2024 Levi's Stadium Events Marketing Plan

January 31, 2024

Table of Contents

Levi's Stadium Events Definitions and Profiles……2

Levi's Stadium Private Events..……3
Looking Back……3
Looking Forward……11

Levi's Stadium Public Events……14
Looking Back……14
Looking Forward……16

Conclusion……21

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.

Public Events are stadium-wide, ticketed events open to the public. The Stadium has successfully executed a variety of different events that have brought local economic impact, higher awareness, and positive brand association for Levi's Stadium. Spanning numerous leagues, sports, and attractions, Public Events have helped establish Levi's Stadium as an iconic venue. These high-profile events keep Levi's Stadium in the limelight, which is a significant factor in driving the Special Events category of the Non-NFL Event business, as well as attracting other high-profile events themselves.

Private Events are private, usually non-ticketed and exclusive events, subject to the event's nature and the client's objectives. These events span a wide range, from weddings to corporate anniversaries, charitable fundraisers, and conferences, and make up the vast majority of the venue's event calendar. The Private Events sales pipeline is driven primarily by relationships formed with local companies, as well as our reputation and established experience in hosting a variety of events, as well as the luster of hosting at a venue known for hosting such high-profile events as 49ers games, Super Bowl, COPA America, College Football National Playoff, Wrestlemania, and famous artists' concerts. Therefore, we are not only focused on the immediate health and profitability of our business but also on the connections we create with clients and opportunities to innovate the venue's guest experience.

Levi's Stadium Private Events

Looking Back

The past year has been exciting for the Levi's Stadium Private Events team, with the joining of the public and private events teams under one umbrella. This has allowed the teams to maximize revenue opportunities with calendar management, leveraging public event hospitality suites, and creating streamlined sales and service processes throughout all Levi's Stadium Events. The team observed another year of quick-turn events. However, clients seem to want larger and more experiential-style events, which is a hopeful sign for growth in the future. As the team reflects on the past year, there is much to celebrate, including excellent client survey results, increased event enhancements and add-ons, and a strong pipeline of event opportunities via new contacts.

2023 Goals

Industry Partnerships and Advertising

In 2023, the private events team invested in B2B partnerships like the Silicon Valley Business Journal and the Admin Awards. Both organizations market to major Bay Area corporations and provide opportunities for boosting brand visibility through advertising and networking events.

Silicon Valley Business Journal (SVBJ) Best Places to Work Event

In May, the private events team sponsored the Silicon Valley Business Journal's Best Places to Work event. The sponsorship package included a full-page special focus section in the Best Places to Work publication, podium time during the event, bar sponsorship with logo recognition, and access to the attendee list for continued outreach. The list included 472 individuals representing a wide variety of Bay Area businesses.

One example of the value provided by participation in such events is a past client of the private events team we met with during the SVBJ event who elected to book another event at the stadium following our conversation. Attending and sponsoring these local business events are essential for the private events team to establish their reputation and continue to support the Bay Area's "Best Places to Work."

Admin Awards

The Levi's Stadium Special Events team partnered with the Admin Awards as an event sponsor for both the Silicon Valley and San Francisco Admin Awards. The Admin Awards recognizes and celebrates San Francisco Bay Area administrative professionals.

The sponsorship included website and email marketing benefits, an invitation to attend Advisory Board meetings as a critical relationship-building feature, and an opportunity to present an award and sponsor recognition during the program. In addition, the sales team was provided with a list of nominees, which they used throughout the year for outreach and prospecting.

Year after year, the Admin Awards event is a valuable resource for the sales team. It provides a unique opportunity to build and foster relationships with Bay Area Administrative Professionals and the departments they support. Over 40 Bay Area companies are represented at the event, including some of the most significant technology and healthcare corporations, and many C-Level executives show up to support their Administrative Professionals.

Unique Venues

This year, the private events team continued its membership with Unique Venues, an online venue-sourcing platform that connects Event Planners with unique venues such as Levi's Stadium. As a part of the membership, the team receives an expanded online profile with photos, videos/360 tours, top-tier positioning in search results, two regional email marketing campaigns, and one targeted Google ad Campaign.

Since May, the team has received 28 leads from the Unique Venues website and RFP form. Although these leads did not convert to booked events, primarily due to low budgets or issues with availability, they show a strong interest in Levi's Stadium and provide the team with event information that will drive future decision-making on marketing spending. In addition to the website listing, the sales team worked with the Unique Venues representative to distribute an email campaign to 4,328 event professionals. Of the emails distributed, 1,598 viewers opened the email, and 458 viewers clicked the email, a click-to-open (CTO) rate of 29%.

