2025 Levi's Stadium Events Marketing Plan

January 31, 2025

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Levi's Stadium Events Definitions and Profiles

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

Public Events at Levi's Stadium are large-scale, ticketed experiences open to the public, showcasing the stadium's versatility and appeal. These events have successfully driven local economic growth, heightened brand recognition, and solidified Levi's Stadium's reputation as a world-class venue. From hosting diverse leagues, artists, sports, and attractions, Public Events have positioned the stadium as an iconic destination for high-profile gatherings. This consistent prominence not only sustains Levi's Stadium's status in the public eye but also contributes to the growth of its Private Events sector within the Non-NFL Event business, while attracting even more marquee events to the venue.

Private Events are typically catered, non-ticketed, and exclusive, tailored to the nature of the occasion and the client's goals. These events cover a broad spectrum, including weddings, corporate anniversaries, charitable fundraisers, and conferences, and constitute the majority of the venue's event calendar. The Private Events sales pipeline thrives on strong relationships with local businesses, bolstered by our reputation and extensive experience in hosting diverse events. Additionally, the prestige of our venue - renowned for hosting high-profile events like 49ers games, the Super Bowl, COPA America, College Football Playoff National Championship, WrestleMania, and concerts by renowned artists adds to its appeal. Our focus extends beyond the immediate profitability of our business to fostering meaningful client relationships and finding innovative ways to enhance the guest experience.

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Levi's Stadium Private Events

Looking Back

At the beginning of 2024, the Levi's Stadium Events team was filled with excitement for the year ahead. Amid the celebration of the significant economic impact of Levi's Stadium's 10-year anniversary and the anticipation of hosting prestigious events like Super Bowl 60 and the FIFA World Cup on a global stage, the team was motivated to embrace the journey as Levi's Stadium solidified its position as a premier destination for world-class events.

This past year marked another successful chapter in managing a wide variety of events, including public and private. With a fully equipped sales and service team prepared to tackle any challenge, the team fostered stronger relationships with internal stakeholders, capitalized on revenue opportunities through participation in industry marketing events, and effectively managed the increasing client interest in events connected to the stadium's legacy.

While navigating plans for stadium upgrades in 2025, the team effectively utilized internal communication and efficient calendar management to execute another year of high-volume quick-turn events, managed the return of large-scale private events, and met the growing demand for unique experiences. Reflecting on the year, there is much to celebrate: exceeding sales goals with five months remaining in the fiscal year, outstanding client survey results, and a strong pipeline of event opportunities.

Focus on Large-Scale Private Event Prospecting

The demand for large-scale events reached an all-time high this year, with clients showing renewed interest in hosting major employee celebrations at unique venues like Levi's Stadium. For the first time since pre-COVID, there was a significant uptick in requests for large-scale events, and the Private Event Sales team took a proactive and strategic approach to securing these opportunities. This included participating in networking events to foster relationships with clients and third-party planners representing major Silicon Valley corporations, organizing tailored client site visits to highlight the stadium's spaces, and working closely with internal stakeholders to create competitive proposals, all while maintaining clear and transparent communication throughout the multi-month contracting process.

In March, the team was challenged to think beyond standard receptions, successfully securing the stadium's largest private event since 2015, which hosted 6,000 guests. This milestone marked the beginning of a busy season, with the team receiving an overwhelming amount of interest for summer and holiday events, many requiring the activation of additional club spaces for 2,000+ guests. Understanding that clients seeking large-scale events require trusted relationships with venues, both sales and service teams worked together to leverage the stadium's identity, providing exceptional

service from start to finish. This commitment to client satisfaction was key to securing and delivering on these significant events.

Develop Local Partnerships to Drive Event Opportunities

In 2024, the events team leaned into strategic partnerships with the Admin Awards and Unique Venues to get in front of key decision-makers to keep Levi's Stadium top of mind. Our partnerships showcased the stadium to a local audience of SF Bay Area and Silicon Valley organizations to push beyond brand awareness and exposure to drive revenue through booked events.

Admin Awards

The Levi's Stadium Events team renewed its partnership with the Admin Awards as a premier award presenter sponsor for the Silicon Valley and San Francisco Admin Awards, honoring administrative professionals in the Bay Area at their annual event.

This sponsorship positioned Levi's Stadium Events prominently on the Admin Awards' website, as well as across all digital marketing, promotional materials, and communications. The sales team was invited to join the Admin Awards' Advisory Board for monthly preparation meetings, gaining additional exposure to over 40 administrative professionals from across the Bay Area. These relationships were nurtured through curated site visits with full administrative teams and participation in Admin Awards' two promotional events, *Admins Around the World*, offering in-person opportunities to showcase the stadium as a venue for private events. At the Awards event, the sales team volunteered at the registration desk, engaging directly with attendees, and presented the Loyalty Award, receiving sponsor recognition during the program. After the event, the sales team was provided with a list of over 200 attendees, including nominees and winners, which became a valuable resource for outbound selling opportunities throughout the year.

