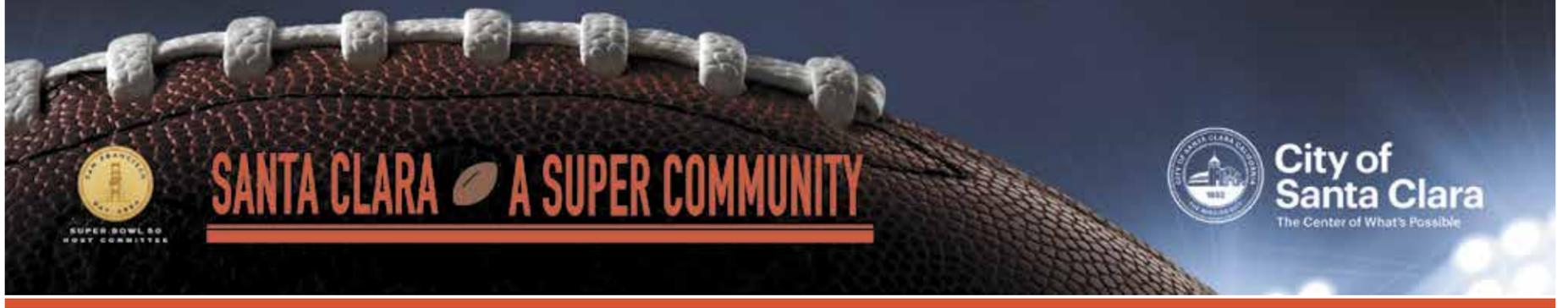


Super Community Events



Santa Clara celebrates Super Bowl 50 with fun community events

Every Santa Clara resident will have the opportunity to experience the excitement of the 50th anniversary of the Super Bowl – even if not at the game at Levi’s Stadium on February 7, 2016.



See inside for details about these events.

In the weeks leading up to one of the world’s most highly anticipated sporting events, a series of community activities has been planned by the City of Santa Clara as part of a regional consortium with the National Football League, the Super Bowl 50 Host Committee and other cities to ensure that it is a spectacular event.

Santa Clara was appropriately the first official “Super Community” since the big game takes place here. Two years of planning have created a varied menu of activities for all ages. While visitors fill local hotels and restaurants counting down the days until kick off, Santa Clara residents can enjoy family-friendly events throughout their hometown created with their delight in mind.

Inside this insert are overview descriptions of each local Super Community activity and residents are encouraged to frequently visit the website SantaClaraCA.gov/supercommunity for more details as they are confirmed.

Commemorative public art unveiling is Jan. 6

Artist Linda Serrao is accustomed to having her sculpture leave a lasting mark. The beautifully articulated bronze pieces are designed to be a legacy for a community to enjoy for generations to come.

What Linda didn’t expect when she started the commemorative public art piece for the City of Santa Clara after being selected by the Cultural Commission is that it would have such a personal impact on her.

Anything’s Possible

For the past few months, Linda has been hard at work on “Anything’s Possible,” two life size bronze figures depicting a professional football player passing a football to a young awestruck fan. Both will be installed on a public walkway across from Levi’s Stadium, with the unveiling scheduled for Jan. 6.

Linda begins her sculptures by working with a real life model and that led her to Ryan O’Hara, the quarterback football coach at Mt. San Antonio College in Walnut, California where she has her studio. Her original intent was to use the measurements of his athlete’s body to create a “skeleton” for the sculpture mold.

But along with information on the lengths of bones in his muscular arms and legs, she also learned about the intricacies of football and became an enthusiastic fan of O’Hara’s college team. They formed a friendship bond that both call “transformative.”



Artist Linda Serrao with one of the two sculptures pieces she created for the City of Santa Clara, and her real life model Ryan O’Hara.

That unexpected outcome is what Linda hopes will be similar to what happens to people who see and interact with her sculpture. She looks forward to watching people touch the pieces, pose for selfie photos and be inspired by the sculpture to dream big about their future.

“It was clear from the beginning what the City was looking for,” she said. “The art needed to celebrate Super Bowl 50 and to reflect the City’s brand – ‘The Center of What’s Possible.’ It was easy to come up with the idea.”

Creating the sculpture itself wasn’t so easy. It’s a long process involving many excruciatingly detailed steps before bronze is finally poured into a shell then produces the life size pieces.

