

CITY CLERK  
ORIGINAL



*Heart to  
Candice  
Cathy  
Julie  
Please sign  
comment*

**HAND DELIVERED**

May 6, 2011

Mr. Ed Beasley  
City Manager  
City of Glendale  
5850 West Glendale Avenue  
Glendale, AZ 85301

Dear Ed:

As you know, Arizona has submitted several Super Bowl bids to the NFL over the past few years, which can be a costly and time-consuming undertaking. During the process, we offered some feedback to the NFL as to how they might streamline the process, eliminating the need for submission of bids year after year. Apparently they listened. After identifying parties interested in bidding through a brief application process last fall, the NFL recently announced Arizona and Tampa Bay as finalists for Super Bowl XLIX to be played in February, 2015.

Keeping in mind that Super Bowl XLII generated \$500.6 million dollars for Arizona's economy, current economic conditions make securing an event of Super Bowl magnitude even more crucial than ever before. Preparing for Super Bowl XLII was challenging at times, but hosting events of this caliber keeps Arizona in the minds of executives that relocate businesses, host conventions and sponsor events.

We have even more significant time challenges than in the past, posed by an August 1, 2011 deadline to deliver a "draft bid document" to the NFL staff and final presentation to the NFL owners during their annual meeting in October, 2011. Accordingly, I ask that you appoint a staff member to represent Glendale's interest in working with us to prepare our bid. Please contact Arizona Super Bowl Host Committee Executive Director, Winnie Stolper, at [wstolper@azsuperbowl.com](mailto:wstolper@azsuperbowl.com) with this information at your earliest convenience. We would also like to schedule time on the City Council agenda, prior to any summer break, for passage of the necessary resolutions.

Additionally, I have enclosed segments of the bid that require cooperation and commitment from the Glendale, as well as city resolutions requested by the NFL. Earning the NFL's award of the 2015 Super Bowl will be more challenging than ever, and we truly need the full cooperation of Arizona's major cities. I invite you to approve the following segments and resolutions of the bid for the benefit of our entire State.

- Section I. Stadium
- Section IV. Transportation
- Section VI. Government Guarantees
- Section IX. NFL Super Bowl Party (Formerly Friday Night Party)
- Section XI. Media Center & Additional Facilities

9311 E. Via de Ventura  
Scottsdale, AZ 85258  
480-362-4222



Governmental Resolution  
Law Enforcement Agency Assurance  
Airport Authority  
Taxing Authority Agency Assurance  
Temporary Flight Restrictions Assurance  
Bid Response Questionnaire pages 108, 126, and 129

We respectfully request this information be completed and returned to us no later than Friday, May 27, 2011.

Ed, Arizona's star was shining during Super Bowl XLII. The world saw it, the NFL witnessed it, and we all benefited from the endless media stream associated with the biggest game in sports; not to mention the \$500 million economic impact and community pride. We look forward to working with you again in preparing Arizona's bid.

Best Regards,

Michael Kennedy  
Chairman

9311 E. Via de Ventura  
Scottsdale, AZ 85258  
480-362-4222

# I. STADIUM

## A. Stadium Configuration

### 1. Seating Capacity

The NFL requires a minimum fixed salable seating capacity of seventy-thousand (70,000), inclusive of club and fixed suite seating as represented in the regular season game day seating manifest.

### 2. Temporary Seating

If temporary seating is required to reach 70,000 seats, seating acceptable to the NFL in its sole discretion will be installed at no cost to the NFL. Such seats must be in compliance with all applicable laws and be of a suitable standard commensurate with the quality and standards of the NFL Super Bowl viewing experience. In addition, the NFL requires independent documentation that supports the Bid Committee's proposed temporary seating (standing) submission to include:

Proven successful prior installation/completion of proposed number of seats;

Compliance with ADA and Accessibility Codes (including provisions for seating, attendants, and spectator services (as detailed below));

There must be sufficient restrooms and concession stands, merchandise stands, and other similar spectator services in close proximity to service the capacity in each area

Host Committee will be responsible for the cost of temporary seat installation, however, NFL will manage all aspects of the installation to include but not limited to the supplier/installer RFP process, vendor selection and all aspects of operations including scheduling, installation, inspection and de-installation.

The Bid Committee must guarantee a net number of salable seating in their proposal, as calculated above. The Host Committee must be prepared to recompense the NFL for any shortfall between the guaranteed number in the Bid and the actual availability on Game Day, unless the seating is further reduced by actions of the NFL.

All seats must be a minimum of 19 inches wide; with seat backs and arm rests (suites containing stools with unobstructed views are acceptable); provided that NFL has the right to approve the amount of stools to be used.

### 3. Ticket Revenues

The NFL will control and receive 100% of the revenues from all ticket sales, including ticket sales in all suites. In addition, the NFL must have exclusive access to all club seats. (See Section II for more details on ticketing.)