The Admin Awards proved to be an essential resource for the sales team, who utilized the attendee list for internal email campaigns and invitations to the return of the Levi's Stadium Events client showcase in September. Additionally, the Admin Awards team personally invited their full database of Silicon Valley and San Francisco administrative professionals to attend our client showcase, driving greater meaningful attendance. This partnership has provided a lasting opportunity to build relationships with Bay Area administrative professionals, who are often key decision-makers alongside C-Level executives.

Unique Venues

This year, the events team maintained its membership with Unique Venues, an online platform that connects event planners with distinctive venues like Levi's Stadium. As part of the membership, the team benefits from an enhanced online profile featuring photos, videos/360 tours, premium placement in search results, and two regional email marketing campaigns.

In addition to the website listing, the sales team collaborated with the Unique Venues representative to send out two targeted regional email campaigns to 8,366 event professionals. These emails resulted in 2,237 opens and 284 clicks, achieving an average click-to-open (CTO) rate of 13%.

April: "A Recommendation from Unique Venues"

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.

GET INTOUCH

August: "Unique Venues | Tis the Season for Stadium Events"

Unwrap exclusive offers for this holiday season!

Tis the Season for Stadium Events

Be Our Guest!

From sporting events and concerts to corporate conferences and private celebrations, Levi's® Stadium offers a unique backdrop for your next holiday event. Where every attendee is not just a participant, but a cherished guest. Together, let's foster genuine connections, ignite creativity, and leave lasting impressions!

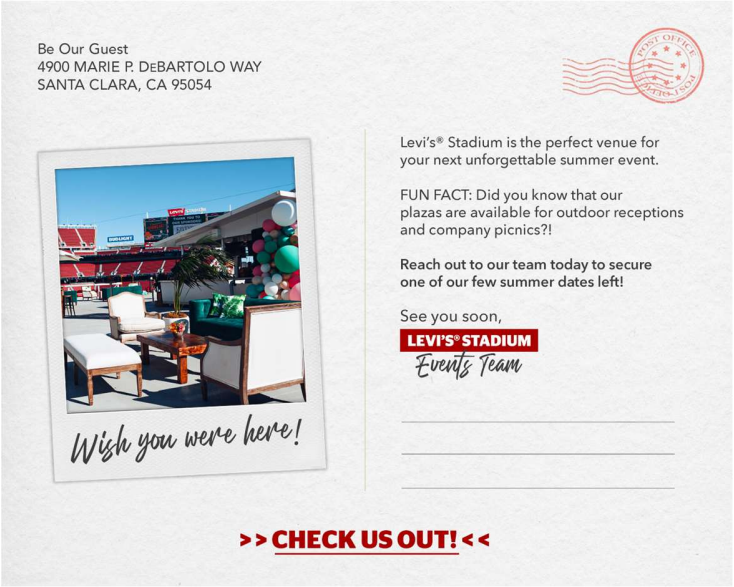
Get Intouch

Focus on Content and Brand Awareness

The events team concentrated on enhancing content and brand awareness by sending email marketing notifications to our internal database, which includes more than 6,000 accounts.

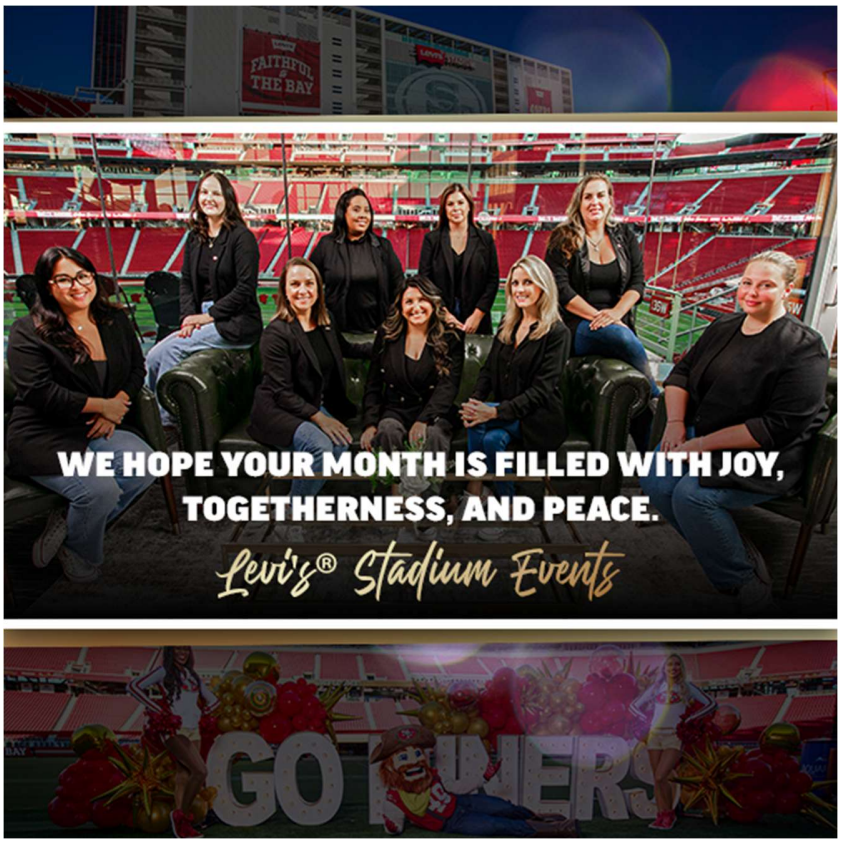
April: "A Heartfelt Thank You!"

