **July 25, 2026**!

Click **here** or the button below to be alerted once tickets are on sale.

GET TICKET ALERTS

Unsubscribe | Manage Preferences | Privacy Policy | Terms of Use | View as Web Version

© Levi's® Stadium
4900 Marie P. DeBartolo Way, Santa Clara, CA, 95054

Add info@go.49ers.com to your email contact list/address book to ensure delivery of future emails from Levi's® Stadium.

This email was sent to you because you are a Levi's® Stadium subscriber or you've previously expressed interest in music/entertainment at Levi's® Stadium.

Example of Targeted Email Campaigns

AC/DC is bringing the Power Up Tour to Levi's® Stadium on **August 5, 2026** with special guest The Pretty Reckless!

Tickets will go on sale this Friday, November 7th. Click **here** or the button below to be alerted.

GET TICKET ALERTS

Unsubscribe | Manage Preferences | Privacy Policy | Terms of Use | View as Web Version

© Levi's® Stadium
4900 Marie P. DeBartolo Way, Santa Clara, CA, 95054

Add info@go.49ers.com to your email contact list/address book to ensure delivery of future emails from Levi's® Stadium.

This email was sent to you because you are a Levi's® Stadium subscriber or you've previously expressed interest in music/entertainment at Levi's® Stadium.

Example of Targeted Email Campaigns

Primetime is BACK at Levi's® Stadium. The San Jose Earthquakes return on **Saturday, September 19, 2026**, for a primetime showdown with LAFC.

Click **here** or the button below to be alerted when tickets are available.

GET TICKET ALERTS

Unsubscribe | Manage Preferences | Privacy Policy | Terms of Use | View as Web Version

© Levi's® Stadium
4900 Marie P. DeBartolo Way, Santa Clara, CA 95054

Add info@go.49ers.com to your email contact list/address book to ensure delivery of future emails from Levi's® Stadium.

This email was sent to you because you are a Levi's® Stadium subscriber or you've previously expressed interest in music/entertainment at Levi's® Stadium.

Continued Conference Attendance and Proactive Outreach

We will continue to invest in relationship-building and professional development by attending key industry conferences and conducting intentional outreach throughout the year. By maintaining a consistent presence and prioritizing in-person engagement with partners and key decision-makers, we will further strengthen our market position. These sustained efforts will help ensure Levi's Stadium remains a premier destination for major live events.

Gridiron Stadium Network

We will remain deeply engaged in the Gridiron Stadium Network, where our Stadium Manager continues to play a key leadership role. With Levi's Stadium's Vice President of Events now serving as Chairperson, we will continue to support and contribute to the network's collaborative efforts and shared initiatives in the year ahead. This ongoing involvement strengthens our industry relationships, enhances our access to best practices, and positions Levi's Stadium to secure high-profile events by staying closely connected to trends, opportunities, and partners across all GSN member venues.

Conclusion

As we reflect on another successful year and prepare for sustained growth, we are confident in the strength of our marketing plan, which outlines a strategic approach to attracting prominent private and public events. Through proactive client engagement, targeted marketing strategies, innovation, and collaboration, we will continue delivering highly profitable events for the Stadium Authority.