SFTravel

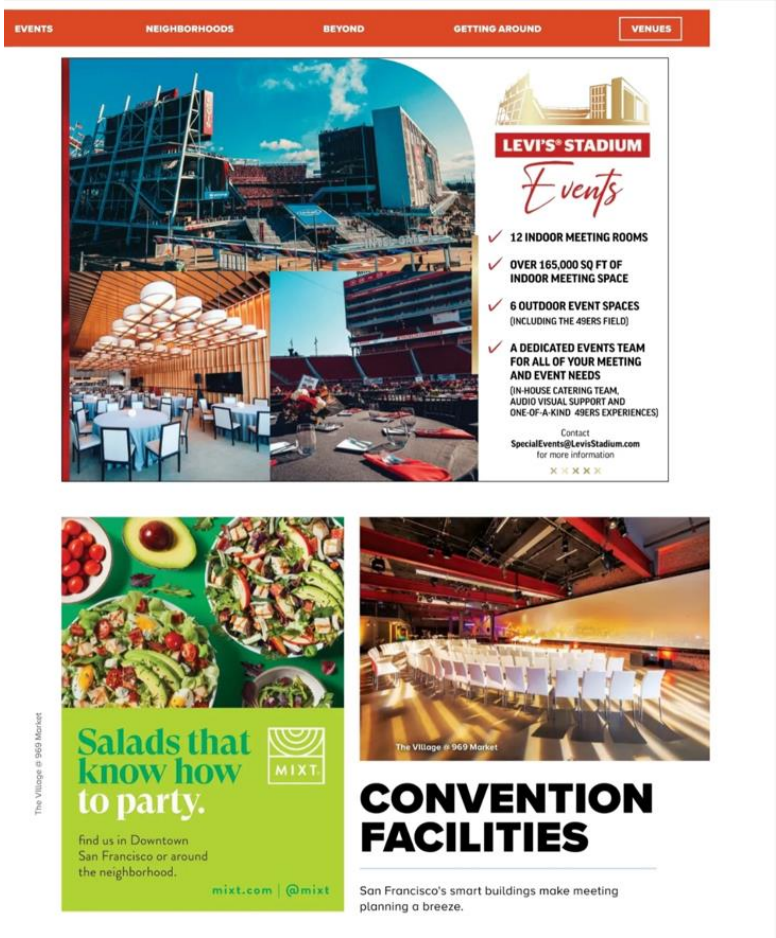
As a part of their membership with SFTravel, the private events team had the opportunity to purchase an ad in the SFTravel Meeting Planner Guide and a custom email blast sent to meeting professionals. The Meeting Planner Guide reaches over 6,000 recipients through website placement, email distribution, and social media. The custom email allows the team to connect with a new database of event professionals with an average open rate of 20.5% and a click-through rate of 5.8%

The private events team worked with SFTravel to craft a custom email featuring all Levi's Stadium offers from a meetings and events perspective. The email was delivered to 3,458 meeting professionals. Of the emails delivered, 533 viewers opened the email, and 222 viewers clicked the email, a click-to-open rate of 41.65%. These results demonstrated the effectiveness of the email's

messaging, showing that over 40% of the readers who opened the email decided to click on the content to learn more.

Screenshot from SFTravel Meeting Planners Guide

- viewed over 1,500 times and counting.



The ultimate goal of our marketing strategy for private events is always to convert marketing spend to booked events. However, tracking this kind of ROI can be difficult when event planners tend to have multiple touchpoints with a venue or supplier before deciding to go to contract. Therefore, the second most crucial element is ensuring the brand is active and visible where most buyers are. Whether this be in-person at events or digitally online, the private events team continues to research new opportunities to connect with event planners and expand their reach to larger audiences.

Sales Events

IMEX

The private events team returned to IMEX America this year, the largest trade show in the US for the global meetings, events, and incentive travel industry. The show took place in October in Las Vegas and hosted a new record 15,000 buyers, visitors, and exhibitors. Of the 15,000 participants, 4,000 hosted buyers participated in more than 80,000 prescheduled meetings with exhibitors.

The private events sales team attends IMEX America each year to capture a pulse on trends from industry peers and California convention and visitors bureaus (CVBs). The team met with event planners and fellow suppliers during the three-day show on the trade show floor and at networking events. This year, the sales team partnered with Discover Santa Clara to support in-booth appointments, promoting Santa Clara as a meeting and event destination and highlighting Levi's Stadium's features. The private events team also donated a signed Nick Bosa 49ers jersey to drive excitement around the Discover Santa Clara brand and encourage more engagement at the booth.

In addition to networking and client prospecting, the sales team was able to join educational sessions and learn about current trends and what's on the horizon for the meetings and events industry. Some of the learnings include:

- Quick-turn bookings are on the rise, meaning there is a shorter window between the date of contracting and the event date.
- There is a shorter lead time from company leadership to source event venues, creating a scramble for information and a need for turn-key experiences.
- Organization-wide events are returning, including company-wide holiday parties (events with over 1,000 + attendees)
- Clients are looking for ways to incorporate AI in events & elevate event technology.
- Event budgets were cut this year for a variety of reasons.