June: "Hello from Levi's® Stadium!"



September: "Score Big with Your Next Event!"

November: "Thankful"



2024 Marketing Campaign Performances

Campaign Name	Date	Emails Delivered	Emails Opened	% Opened	Clicks	% Clicked	CTOR
A Heartfelt Thank You!	4.24	776	271	34.92%	12	1.55%	4.43%
A Recommendation from Unique Venues	4.25	4,207	1,146	27.24%	51	1.21%	4.45%
Hello from Levi's Stadium	6.20	6,401	2,027	31.67%	307	4.80%	15.15%
Unique Venues Tis the Season for Stadium Events	8.20	4,159	1,091	26.23%	233	5.60%	21.36%
Score Big with Your Next Event!	9.25	6,157	1,861	30.23%	215	3.49%	11.55%
Thankful	11.21	6,281	1,896	30.19%	251	4.00%	13.24%
TOTAL		**27,981**	**8,291**	**29.63%**	**1069**	**3.82%**	**12.89%**

Timeless Traditions Client Showcase

Our team hosted a client showcase on September 11th to highlight our event spaces—our first since 2019! The event welcomed approximately 160 active prospects, clients, and business partners, offering them an exclusive preview of what we provide for private events. We focused on showcasing the stadium through the lens of meetings and events.

Throughout the year, our Event Service team has fostered strong relationships with Bay Area vendor partners, securing nine external vendors to showcase their event entertainment and decor offerings at the showcase, allowing our clients to experience them firsthand. Additionally, our team made the most of 49ers-themed enhancements, such as Super Bowl trophies, Niner Noise, Sourdough Sam, and the Gold Rush, to create an immersive experience for private events. These features were strategically placed throughout the club space to inspire clients for their upcoming events at Levi's Stadium. We are

excited to report that five of the nine external vendors from this showcase secured entertainment business for our 2024 holiday party season, providing additional net revenue to the Stadium Authority.

Following the showcase, the sales team received six site visit requests for holiday parties and 2025 events. Shortly after, the sales team launched a holiday promotion to attract more holiday parties and successfully secured one booking as a result of the event. The showcase proved that clients truly appreciate experiencing the stadium's beauty firsthand, and the event was successful in demonstrating the venue's potential. We also received positive feedback from our preferred vendors, noting that the room was filled with key decision-makers. We're excited to see the long-term impact of this event unfold.

MPI NCC ACE

Levi's Stadium Events Sales team attended MPI's Northern California Chapter's Annual Convention Expo in San Francisco. This immersive two-day conference went beyond the traditional conference setup by engaging in hands-on experiences, interactive discussions, and dynamic sessions that challenge perspectives and fuel imagination for the future of events. Gathering over 350 planners and fellow suppliers, this year sparked discussions around the navigation through quick decision challenges, effective communication with clients, leadership today in a world of multi-generations, and AI's role within the events industry - which is helping event professionals do more with less time. The events team gained fresh insights within the market, networked with industry leaders, and left inspired to drive impactful change for events in the stadium.

IMEX

The 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 15,500 buyers, visitors, and exhibitors. Of the 15,000 participants, 5,500 hosted buyers participated in more than 86,000 prescheduled meetings with exhibitors.

The events sales team attends IMEX America each year to gauge trends from industry peers and California convention and visitors bureaus (CVBs). During the three-day show, the team meets with event planners and fellow suppliers on the trade show floor and at networking events.

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:

- Collaboration with local CVBs is vital for reshaping the narrative for clients unfamiliar with the unique opportunities offered by venues like Levi's Stadium. We recognize that when clients choose a venue, they are also choosing a destination. Therefore, it is crucial for venues like Levi's Stadium to collaborate with local destinations to showcase the vibrant city of Santa Clara.

- It is essential to be an ally and partner to destinations - when a destination thrives, so do venues like Levi's Stadium.

- "Quick Turn" events continue to rise, with clients often seeking to host events within the same month they're sourced. This year's conference revealed that mass layoffs have forced event teams to delay planning until the last minute. Clients are also more focused on strict budgets, often relying on familiar venues with inclusive pricing options like Levi's Stadium.

- Budget constraints are a factor, but clear and trusted communication is paramount. Clients prefer to work with representatives they trust.

- Leveraging deeper engagement creates lasting impressions.

Connect West

On November 6 - 8, 2024**,** qualified representatives from CVBs, hotels, event venues, and convention centers gathered at Connect West in Los Angeles to meet with professional meeting planners from around the western region. Connect West is a B2B conference for event professionals based in California, Nevada, Utah, Arizona, and New Mexico. This two-day conference featured 250 attendees, including over 80 qualified buyers from a variety of corporate/association organizations and industries. The planners were required to have active event RFPs with the primary goal of meeting with suppliers to plan future meetings and 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 seven 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:

- The events team learned from local leaders about tackling Western region-specific industry trends and challenges.
    - In-person events are resurging, with 89% of global event leaders citing them as critical for revenue growth.
    - Experiential events are in high demand, pushing organizers to find unique venues that support immersive, interactive experiences.