Capturing a moment in time

“Life size bronze sculptures are my passion,” Linda said. “They are meant to capture a moment in time. Thousands of people will be passing by this sculpture during Super Bowl and millions more over the years. I hope it becomes a fond part of their memories of visiting Santa Clara and Levi’s Stadium.”

Super Community event the center of w

Gridiron Glory Exhibit

Jan. 18-April 3

The best of the Pro Football Hall of Fame's vast collection of football mementos, films and photos comes to Santa Clara in January for the "Gridiron Glory" interactive exhibit at the Triton Museum of Art. It opens on Jan. 18 and is free to all visitors. Visit TritonMuseum.org for exhibit hours and other information.

Exhibition highlights include:

- The Pioneers – Early days of the sport, when the NFL was born and when the rules of the game were created
- The Great Moments – A tour de force artifact and video experience of the extraordinary acts of athletic ability of the players
- The Great Players – Learn about legends like Johnny Unitas, Jim Brown, Joe Namath, Lynn Swann, Roger Staubach and Joe Montana
- The Dynasties – Teams that have dominated an era
- Pro Football's Road to Equality – Chronicles of the inspirational athletes that paved the way
- The Science of Football – An interactive video presentation to examine the marriage between sport and science
- Football as a Way of Life – How pro football has shaped the American life
- Records are Made to be Broken – Artifacts from the Hall of Fame's collection will recount many milestone events
- Champions – Artifacts and NFL Films presentations will bring to life the excitement of the road to the Super Bowl

Interactive elements include:

- Measure Up to the Pros: Compare your physical dimensions and athletic abilities to those of the biggest stars in the game
- Try on vintage pads and jerseys and today's lightweight equipment
- Step into an Instant Replay Booth to see if you can make the right call
- Interactive touch screen selection kiosks presenting video clips on each member of the Pro Football Hall of Fame

"Gridiron Glory" is produced by the Pro Football Hall of Fame in Canton, Ohio in association with NFL Films, Pro Football Exhibits, Algonquin Museum Services, Barrie Projects, Gallagher & Associates and Evergreen Exhibitions.



Run the Road to Super Bowl 50

Sunday, Jan. 10

Pro football players are dreaming about the chance to run into Levi's Stadium for Super Bowl 50. Local runners can experience a bit of that excitement and make their own history as they cross the 50-yard line finish in the "Run the Road to Super Bowl 50" on Sunday, Jan. 10.

Runners will choose from a 10K starting at 7:50 a.m., a 5K starting at 8:50 a.m. or the one-half mile Kids Fun Run starting at 10 a.m. All participants receive a race shirt and commemorative medal.



Two special team challenges will be available. In Team Fit – Fittest NFL Team Challenge, runners choose one of the 32 NFL teams to support when they register. After the race, the "fittest" NFL team will be announced based on their fans' race performance. The Super Bowl 50K Challenge is for teams of at least five members. The cumulative times of each team's five fastest runners will be compared to find the winning team.

The 5K and Kids Fun Run will be untimed. The City will hold a pre-race Health Expo outside of Levi's Stadium and a post-race tailgate party will be available for those to want to linger for Michael Mina's Bourbon Pub food while watching Sunday's Wildcard Games.



Run Ambassador Roger Craig

Three time Super Bowl champion and long distance runner Roger Craig will be at Levi's Stadium as the official Run Ambassador.

See the course map and register for the run at RunSB50.com. Register early for discount prices.

Celebrity sightings

Big names from entertainment, sports, business and politics will be in Santa Clara for Super Bowl 50 and/or one of the local Super Community events. Who will you see at your favorite restaurant? Who's inside that stretch limo? Is that really who you think it is running by you on the trail? Post your photos and tweets of celebrity sightings #Lookwho'sinSantaClara.

Events in Santa Clara, what's possible

Who will it be?



The names of the star performers of the concerts at Mission College on Jan. 31 and Santa Clara University on Feb. 6 could not be released at press time, but you know their music and will be excited to have the opportunity to see them perform in your hometown. Visit SantaClaraCA.gov/SuperCommunity to learn who's coming and how to obtain free tickets for both concerts.

Concert & Fireworks

Sunday, Jan. 31

The City of Santa Clara, Mission College and other community partners are producing a Super Community Concert and Fireworks show on the Mission College campus on Sunday, Jan. 31. The free ticketed concert includes headliner entertainment, food alley and wine/beer garden followed by a spectacular fireworks show. For information, visit SantaClaraCA.gov/SuperCommunity.