Connect West

On November 1-3, 2023, qualified representatives from CVBs, hotels, event venues, and convention centers gathered at Connect West in San Francisco to meet with professional meeting planners from around the region. Connect West is a B2B conference for event professionals based in California, Nevada, Utah, Arizona, and New Mexico. This two-day conference brought together 140 attendees (70 planners & 70 suppliers). The planners were required to have active event RFPs with the primary goal of meeting with suppliers to plan future meetings & events in the Western U.S.

The Levi's Stadium Events sales team attended 25 one-on-one appointments with event planners and joined networking and educational sessions. Of the 25 appointments, the sales team walked away with ten qualified leads or interested buyers for Levi's Stadium, which included companies in the retail, technology, non-profit, insurance, and healthcare industries.

In addition to the contacts made, the sales team was able to take away some valuable information related to industry trends and future forecasting. A few of the key takeaways from the event included:

- There is a high demand for creating experiential events within event venues where there is an opportunity for a one-stop-shop approach to event planning.
- Event planners seek out food & beverage "wow factors" or photo-worthy event content.
- High demand for impactful experiences but tight budgets make these experiences challenging to execute.
- More meeting planners are leveraging platforms like Chat GPT for Know Before You Go/Event maps and guidelines to curate an event experience for attendees ahead of time.

Local Events

SVBJ Best Places to Work (See section above titled "Industry Partnerships and Advertising")

Admin Awards (See section above titled "Industry Partnerships and Advertising")

Update Event Packages and Experiences

In 2023, the private events team focused on leveraging the 49ers brand to create unique event experiences for clients and guests. The private events team classifies this category as "49ers Experiences," and it includes everything from a photo op on the field to football "skills and drills" activities to custom messaging on the gameday video boards, custom stadium tours and creating custom 49ers jerseys for attendees or event VIPs.

Over the past year, 17 events added the turf track (field sidelines) or the entire playing field to their event contract. These events ranged from youth sporting events to corporate cocktail receptions and employee recognition events. Additionally, 12 clients added the 49ers Museum to their event as an event enhancement, meaning attendees could visit the 49ers Museum for a portion of the event, providing clients with an immersive experience of the franchise's history and its most recent home, Levi's Stadium.

The private events team continues to focus on ways to showcase each company's brand and event vision while providing fun and immersive ways to experience the 49ers brand. Through 49ers

Experiences and gameday assets, the private events team can provide clients with custom experiences that cater to various event types and help them achieve their goals and objectives.

Client Prospecting and Industry Networking Event

The busy public event schedule gave the Special Events team a unique opportunity to host past and prospective clients at concerts and soccer games this past year. The sales team was able to leverage two concerts and two soccer games by hosting prospective clients in a hospitality suite. These opportunities provided valuable one-on-one time with clients and a unique look into Levi's Stadium Events on a non-NFL public event day.

The Special Events team continues to work on a model for hosting a client and industry networking event at the stadium. The team will look at opportunities to partner with local hospitality businesses and host an intimate event in the spring to bring prospective clients and industry partners to the stadium for an in-depth tour and educational experience.

2023 Key Wins and Strengths

Fully Staffed Sales Team and Active Pipeline

As the 2023 year closes, the private event sales team can celebrate being fully staffed and having the time and resources to prospect for future event bookings. Between attending local sales events, traveling to national events, and touchpoints with past clients, the sales team has been busy working to fill the pipeline of future bookings for 2023 and beyond. Since the start of the year, the sales team has added 328 event opportunities to the CRM system. An event opportunity is an event inquiry (lead) with a defined date received through the RFP form on the website, via email, or on a sales call. The overall goal of the sales team is to increase the number of event opportunities and ultimately convert those opportunities into booked events. The time between receiving the event opportunity and the requested booking date can vary from 1 week to 3 years, meaning the sales team is prospecting for the current year and 1-3 years out. The sales managers must constantly communicate with the public events and football operations teams to ensure calendar availability and proper communication with clients.

Although the team has received event opportunities with 12+ months of advance notice, the more common trend over the past year has been quick-turn events. A quick-turn event is an event booked within 2-3 weeks of the event date. Similar to 2022, there has been a rise in quick-turn events, which puts more pressure on the event services team and on securing third-party contracts or event enhancements requiring extra lead time. The sales team plans to focus on booking windows and securing event contracts earlier in 2024.

Consistent presence with email marketing and social media

Throughout 2023, the Private Events team has been actively promoting and selling events at Levi's Stadium through email marketing, paid advertising, and social media. In addition to active sales outreach and attending networking events and tradeshows, the team was focused on creating engaging content for past and prospective clients through bi-monthly emails, LinkedIn Posts, and paid advertisements with local and national organizations.