- As organizations rebound from a year of widespread layoffs, they are increasing budgets and hosting events to promote meaningful in-person engagement with clients, partners, and employees.

- As for the future of Levi's Stadium, clients have expressed significant excitement about the future of Levi's Stadium as an event venue, particularly with two major global events scheduled for 2026. They highlighted that Bay Area organizations are likely to see strong demand for private events, with attendees eager to walk through the stadium doors and experience its vibrant energy.

60 External Contracted Events and Holiday Party Success

Increasing the number of external 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 60 external events and counting. Since January, the team has qualified over 736 event opportunities (513 leads since April). While not all opportunities can be realized due to stadium availability, budgets, and event scopes, the demand for private events remains strong.

Securing holiday party bookings was another priority for the team ahead of the fall season. This year, we surpassed our previous number of holiday parties in December 2023 and doubled the revenue, demonstrating that clients are investing in creating memorable, experiential events at the stadium.

Quick Turn Events

Over the past three years, Levi's Stadium Events has seen a significant increase in event opportunities, with many clients requesting venues for events scheduled less than 30 days in advance. We categorize these events as "quick-turn events". Quick-turn events require prompt attention during the sales process to generate proposals and finalize agreements within a limited timeframe. They demand swift decisions from clients and clear communication across internal departments. In terms of service, these events can present challenges with external rental windows and place pressure on logistics planning for the stadium within a condensed schedule. Of the 60 events secured in 2024, 28% of these events (17 events since April) were booked with a lead time of less than four weeks.

Cvent Supplier Network Booked Events

The Cvent Supplier Network is a platform that allows event planners to search for venues, compare destinations, and explore group promotions from a range of hotels, suppliers, and destinations. Levi's Stadium Events keeps an active profile to encourage clients to choose the stadium for private events and meetings. In the past year, we've received eight RFPs for 2024 through the Cvent Supplier Network and successfully secured two private events at Levi's Stadium for 2024-2025. These events include a holiday party and a conference, and we look forward to maximizing opportunities in the year ahead.

Continued Success with Client Satisfaction Scores

The events team consistently surpasses client survey score expectations. This year, the service team achieved an average client satisfaction score of 4.7 out of 5 on the post-event surveys for external events. Each client receives a survey after their event, providing an opportunity to give feedback on various aspects of their experience at Levi's Stadium, including the booking and event planning processes, food and beverage quality, and the event day experience, covering parking, stadium security, cleanliness, and audio-visual services. The service team has supported over 60 external events and eight public events.

Post-Event Client Survey Scores (averages):

- Event Sales: 4.6/5
- Event Service: 4.7/5
- On pace to 4.5+ average client satisfaction survey score

2024 Key Performance Indicators (KPIs)

2024 Year-to-Date Performance	2024 Goal	YTD	Variance
Gross Revenue	**$5,000,000**	**$5,715,000**	**+$715,000**
Client Satisfaction Scores (1-5)			
Event Sales	**4.5+**	**4.6**	
Event Planning	**4.5+**	**4.7**	
Overall Experience	**4.5+**	**4.7**	

<u>Looking Forward</u>

Leverage Current Customer Base to Land and Expand

As we prepare for Levi's Stadium's major events in 2026, next year will be a time to take a strategic approach focused on deepening relationships with our existing clients, encouraging repeat business, and increasing the lifetime value of each client interested in Levi's Stadium. Our efforts will be centered around our current business from the 2024 calendar year, targeting large Silicon Valley organizations to capture more event opportunities across multiple departments within these companies. We've already seen the success of this strategy earlier this year when we received over 15 event opportunities from a single Bay Area organization, resulting in five secured events at Levi's Stadium. Additionally, four other Bay Area organizations booked more than one private event with us within the same year. We plan to continue nurturing these relationships to ensure our clients trust our team with future private events. This collaborative effort across our team and partners will be a key focus for 2025.

Maximize Strategic Partnerships with DMO and Industry Events

Levi's Stadium Events is partnering with Madden Media on behalf of Discover Santa Clara for the inaugural 2025-2026 Official Discover Santa Clara Guide. This initiative will highlight the best of what Santa Clara has to offer, with a focus on Levi's Stadium as a premier private event venue. The first-ever Santa Clara Visitors Guide will feature 75,000 printed copies, along with a digital version, designed to showcase the city's top attractions. This partnership marks the beginning of a new collaboration with the Discover Santa Clara team, aimed at increasing our exposure to visitors and driving revenue for Levi's Stadium as a top off-site venue in Santa Clara.

This past year, the sales team heard directly from clients and industry peers about how essential destination management companies like Discover Santa Clara are to off-site venues such as Levi's Stadium. When destinations succeed, venues like ours thrive. We are excited about the opportunities this collaboration will bring in the year ahead.

