



CITY OF SANTA CLARA
MARKETING COMMITTEE MEETING
Margie Edinger Room
Central Park Library
2635 Homestead Road
Santa Clara, CA
June 18, 2014, 4 p.m.

AGENDA

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| 1. Welcome | Chair | 4:00 p.m. |
| 2. Working Session: Planning for Non-NFL Events for Super Bowl 50 - (some high level concepts attached) | All | 4:05 p.m. |
| a. What planning is underway | | |
| b. Thoughts about event concepts (attached) | | |
| c. Other event ideas | | |
| d. Resource needs & next steps | | |
| 3. Marketing & Branding Updates | All | 5:30 p.m. |
| 4. Public Comment | | 5:50 p.m. |
| 5. Adjournment | | 6:00 p.m. |

Super Bowl 50

Potential Santa Clara Events

Concept: Program a series of events in Santa Clara 30 days leading up to Super Bowl 50 to build excitement and draw out suspense. Potential events include:

1. Bruce Springsteen Concert & Fireworks

Hold a Bruce Springsteen “Glory Days” concert and fireworks in stadium or parking lot of Great America to kick off the 30 days of festivities leading up to Super Bowl.

2. Super Bowl/NFL Exhibit

Hold exhibit at the Santa Clara Convention Center (during 30 days before Super Bowl) about the history of Pro Football and the Super Bowl. NFL exhibits to be brought in from the Pro Football Hall of Fame from Canton, Ohio. Two traveling exhibits include:

- **Gridiron Glory, the Best of the Pro Football Hall of Fame**

The Pro Football Hall of Fame is entrenched in its 50 years celebration. As part of the 50th Anniversary, the Hall of Fame launched its first large-scale traveling exhibit. Gridiron Glory, The Best of the Pro Football Hall of Fame presents a panoramic view of the story of professional football from its humble beginnings in the early 20th century to the sports phenomenon it has become today. Gridiron Glory includes hundreds of artifacts from the Pro Football Hall of Fame’s collection.

- **Pro Football and the American Spirit**

A popular exhibit that has traveled the country tells the story of professional football players and personnel who served our nation in the armed forces from World War II to Desert Storm to the conflict in Afghanistan. Among the artifacts in the exhibit are Hall of Famer Art Donovan’s Marine uniform, the career medals of General Ernest Cheatham, pro football’s highest ranking former player; and Pat Tillman’s Army Ranger uniform, and many other significant mementos from the Hall of Fame’s vast collection.

The Football Hall of Fame also hosts a Super Bowl theatre with dynamic displays featuring one-of-a-kind game artifacts along with exciting interactive video kiosks highlighting every Super Bowl, the great plays and the game’s stars. The Convention Center exhibit could include some type of replica.

3. Super Bowl Parade

Hold a parade down Great America Parkway into the stadium with a procession of floats representing each year of the 50 years of the Super Bowl with players of yesteryear and a replica of the Vince Lombardi Trophy as the last float.

4. Powder Puff Game

Hold a powder puff game between the wives of the two final teams @ Buckshaw Stadium. The ticketed event would be held to raise awareness/\$\$ for breast cancer awareness and research.

5. Black Tie Dinner

Hold a black tie dinner for team, players, civic leaders, stadium reps, media to raise awareness/\$\$ for football head injuries/trauma.

6. Super Bowl 50 Marathon

To kick off the Marathon and get in the racing spirit, hold a pre-race Health and Fitness Expo at one of the hotels by the stadium the day of (or day before) a day of racing. The day could include a full marathon, a half marathon, a 5K run/walk, and a Kid K run with proceeds to fund a local charity.