The team designed and executed eight email campaigns sent to the Levi's Stadium Events database. These campaigns aimed to educate readers on the various events hosted at Levi's Stadium and provide consistent content to remain top-of-mind with event planners. The campaigns promoted events such as sales kickoff meetings, summer picnics, holiday parties and celebrated holidays throughout the year. The team tracked 12 event opportunities (leads) generated from marketing campaigns, three of which went to the proposal phase.

Another primary focus was to generate and promote organic content on the Levi's Stadium Events LinkedIn page. Over the past year, the team developed 25 posts, which resulted in 14,565 organic impressions. Since the start of 2023, the Levi's Stadium Events LinkedIn page has added 220 out of 1,309 followers, 43% of whom reside or work in the Bay Area. LinkedIn continues to be a budget-friendly opportunity for generating content and connecting with prospective clients and industry peers.

2023 Marketing Campaign Performance

Third Party E-Blast/Advertisement
Internal E-Blast

Campaign Name	Date	Emails Delivered	Emails Opened	% Opened	Clicks	% Clicked	CTOR*
Sales Kickoff Events	1.10.23	4679	992	21.2%	98	2.1%	9.91%
February - Love at First Sight	2.10.23	4561	1,017	22.3%	78	1.7%	7.62%
Amin Appreciation Day (Targeted)	4.26.23	871	276	31.70%	31	3.60%	11.36%
Summer Dates Available	5.22.23	6,606	1,949	29.50%	172	2.60%	8.81%
A Recommendation from Unique Venues	8.22.23	4,328	1,677	38.75%	458	10.58%	27.31%
Holiday Parties	8.29.23	5,773	1,980	34.30%	104	1.80%	5.25%
Pixels to Presence - Back to Office	9.28.23	5,835	1,896	32.50%	140	2.40%	7.38%
November - Thankful	11.20.23	6,606	2,378	36.00%	185	2.80%	7.78%
SFTravel Meeting Professionals Email	11.7.23	3,458	533	15.41%	222	6.42%	41.65%
December - Happy Holidays	TBD						
	TOTAL	**42,717**	**12,699**	**29.73%**	**1,488**	**3.48%**	**11.72%**

Provided by Silicon Valley Business Journal

Dedicated Email Performance Averages	Average	Ranges
Unique Open Rate (% Opened)	17.71%	7.10-25.80%
Unique Click Through Rate (% Clicked)	0.32%	0.10-4.10%
UniqueClick To Open Rate (CTOR)	1.78%	0.10-18.20%

Samples from Email Marketing Campaigns

February: "Love at First Site"

April: "Administrative Professionals Day"

May: "Summer Dates Available"

August: "Holiday Party Checklist"

Continued Success with Client Satisfaction Scores

The private events team continues to meet and exceed client survey score goals. The 2023 goal was to achieve an average department score of 4.5+ out of 5 on the post-event client surveys. Clients receive a survey after each event, including questions about the event sales and event service processes, catering service and food quality, audio-visual service, and the event day execution experience. The team has met and exceeded their 2023 client survey score goals as of December 2023.

Post-Event Client Survey Scores (averages):

- Event Sales: 4.8
- Event Service: 4.9
- Overall Event Experience: 4.7

Leveraging Public Events to Drive Special Event Revenue

The success of the Levi's Stadium public event schedule and the 49ers football season offered the private events team many client prospecting opportunities. The events team hosted clients and prospects in hospitality suites during four Levi's Stadium public events, including two soccer games and two concerts. In addition to the public event hospitality suites, the sales team leveraged a 49ers home game to secure event bookings. During the 49ers home game against the Pittsburgh Steelers, the sales team met with three clients already planning to be there. The meetings included a tour of club spaces the clients were interested in renting for private events. One client, in particular, was considering hosting up to 1,000 attendees and wanted to see how the club spaces activate for larger groups. The team secured $758K in gross private event revenue thanks to these opportunities and strengthened client relationships for future event opportunities.

Looking Forward

Focus on Large-Scale Private Event Prospecting

The private event sales team plans to take a proactive and strategic approach to prospecting and securing large-scale private events in 2024. They plan to strengthen their relationships with Bay Area corporations to understand unique event needs and preferences. The tactics to accomplish this goal include attending local sales events and conferences and implementing strategic outbound sales techniques. Initiating these tactics at the start of the year will be paramount to securing preferred dates well in advance and building a strong pipeline of event opportunities. The objective for the sales team will be clear and transparent communication to build trusting relationships with clients. The time spent on this research and development phase will allow the larger team to curate event experiences tailored to each client and their company's preferences.

As the team embarks on this prospecting goal for 2024, the focus will be on staying ahead of industry trends, building meaningful relationships, and showcasing the stadium as the premier choice for organizations seeking a distinctive and memorable venue for their large-scale private events.