Client Retention During Stadium Upgrades

As we look ahead to an exciting 2026, the events team recognizes the significance of upgrading our club spaces to ensure the success of future public and private events at Levi's Stadium. Now, more than ever, our team is committed to maintaining clear, consistent, and transparent communication with clients regarding 2025 private events. We are dedicated to sharing information as we receive it, ensuring our clients know we are always focused on providing solutions throughout their event planning process. Keeping clients informed about potential impacts and proactively addressing concerns will be central to our sales and service approach. We aim to shift the narrative by highlighting how these upgrades will enhance the private event experience, allowing clients to envision the long-term benefits. Our goal for the coming year is to build trust with all clients interested in hosting private events at the stadium and exceed their expectations at every step.

Levi's Stadium Public Events

Looking Back

Since opening in 2014, Levi's Stadium has become a premier destination for the world's top entertainment acts and sporting events, significantly boosting Santa Clara's economy and reputation. To date, the stadium has generated over $2 billion in positive economic impact through 49ers games, Super Bowl 50, and a variety of public events.

Securing Super Bowl LX and FIFA World Cup 2026 further solidified the stadium's standing as a leading venue for monumental events. The resulting wave of positive press reinforced Levi's Stadium as a top choice for promoters when planning their next major event. The momentum directly contributed to one of the most successful years in the stadium's history. Between May and July, Levi's Stadium hosted three concerts and five soccer matches, all delivering strong profitability.

Beyond generating revenue from ticket fees, concessions, and merchandise, public events enhanced the experience for SBL holders. Members benefited from priority presale access to premium seating for many events and shows before tickets became available to the general public.

Public Events in 2024

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:

San Jose Earthquakes vs. Los Angeles FC
The San Jose Earthquakes marked their 50th anniversary with Northern California's largest Cinco de Mayo celebration, highlighted by a thrilling 3-1 victory over LAFC in front of 43,774 fans.

Luke Combs
Two sold-out shows by the 2x CMA Entertainer of the Year highlighted Levi's diverse lineup. Combs performed hits and debuted a new rendition of Tracy Chapman's "Fast Car," which topped Billboard's Country Airplay chart for five weeks.

CONMEBOL Copa América: Ecuador vs. Venezuela and Brazil vs. Colombia
Building on the momentum of securing FIFA World Cup 2026, Levi's Stadium hosted two matches from this prestigious tournament. Brazil vs. Colombia broke an attendance record with over 70,000 fans, becoming one of the stadium's most profitable soccer events.

The Rolling Stones
The legendary rock band delivered an unforgettable show, performing iconic hits like "Gimme Shelter" and "Satisfaction." This concert followed the success of their Grammy-nominated album *Hackney Diamonds*.

Chelsea vs. Wrexham
As part of the Wrex Coast Tour, Levi's Stadium hosted Chelsea F.C., a six-time Premier League champion, and Wrexham AFC, co-owned by Ryan Reynolds and Rob McElhenney. The match spotlighted Wrexham's growing popularity, fueled by the Emmy-winning series *Welcome to Wrexham*.

Leagues Cup: San Jose Earthquakes vs. Chivas
For the first time, Levi's Stadium hosted a Leagues Cup match featuring the San Jose Earthquakes and Chivas Guadalajara. This historic event marked Chivas' debut in the Bay Area and drew a record-breaking crowd of 50,675 fans. The match culminated in a thrilling penalty shootout victory for the Earthquakes.

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, coupled with the City Council's decision to welcome a limited number of weeknight concerts, ensured an exceptional season, with eight events successfully executed in just three months.

Profitability

In addition to hosting eight unique events, the events team achieved exceptional profitability for each. By strategically evaluating every revenue-generating vertical, deal terms were negotiated that maximized overall net profit. While prioritizing financial success, we collaborated closely with promoters to establish mutually beneficial agreements, fostering strong, long-lasting partnerships.

Diverse Line-Up

The events team remains committed to proactively securing a diverse mix of events to expand and diversify our attendee and customer base. The 2024 concert lineup featured a range of music genres, including country and rock, appealing to varied audiences.

We also leveraged the positive press surrounding FIFA World Cup 2026 to engage Northern California's growing soccer community. This included hosting matches from MLS teams, National teams, Premier League teams, Liga MX teams, and EFL League teams, including two prestigious tournaments: Copa América and Leagues Cup.

Gridiron Stadium Network

The events team plays a significant role in the Gridiron Stadium Network (GSN). The Head of Levi's Stadium Events served as Vice Chairperson for two years and currently holds the position of Chairperson.

The Gridiron Stadium Network was founded to raise awareness and promote the unique assets of its member stadiums. Currently representing 16 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.

GSN convenes monthly and hosts an annual in-person meeting. Participation in this conference is crucial for staying informed on industry trends, sharing best practices, and maintaining relevance within the stadium managers' network.

Proactive Outreach

Building and maintaining strong relationships within the live entertainment industry is essential for achieving a successful event calendar. In-person meetings have consistently proven to be the most effective way to foster these connections, as they often lead to new opportunities for Levi's Stadium. With the approval of the travel and entertainment budget, the events team conducted proactive outreach and secured numerous in-person meetings with key decision-makers to position Levi's Stadium as a premier venue for large-scale events in Santa Clara.

