

Charger Task Force Presentation

Benefits of the Super Bowl – 4 months, 2 weeks, 3 days

Largest single day sporting event in world

I. Video

II. Why is Super Bowl sought

- Economic benefit
- Demographic of visitor
- Media exposure
- Others less known

***Materials:**

1. *Economic Benefit Press Release*
2. *Stadium Requirements*
3. *Video (not for public broadcast)*

III. Goals of Host Committee

- Facilitate the NFL's ability to host the most successful Super Bowl ever
- Create opportunities for the community to get involved (i.e. volunteer, business, events).
Few tickets locally.
- Create an atmosphere in the community where the 100,000 visitors say "Wow, we have to come back to San Diego!"

IV. Benefit of Super Bowl

- \$125 Million Direct spending
- 120,000 visitors
- 125,000 room nights
- Rack room rates in January
- Money raised for local charities
- \$13 Million incremental tax revenue including \$3.5 city and \$1.5 County
- 18 corporate meetings

V. Demographic of visitor

- Corporate visitor

VI. Media Exposure

- 3,200 credentialed media
- 800 million TV viewers
- 1 out of 2 in the U.S.
- Exposure \$ cannot buy

VII. Other less known but important

- \$3.2 million raised for local charity
- Establishment of the YET Center on 22nd & Market and a satellite office being created by this Super Bowl
- Emerging Business Program designed to assist minority & women-owned local businesses. Partnership with the San Diego Regional Chamber of Commerce to make this program ongoing after the Super Bowl
- Event Sanctioning allows local non-profits to utilize the Super Bowl to put on events; raise awareness & engage all San Diego in activities
- Community Pride – this is the world's premier sporting event being hosted in our community

VIII. Why is Super Bowl important

- Benefit to our 3rd largest industry – tourism
- Good lift to economy in January