Develop Local Partnerships to Drive Event Opportunities

The private events team will look to local partnerships within the events and hospitality industry to combine resources and drive new business. When venues, suppliers, and destination management companies (DMCs) partner, everybody wins, including clients. The sales team looks forward to building their relationship with Discover Santa Clara and aligning on local and national shows to combine resources and amplify Santa Clara as an events destination. Additionally, the team will look at supporting the DMO with site visits and familiarization (FAM) trips, opening the stadium to clients who are looking for unique event experiences and one-of-a-kind destination offerings.

Focus on Content and Brand Awareness

As the private events team turns the page to 2024, there will be a continued focus on consistent marketing efforts and generating quality content to strengthen the Levi's Stadium Events brand identity. Since COVID, organizational staff turnover around the Bay Area has impacted our contacts and their teams. Some clients are planning events for the first time or working within a new company with new policies. Now more than ever, the private events team will need to focus on educating the marketplace and providing tools and resources for clients to navigate the event planning process at a venue such as Levi's Stadium. The private events team will look to deliver engaging content, helpful tools, and valuable incentives to promote bookings and provide a streamlined and stress-free experience for clients.

2023 Year-to-Date Performance Indicators (KPIs)

2023 Special Events Key Performance Indicators (KPIs)			
	2023 Goal	**YTD**	**Variance**
1. Gross Booked Revenue	$5,040,000	$4,021,430	-$1,018,570
3. Client Satisfaction Scores (1-5)			
Event Sales	4.5+	4.8	
Event Planning	4.5+	4.9	
Overall Event Experience	4.5+	4.7	

2024 Performance Goals

2024 Special Events Key Performance Indicators (KPIs)			
	2024 Goal	**YTD**	**Variance**
1. Gross Booked Revenue	$5,040,000	$476,870	-$4,563,130
3. Client Satisfaction Scores (1-5)			
Event Sales	4.5+		
Event Planning	4.5+		
Overall Event Experience	4.5+		

Levi's Stadium Public Events

Looking Back

Since the opening of Levi's Stadium in 2014, the public event business has continued to bring the industry's largest entertainment acts and sporting events to Santa Clara, delivering significant economic impact and exposure to the region. Since its opening, events at Levi's Stadium have generated more than $2 billion in positive economic impact through 49ers games, Super Bowl 50, and other public events.

After turning in the most profitable year since its opening in 2022, Levi's Stadium once again hosted an extensive and diverse calendar of events, resulting in one of the most profitable years in the stadium's history. We welcomed a total of five concerts and three soccer matches spanning from May to September.

In addition to bringing in revenue via tickets, ticketing fees, food and beverage, and merchandise, Public Events also enhance the value proposition for SBL holders, who have committed more than $550M to the Santa Clara Stadium Authority. Priority ticket presale access gives SBL Members a chance to purchase specific premium seating available for many events and shows prior to the general public.

Public Events in 2023

Due to the diligent efforts and calendaring strategy, the public events team was able to successfully produce seven full stadium events, which consisted of San Jose Earthquakes vs Los Angeles FC, Concacaf Gold Cup (Jamaica vs Saint Kitts & Nevis and Mexico vs Qatar), Taylor Swift The Eras Tour, Karol G Mañana Será Bonito Tour, Beyoncé Renaissance World Tour, and Ed Sheeran The Mathematics Tour.

The public events team pursued numerous promoters over the course of the year in order to place Levi's Stadium at the forefront of decision-makers minds. Routing several events simultaneously can pose significant challenges, but the team capitalized on relationships and the ability to be nimble when adjusting scheduling conflicts in order to fill the Public Event season with seven events over the course of five months.

Profitability

In addition to securing seven unique events, the public events team was also able to maintain an elevated level of profitability for each. We tactfully evaluated each revenue-generating vertical to negotiate deal terms that most significantly impacted the overall net profit. While ensuring profitability, we also worked in tandem with promoters to agree to terms that were mutually beneficial in order to establish long-lasting relationships.

Weekday Curfew Extension

In previous years, the Stadium Manager was forced to pass on artists who could only route shows in the Bay Area during weekdays, as the music ban hindered them from playing the venue because the conditions it imposed weren't to their liking (earlier start times, shortened setlists, etc.). The board's action in granting curfew extension waivers proved to have an immediate impact in 2022, and continued to benefit our ability to book events in 2023. The public events team was able to capitalize on the

extension by securing two-weekday shows, Karol G Mañana Será Bonito Tour and Beyoncé Renaissance World Tour. Beyoncé's Tour ranked as one of the most profitable events the stadium has hosted.

