

12/6/11

661/4615A



Project Update

12/6/11



POST MEETING MATERIAL

Overview of Naming Rights Prospects



Key, Engaged Naming Rights Categories

Airline	Financial Service	Solar
Auto/Domestic	Health Care	Staffing Service
Auto/Import	Hospital	Technology
Auto/Roadside Service	Insurance/Auto	Telecom/Equipment
Banking & Credit Union	Insurance/Health	Telecom/Network
Beverage/Beer Domestic	Insurance/Multi-Property	Telecom/Wireless
Beverage/Soft Drink	Internet/Other	Television/Cable System
Computer	Medical Equipment	Ticket System
Computer Software	Retail/Electronics	Utilities
Electronics	Security System	



Sponsorship Sales Activity Management

- Business Development is Managed in “Stages”:
 - Stage 1 – Prospecting, Initial Contact
 - Stage 2 – Discovery Meeting
 - Stage 3 – Presentation
 - Stage 4 – Consideration & Negotiation
 - Stage 5 – Contracting
 - Stage 6 – Signed Agreement
- Approximately 70% of current relationships are at stage 3 or better
- Process is time consuming; each takes minimum six to eight months to move to proposal/negotiation due to meetings, research, development, etc.
- Unlike selling suites and hospitality, sponsorships are more conceptual in nature where inventory can be created in the process
- We are expecting a significant announcement in the spring



New Stadium SBLs

Candlestick Season Ticket Holder Communication

- Save the Date (Notifying Season Ticket Holders Regarding Relocation) – DELIVERED WEEK OF DECEMBER 5TH
- Brochure and Letter Outlining Relocation Campaign – DELIVERED WEEK OF JANUARY 2ND

Phase 1 & 1A Relocation:

- All club seat overlay clients to have opportunity to purchase their allocated seats - JAN - APRIL 2012

Phase 1B & 1C Club Upgrade/Waitlist:

- All Reserve Seat overlay clients and waitlist have an opportunity to purchase club seats - APRIL - JUNE 2012

Phase 2 Relocation:

- All reserve seat overlay clients have the opportunity to purchase their allocated seats - JUNE - SEP 2012

Phase 2-A Stadium Upgrades/Relocations/Additional Seats:

- All Phase 1 and Phase 2 allocated clients will have the ability to move locations - OCT - NOV 2012

Phase 2-C Waitlist

- All waitlist will have opportunity to purchase any open reserve seats - NOV - DEC 2012

Santa Clara Residents: JAN - FEB 2013

New Business Launch: MARCH 13 - STADIUM OPENING

.Red Text = ESTIMATED TIMELINE

New Stadium Luxury Suites

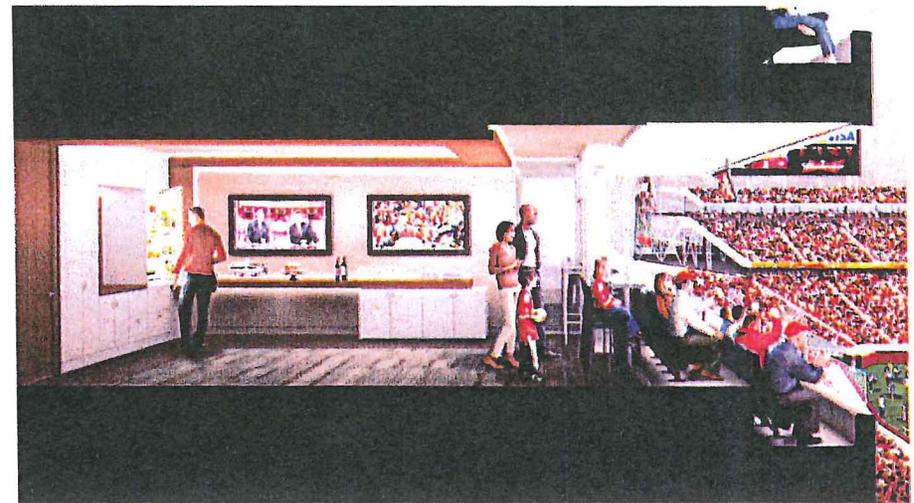


Revenue/Sales Update:

- Revenue Generated: \$197 million (\$138M July 2011)
- Pending Revenue: \$26 million
- Current Corporate/Individual Split: 60% Corporate/40% Individual

Phasing Update:

- Current Candlestick Suite Holders – Face to Face Meetings complete
- Current Candlestick Sponsors – Face to Face meeting on-going and performed in conjunction with sponsorship team
- New Business Prospects: Began to target prospect list (Companies and Individuals)





- **Innovative Technology/Stadium Features**

- State of the art in-house security system (video and monitoring) not available at older stadiums. This will include interior and exterior of the stadium and main parking area.
- Improved in-house communications platforms.
- Design focus on enhanced ingress and egress at stadium and parking gates.

- **NFL Best Practices**

- The San Francisco 49ers has earned the NFL's "Level 1" security rating (highest level) every year since the rating system was created.
- The 49ers have been working with retired Santa Clara Chief Steve Lodge, current Chief Kevin Kyle, HNTB (stadium architects) among others on developing an integrated security plan for the facility.
- The 49ers have invited Santa Clara PD and Fire representatives to review existing plans (including those at Candlestick Park and other NFL Stadiums) to ensure that we are maximizing the talents of existing security professionals.
- NFL Security has reviewed and complimented the basic parameters and security plan in initial evaluation of the facility as a potential Super bowl host site.