During the fiscal year, the team successfully arranged over 30 in-person meetings with leading industry promoters, reinforcing relationships and driving opportunities for future events.

Public Events Secured for 2025

The events team has already successfully secured four events for 2025:

Metallica
Metallica announced that its record-breaking *M72 World Tour* will extend into a third year highlighting the band's debut performances at Levi's Stadium. Since its launch in April 2023 in Amsterdam, *M72* has drawn an audience of approximately three million fans. The tour has received widespread acclaim, described as "an altogether life-affirming experience" (*Billboard*), "impossible to leave unsatisfied" (*Austin Chronicle*), "a stone-cold stunner of a show" (*Detroit News*), "the mother of all summer concerts" (*Worcester Telegram Gazette*), and "as tight and furious as Metallica has sounded in ages" (*Los Angeles Times*). The 2025 leg of the *M72 World Tour* will carry on the celebrated *No Repeat Weekend* tradition, with each of the two-night performances featuring completely unique setlists and support acts.

CONCACAF Gold Cup
Levi's Stadium has been chosen as a host venue for the prestigious CONCACAF Gold Cup. The tournament's 18th edition will take place next summer, running from June 14 to July 6, and will

showcase 16 men's national teams. With the FIFA World Cup 2026 just a year away, the Gold Cup offers a high-stakes competition for the region's top teams and an exciting opportunity for fans to connect with the sport during a critical moment for its growth across North America, Central America, and the Caribbean.

San Jose Earthquakes vs. Los Angeles FC
The Earthquakes will host their match against LAFC at Levi's Stadium for the third consecutive year on September 13th. Levi's Stadium has proven to be a stronghold for the Quakes, highlighted by last year's impressive victories: a 3-1 win over LAFC in front of 43,774 fans and a thrilling penalty shootout victory against Mexican powerhouse Chivas Guadalajara, which set a Leagues Cup attendance record with 50,675 spectators. This year, the match coincides with Mexican Independence Day Weekend, promising celebrations that will once again create a lasting impact on the community.

Looking Forward

Gridiron Stadium Network

Moving forward, the events team will continue to leverage the Gridiron Stadium Network to strengthen connections with promoters and secure additional stadium content. Monthly meetings foster discussions and provide valuable insights into upcoming stadium tours, which are critical for securing major shows.

Continued Proactive Outreach

To maintain industry relevance and ensure the continued success of the public events business, proactive networking and relationship-building with key decision-makers remain essential.

The events team experienced significant benefits from in-person meetings and touchpoints in 2024, and we aim to build on those practices in 2025.

Using the approved travel and entertainment budget, we will once again engage with top promoters in the major events industry. These meetings are vital for strengthening existing relationships. In addition to maintaining outreach with promoters already conducting business at the stadium, we will prioritize outbound meetings with new promoters and decision-makers who have yet to host events at Levi's Stadium. This ongoing effort to evaluate new opportunities and explore unique small, mid, and large-scale events will help expand our network, driving new business and increased revenue.

Beyond in-person meetings, the events team will also leverage the approved travel and entertainment budget to attend industry-related conferences. As the sports and entertainment landscape continues to evolve, staying informed about emerging trends, insights, and ideas presented at these conferences is critical to maintaining our competitive edge.

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Leverage Organic Assets

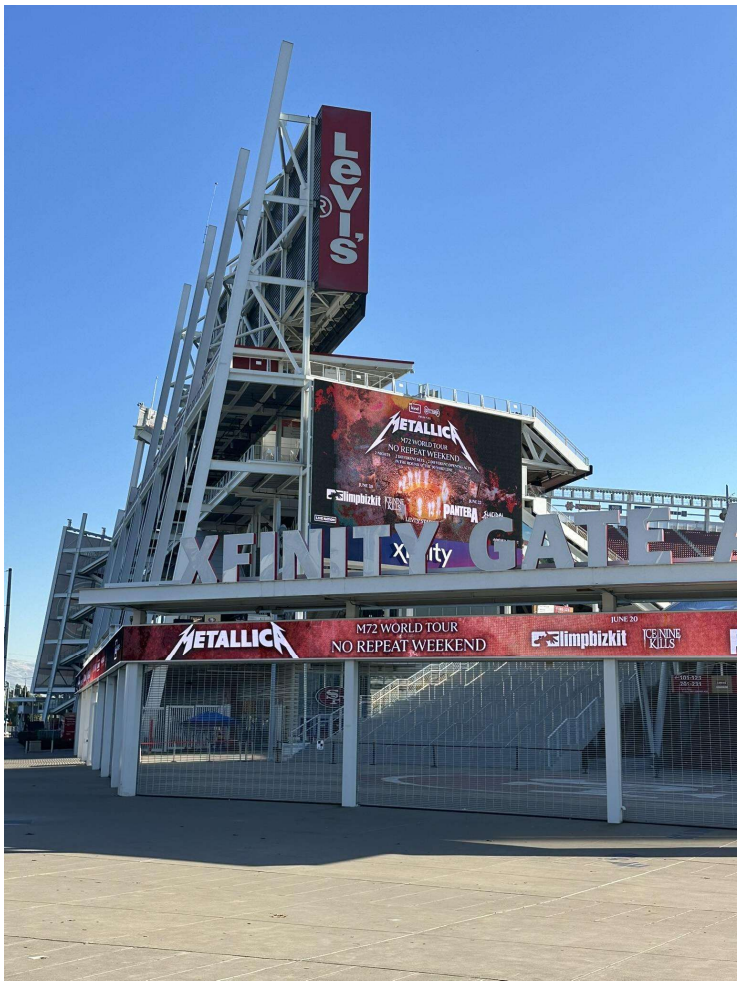
The events team will continue to utilize Levi's Stadium and 49ers organic assets to maximize the visibility and viewership of upcoming events across multiple platforms.