Diverse Line-Up

The public events team continues to proactively secure a distinct product mix in order to grow and diversify our attendee and customer database. The concerts offered in 2023 included varying music genres covering pop, R&B, hip-hop, folk-pop, soft rock, reggaeton, and the stadium's first-ever female Latin show. We were also able to cater to the growing Northern California soccer community by hosting San Jose Earthquakes vs the defending MLS Champions, Los Angeles FC, and two matches for the Concacaf Gold Cup (Jamaica vs Saint Kitts & Nevis and Mexico vs Qatar).

Proactive Outreach

Proactive outreach and the ability to maintain strong relationships in the live entertainment industry are imperative to a successful calendar year. In-person meetings have consistently proven to be the most impactful, as these relationships with key decision makers in the entertainment industry inevitably lead to more opportunities for Levi's Stadium.

With the approval of the travel and entertainment budget, the public events team was able to secure a multitude of in-person meetings with key decision-makers to actively pitch Levi's Stadium as an iconic venue and bring large scale events to Santa Clara.

Over the course of the fiscal year, the Public Events team secured over 30 in-person meetings with the top promoters in the industry, including AEG, AEG Presents, Copa America, Concacaf, Conmebol, Live Nation, Major League Soccer, Soccer United Marketing, Messina Touring Group, Concerts West, Feld Entertainment, and LA Galaxy.

Public Events Secured for 2024

The public events team has already successfully secured six events for 2024:

On December 20th, The San Jose Earthquakes announced they would return to Levi's Stadium to play Los Angeles FC on May 4th.

Reigning 2x CMA Entertainer of the Year, Luke Combs will perform his "Growin' Up and Gettin' Old Tour" for two nights - Friday, May 17th, and Saturday, May 18th. Special guests for the Friday night shows include Cody Jinks, The Avett Brothers, Charles Wesley Godwin, Hailey Whitters, and The Wilder Blue, while the Saturday shows will feature Jordan Davis, Mitchell Tenpenny, Drew Parker, and Colby Acuff.

On December 7th, the South American Football Confederation carried out the draw for the Group Stage of CONMEBOL Copa América 2024™, which will take place from June 20 to July 14 in the United States. Based on the results of the draw, Levi's® Stadium will host Ecuador vs. Venezuela on Saturday, June 22, and Brazil vs. Colombia on Tuesday, July 2. Brazil is a nine-time champion of CONMEBOL Copa América and will be playing at Levi's Stadium for the first time ever.

On November 21st, The Rolling Stones announced they are going back on the road with a brand-new tour performing in cities across the U.S. and Canada, stopping in Santa Clara on July 17. Fans can expect to experience Mick, Keith, and Ronnie play their most popular hits, ranging from "Start Me Up," "Gimme Shelter," "Jumpin' Jack Flash," "Satisfaction," and more, as well as fan favorite deep cuts and music from their new album HACKNEY DIAMONDS. The legendary rockers will be returning to the road following the success of their history-making and chart-topping studio album HACKNEY DIAMONDS, which has just received a Grammy nomination for the project's lead single "Angry." Showcasing a new stage and high energy that only the Stones can bring as one of the world's most iconic artists ever, this tour will guarantee a show to remember.

Looking Forward

Continued Proactive Outreach

In order to maintain relevance in the industry and continue the success of the public event business, it is necessary to be proactive with networking and relationship-building with key decision-makers.

The public events team saw a significant impact on the in-person meetings and touch points made in 2023, and we look to carry those same practices into 2024.

Utilizing the approved travel and entertainment budget, we will meet with the top promoters in the major events business once again. These points of contact are imperative in strengthening the existing relationships. Along with continued outreach to promoters who actively conduct business at the stadium, we will also layer in outbound meetings with promoters and decision-makers who have not held events at Levi's Stadium in the past. We are continuously evaluating new opportunities and exploring unique small, mid, and large-scale events. Expanding upon our current network will open up the opportunity for new business and additional profits.

In addition to in-person meetings, the public events team will also utilize the approved travel and entertainment budget to attend industry-related conferences. As the sports and entertainment industry evolves, it is necessary to be knowledgeable about new insights and ideas presented through conference content.

Small-to-Mid-Scale Events

The public events team proactively engages in discussions with various promoters to evaluate a wide range of small-to-mid-scale events (anywhere from 1K to 20K in anticipated attendance). We will continue to look to amplify our portfolio of ticketed events beyond large-scale concerts and sporting events by evaluating smaller opportunities as well. Potential events we have explored include food festivals, drone racing, runs, races, movie nights, and music festivals.

Ultimately, these did not come to fruition because we were unable to agree on terms that would provide a profitable outcome for the Stadium Authority, which has been clearly communicated as the highest priority by the Stadium Authority Board over the past few years. The major challenge for the economics of these potential events is consistently prohibitive public safety costs event organizers must contend with when considering Levi's Stadium as a venue.

Although we were not able to produce a small-to-mid-scale event in 2023, we will continue to evaluate and explore these opportunities.