Ice Rink

Daily through mid January

Enjoy ice skating in the out-of-doors at Central Park through mid January as part of the Super Community activities in Santa Clara leading up to Super Bowl 50. For information on hours and lessons, visit SantaClaraOnIce.com or call 408-663-5278.



Super Community Celebration Fan Experience

Saturday, Feb. 6

This all-day extravaganza on the Santa Clara University has activities for the whole family. Come and spend the day and make memories you will never forget!

Visit SantaClaraCA.gov/SuperCommunity for the latest details and information on how to get free concert tickets.

Celebrity Sweat Flag Football Game

10 a.m.-3 p.m., Stevens Stadium

The gates of Stevens Stadium open at 10 a.m. for pre-game entertainment, including a mini-concert at 11:45 a.m. At 12 noon, a community flag youth football game takes the field followed at 1 p.m. with the national anthem and coin toss to start the Celebrity Sweat Flag Football Game. Celebrities from the sports and entertainment industries will compete in a 10-on-10 flag football game with a half time show concert.

Super Community Concert

Early evening, Stevens Stadium

A popular music star will perform at this main stage marquee performance, followed by fireworks. Free tickets will be needed for entrance.

Fan Experience Zone

All day, Stanton Field

The Fan Experience Zone is the hub of the Super Community Celebration and will feature interactive games, local radio personalities, merchandise shop and community and sponsor tents. Cumulus is the official radio partner and NBC Bay Area is the official television partner for this event.

Youth Interactive Zone

All day, Bellomy Field

As part of the NFL Play 60 Movement, a variety of interactive activities will be offered to youth throughout the day to encourage kids to be active at least 60 minutes a day through sports.

Pep Rally

10 a.m.-2 p.m., Leavey Center

Live performances by the Santa Clara Vanguard Drum & Bugle Corps and Gold Rush and Raiderette professional cheerleader squads, and interviews of former NFL players by a local radio personality will rotate every hour. Following each on-stage presentation fans will be invited onto the concourse level to experience the Grid Iron Glory Exhibit and get player autographs and photos. At press time, former NFL Super Bowl champions confirmed include Eric Wright, Cliff Branch, Ricky Waters, Keena Turner, John Taylor, Josh Harper and Eric Reid.



Flavors of Santa Clara

All day

Enjoy breakfast, lunch and dinner during the Fan Experience and sample the culinary treats of more than a half dozen gourmet food trucks.

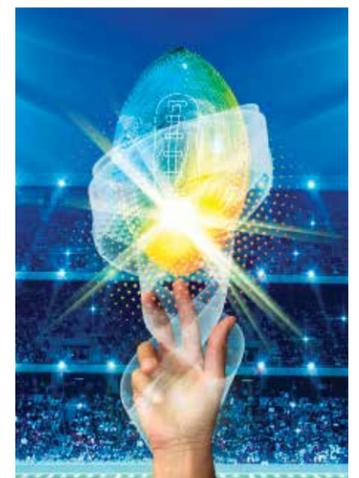
STEM Innovation Bowl

Saturday, Jan. 30

Imagine yourself in a space station, floating in zero gravity as you look down on earth below. Experience this virtual reality in one of 10 interactive exhibits that will be part of the STEM (Science, Technology, Engineering, Mathematics) Bowl at Central Park Library on Saturday, Jan. 30, 10 a.m.-5 p.m.

Designed for tweens and teens, grade 6 and up, the STEM Innovation Bowl will demonstrate immersive technologies and highlight virtual reality, augmented reality, telepresence robots, computer vision, gaming and Santa Clara's interactive map tool, MapSantaClara. Younger children should be accompanied by a parent.

For more information, visit SantaClaraCA.gov/innovation.



Super Community merchandise

A variety of items sporting images and phrases reflective of the exciting activities planned in the City of Santa Clara leading up to Super Bowl 50 will be available for purchase at Super Community events and at the City Store in the Chamber of Commerce office, 1850 Warburton Ave. Items may also be purchased at City Hall in both City Manager's and Human Resources Offices.



Merchandise includes

**T-shirts
sweatshirts
rain ponchos
travel mugs
& teddy bears.**

About the Super Bowl 50 Host Committee

Working in partnership with the NFL and Bay Area public officials, the Host Committee is responsible for managing all of the planning and production of Super Bowl 50 and for providing opportunities for local communities to actively participate. The Host Committee includes both professional staff and an Advisory Board of Bay Area leaders who want to be sure that this region is showcased and receives as much economic and social benefit as possible.