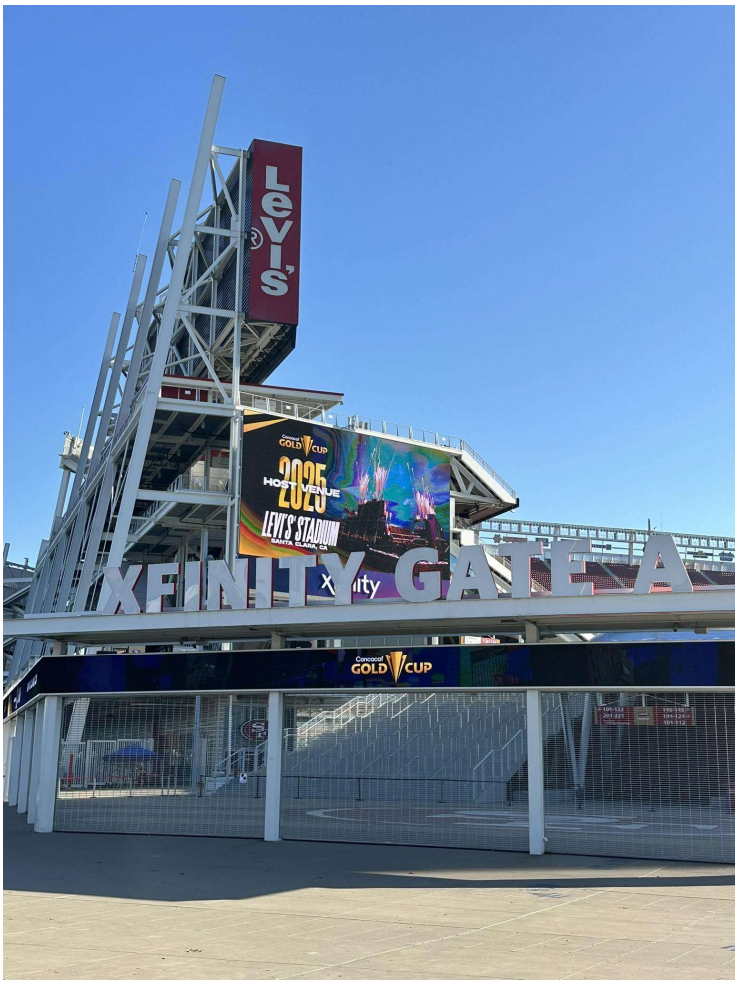
We will continue promoting public events through digital video boards during 49ers home games and on non-event days. Additionally, events will be featured across Levi's Stadium and 49ers digital and social channels, including dedicated event pages on the levisstadium.com website and targeted email campaigns.

Levi's Stadium's subscriber database includes 90,000 accounts, with 10,000 being SBL members. We also leverage an email list of 100,000 previous concert buyers and approximately 1,300 accounts specifically interested in Music and Entertainment updates at Levi's Stadium.

In addition to email marketing, we utilize app push notifications to further amplify outreach, with 100,000 subscribers currently opting in to receive updates about Levi's Stadium events.

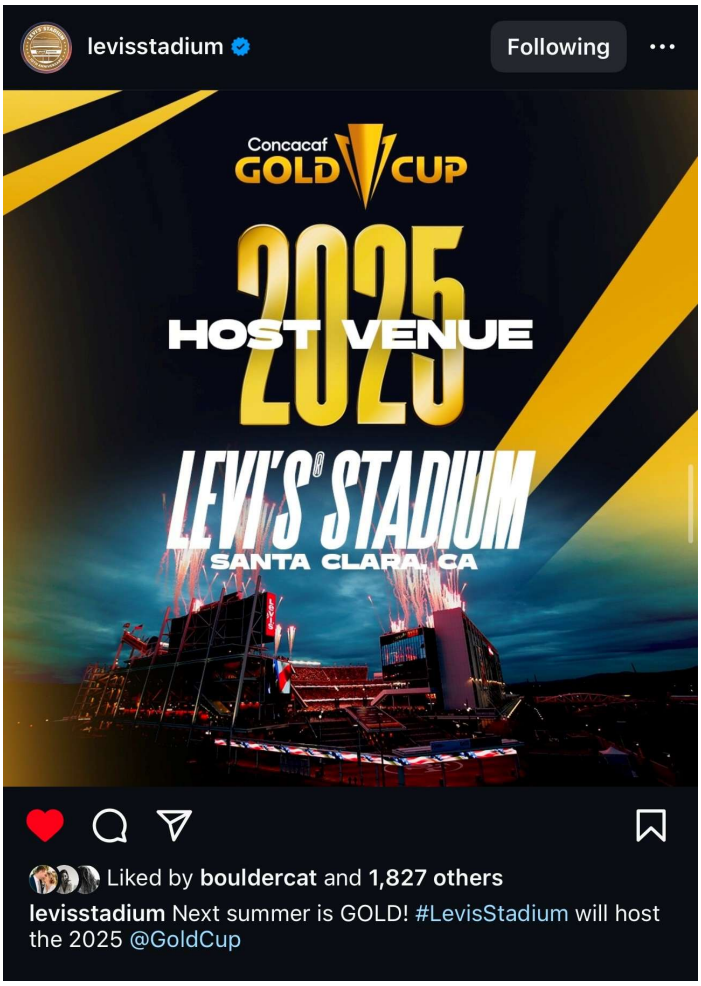
Example of digital video board rotations