Weekday Curfew Extension

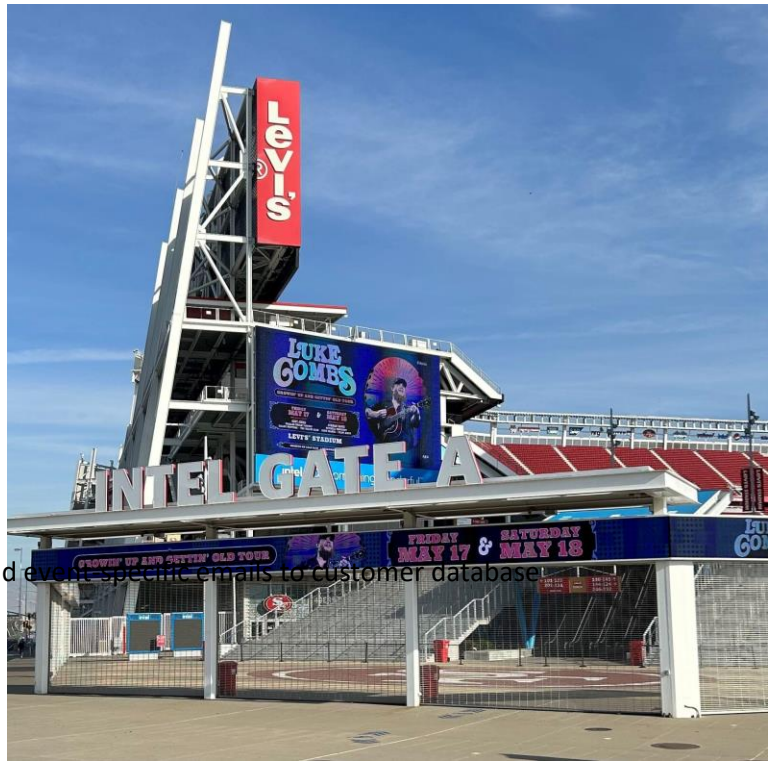
The public events team will continue to ensure that the availability of weekday curfew waivers maximizes revenue-generating opportunities as needed. Similar to previous years, numerous promoters have already contacted the stadium looking for weekday availability. The 2024 calendar is proving to be a demanding year for concerts and soccer matches, and weeknight availability is at an all-time premium. We are currently working with multiple promoters on the West Coast routing for their shows, and it has been made clear that weeknight availability is critical in Levi's Stadium being able to host a concert for their artists.

Leverage Organic Assets

The public events team will leverage Levi's Stadium and 49ers organic assets to increase the viewership of upcoming events through a variety of outlets.

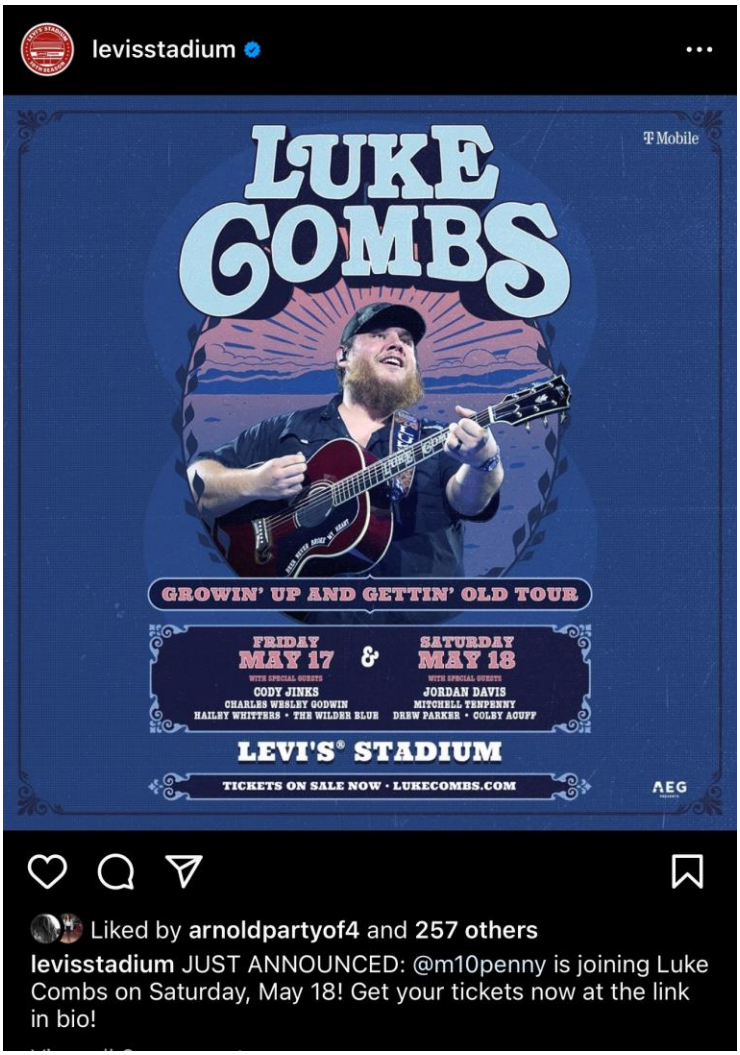
We will continue to promote public events using digital video boards during 49ers home games and non-event days. Public events are also promoted through a full slate of Levi's Stadium and 49ers digital and social channels, including specific event pages on the levisstadium.com website, and promotion of monthly and event-specific emails to our growing database. Levi's Stadium subscribers total 90,000 accounts. These accounts include 10,000 SBL members. We also utilize an emailable list of previous concert buyers totaling 65,000 accounts and include about 600 accounts that have expressed interest in receiving emails about Music and Entertainment at Levi's® Stadium. In addition to email marketing initiatives, we have a total of 66,000 subscribers who opted into app push notifications for Levi's Stadium events.