SUPER BOWL 50
HOST COMMITTEE

Host Committee Advisory Board

- | | |
|---|---|
| Nikesh Arora, CEO, SoftBank Internet and Media | Thomas Klein, Region Vice President, Fairmont Hotels |
| Robert Mailer Anderson, Author | Brian Krzanich, CEO, Intel |
| Azania Andrews, Director of Digital Strategy North America, Anheuser-Busch InBev | Stephen Luczo, President & CEO, Seagate |
| Gwyneth Borden, Executive Director, Golden Gate Restaurant Association | Daniel Lurie, President & CEO, Tipping Point Community |
| Willie Brown, Former Mayor, City and County of San Francisco | Paraag Marathe, President, San Francisco 49ers |
| Quentin Clark, Chief Business Officer, SAP | Marissa Mayer, CEO, Yahoo! |
| JC Curleigh, Executive Vice President and President, the Levi's® Brand | Kevin Moore, Former Santa Clara City Councilmember |
| Joe D'Alessandro, President & CEO, SF Travel | Mary Murphy, Partner, Gibson Dunn & Crutcher |
| Joe Davis, Partner, Boston Consulting Group | Matt Prieshoff, COO, N. Cal LiveNation |
| Lloyd Dean, President & CEO, Dignity Health | Larry Renfro, CEO, Optum |
| David C. Drummond, Senior VP-Corporate Development, Google | Condoleezza Rice, Stanford University |
| Rodney Fong, President, Fong Real Estate | Becky Saeger, Marketing Strategist |
| Gary Gillmor, Former Mayor, City of Santa Clara | Charles Schwab, Founder & CEO, Charles Schwab Corporation |
| John Goldman, Former President, San Francisco Symphony | George Seifert, Former Head Coach, San Francisco 49ers |
| Ron Gonzales, President & CEO, Hispanic Foundation of Silicon Valley | Bruce Sewell, General Counsel, Apple |
| Carl Guardino, President & CEO, Silicon Valley Leadership Group | Charlotte Shultz, Chief of Protocol, City and County of San Francisco |
| John Hinshaw, Chief Customer Officer and EVP, Technology & Operations, HP Enterprises | Larry Sonsini, Chairman, Wilson Sonsini Goodrich & Rosati |
| Greg Johnson, VP Marketing, Intuit | Bernard J. Tyson, Chairman & CEO, Kaiser Permanente |
| Thomas Keller, Chief & Restaurateur | Jeff Ubben, Founder & CEO, ValueAct Capital |
| Chris Kelly, Co-Owner, Sacramento Kings | Michael Wirth, EVP, Downstream & Chemicals, Chevron |
| | Jim Wunderman, President & CEO, Bay Area Council |
| | Steve Young, Former Quarterback, San Francisco 49ers |
| | Gideon Yu, Co-Owner, San Francisco 49ers |

Super Community events throughout the Bay Area

More than 70 Bay Area cities have signed up to be the site of one or more Super Community events leading up to the Super Bowl on Feb. 7. To see a complete list visit SFBaySuperBowl.com.



Two large attractions are scheduled for San Francisco. Super Bowl City Presented by Verizon is a free-to-the-public fan village in Justin Herman Plaza on the Embarcadero that will include family-friendly activities. The NFL Experience Driven by Hyundai is an interactive theme park inside the Moscone Center that celebrates football's history and the electrifying atmosphere of the Super Bowl. Information on these can also be found on SFBaySuperBowl.com.

A memory from the past



A float from the City of Santa Clara depicting the City's reputation as "Youth Sports Capital of the World" won top honors in the Jan. 1, 1971 Tournament of Roses Parade in Pasadena. Stanford defeated Ohio State in the Rose Bowl that year, 27-17.

Did you know?

- The first Super Bowl was held in Los Angeles.
- Super Bowl wasn't called "Super Bowl" until Super Bowl IV.
- Jerry Rice scored the most points in Super Bowl history (48).
- The longest field goal in Super Bowl history was 54 yards.
- The average American consumes 3,000 calories on Super Bowl Sunday.

Welcome visitors to our City

Travel writer Katie Morell gives visitors suggestions on how to spend 50 perfect hours in the City of Santa Clara. See what she has to say on the website SFBaySuperbowl.com/50-perfect-hours-Santa-Clara. Share your own ideas on Facebook, Twitter and other social media, #iheartsantaclara.

SANTA CLARA
A SUPER COMMUNITY



SUPER BOWL 50
HOST COMMITTEE