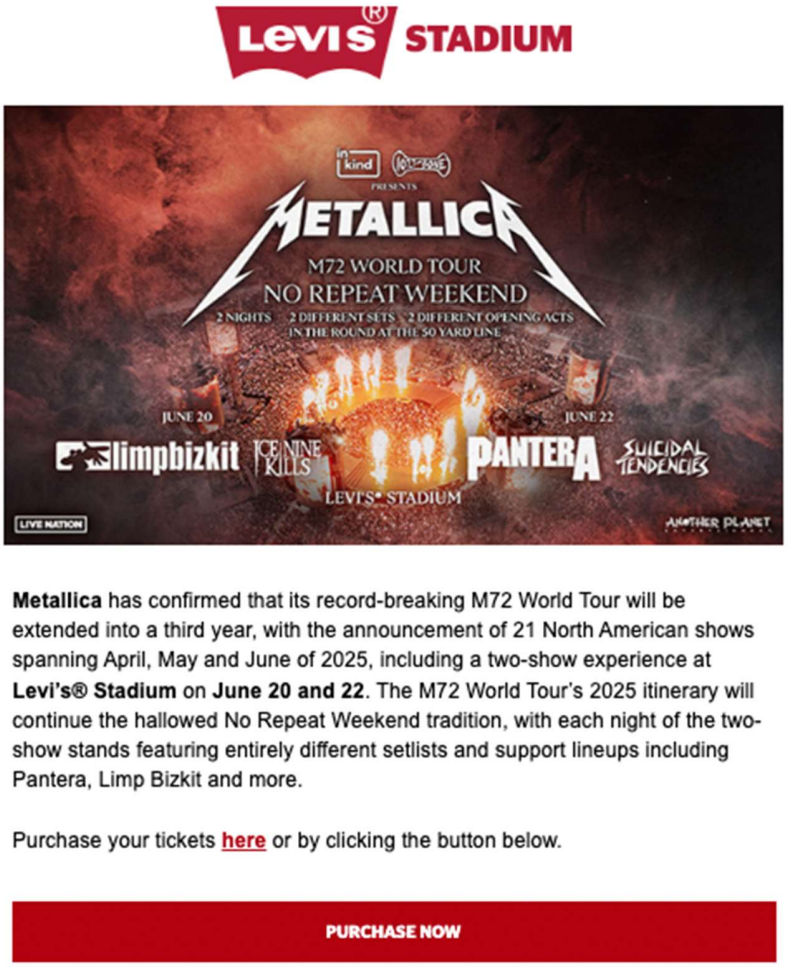


DRAFT VERSION

Example of event marketing on Levi's Stadium social channels



Example of targeted email campaigns



Metallica has confirmed that its record-breaking M72 World Tour will be extended into a third year, with the announcement of 21 North American shows spanning April, May and June of 2025, including a two-show experience at **Levi's® Stadium** on **June 20 and 22**. The M72 World Tour's 2025 itinerary will continue the hallowed No Repeat Weekend tradition, with each night of the two-show stands featuring entirely different setlists and support lineups including Pantera, Limp Bizkit and more.

Purchase your tickets here or by clicking the button below.

PURCHASE NOW

Chelsea F.C. and **Wrexham AFC** are returning to the United States this summer for a **July 24** match at **Levi's® Stadium**. The two teams played against each other last summer in front of a sold-out crowd at Kenan Memorial Stadium in Chapel Hill, North Carolina. This match will be one of Wrexham AFC's three U.S. matches this summer as part of their 2024 Wrex Coast Tour.

Purchase your tickets here or by clicking the button below.

PURCHASE NOW

Levi's® Stadium prefers

VISA

Key Performance Indicators

Number of Events Secured: Drawing on our industry insights and past performance, we are confident the stadium manager will secure a minimum of six public events for the year.

Profitability: With twenty-two profitable events hosted over the past three years, we remain committed to negotiating favorable deal terms that ensure a positive net outcome for each event.

Event Mix: Our goal is to curate a diverse lineup of entertainment experiences for the Santa Clara community. This includes a target of six events featuring a variety of concerts spanning different music genres, as well as soccer matches ranging from international clubs and national teams to MLS games.

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.