Examples of video board rotations visible to daily Tasman foot and vehicle traffic

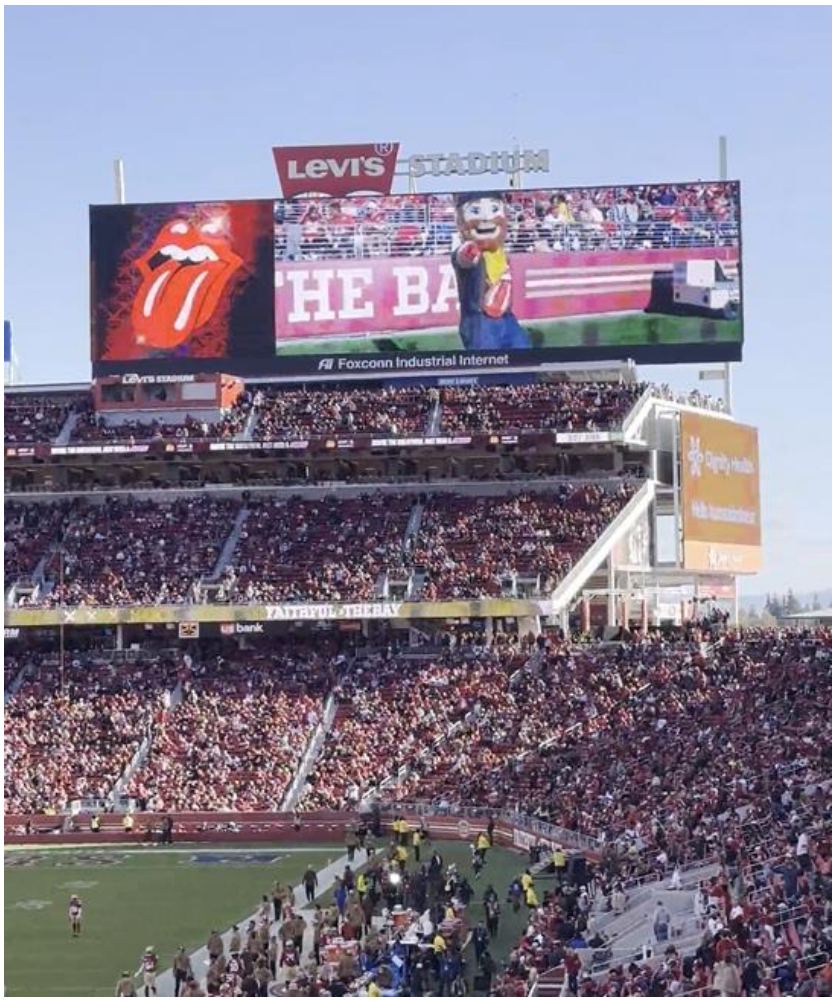


Example of promotion of ticket sales via monthly and event-specific emails to customer database

Example of event announcements on Levi's Stadium social platforms



Example of in-stadium event promotions



Key Performance Indicators

The number of events secured - based on our experience in previous years and having a close pulse on the industry, we feel confident the stadium manager will host a minimum of six public events.

Profitability - having hosted fourteen events over the past two years, all of which remained profitable, we will continue to negotiate deal terms that prove to have a positive net outcome.

Event mix - we aim to create a diverse product mix in order to provide a variety of entertainment experiences for the Santa Clara community. Our goal of hosting six events includes concerts of varying music genres, and soccer matches ranging from international clubs, national teams, and MLS clubs.

Conclusion

As we recap another profitable year and lay the foundation for continued success, we are confident we have outlined a marketing plan that conveys our strategic approach to attract significant private and public events. Proactive client outreach, tactical marketing plans, creativity, and cooperation will continue to produce highly profitable events for the Stadium Authority.