**4. ADA Seating & Accessibility**

The NFL requires the Stadium to be in compliance with applicable American Disabilities Act statutes, plus all local, regional and state regulations in effect as of the date of the Game, including without limitation ADA-accessible seating for physically disabled patrons, plus their companions.

The Stadium, through the Bid Committee, must disclose their history of compliance with disabled access, the ADA regulations and any previous or pending actions or suits and ensure compliance for the Super Bowl (Exhibit A.9). The NFL will not be responsible for any imposed costs that result from disabled access non-compliance of the Stadium in its condition prior to the onset of Super Bowl construction or for temporary construction as a result of attempting to meet specs required by the Bid.

**5. Press Box Press Seating**

The Stadium must have a minimum of two hundred (200) press seats in a writing press area (the "Press Box"). If the Press Box has less than 200 press seats, any additional seating required to meet this minimum number of writers, plus their tabletop writing surfaces, must be provided at no cost to the NFL. Seats in the press area shall be a minimum of 24" wide with a writing surface a minimum of 20" deep. They shall have full view of the field, scoreboards and video boards. The location of the Press Box may be anywhere on the sideline or between the goal lines, but may not be in the end zone. The cost of additional press seating shall also include any facility costs for temporary enclosures, roof structures, and other related service features. Press seating shall comply with applicable ADA and Accessibility Codes.

**6. Climate Control**

The NFL requires a climate-controlled domed Stadium if the historical average daily temperature over a 10-year period in the Host Community on the week of the Game is below 50 degrees.

**7. Stadium Field Condition**

The NFL requires that a natural grass field must be re-sodded for the Super Bowl at no cost to the NFL. An artificial surface must be replaced or reconditioned, if in the NFL's sole opinion, the surface is not in top quality condition or is worn from other events. Purchase and installation of a new surface, if required, would be at no cost to the NFL (including the development of a backup field, if necessary). The field shall be planned, selected, installed, and managed by the NFL. The postgame removal or disposition of the field, if necessary, shall be at no cost to the NFL. The NFL will not be responsible for costs associated with any damage caused as a result of normal Super Bowl use (including but not limited to increased foot traffic, rehearsals, painting, and the game). If the Super Bowl field will not be retained for use during the next NFL season, the NFL or its designee will have the exclusive right to use the field for marketing and promotional purposes. In addition, the NFL, at its cost, shall have the right to remove portions of the field for any purpose, including for the sale of licensed products and to retain the revenues derived from such sales.

**8. Electrical Output**

The NFL requires the Stadium be equipped to provide at least 6,000 kVA electrical loads within the stadium and 5,200 kVA electrical loads on the site premises (including, fan entertainment activities inside the stadium perimeter, NFLOL and the Touchdown Club, but excluding NFL Experience Tailgate). These electrical capacities are based on historical electrical loads required to host the Super Bowl and shall be used by the NFL at their discretion for broadcasting networks, media, facility operations and team related functions, NFL hospitality functions and pregame ceremonies/halftime show. All power, including supplements to the existing power system will be provided to the NFL, broadcasting networks, and the media for the Game and related events at the Stadium at no cost to the NFL, broadcast networks and media. The distribution of power and the location of power sources proximate to key operational areas and compounds will be provided at no cost to the NFL.

**9. Television/Broadcast Signal Distribution**

The NFL requires the ability to extend the in-stadium broadcast signal via cable to support the television monitor system through any auxiliary press areas or other Super Bowl use areas. Such a system may require a signal for an additional 400 television monitors at no cost to the NFL. The NFL reserves the right to replace existing monitors with NFL-branded or sponsor-branded monitors or cover any branding at the NFL's option and expense.

**10. Field Lighting**

The current high definition standard for field lighting is at least 270-foot candles of horizontal luminance and 180 foot candles of vertical luminance, evenly from end line to end line in all directions, In order to account for future advances in broadcast technology, the NFL requires that field lighting meet the needs of the broadcasting network, as determined by a quality survey by the NFL and the broadcasting network. If the NFL and broadcasting network determine that supplemental lighting is necessary,, it must be provided at no cost to the NFL or network.

**11. Public Address System**

The NFL requires that the Stadium possess a public address system that meets the minimum specifications and features as described below. The stadium's audio engineer must be available at no cost to the NFL. If the Stadium does not have a full-time audio engineer, contracting with a qualified individual or firm will be required, at no cost to the NFL.

If the public address system must be supplemented, either permanently or temporarily, to achieve these minimum requirements, such improvements must be provided at no cost to the NFL.

- a. Uniform coverage throughout the seating area of 110 db, +/-6 db;
- b. Distortion-free and capable of being zoned for maximum control and equalized for maximum intelligibility;
- c. Separate "feeds" for the concourses, concession areas, elevators, restrooms and exterior plazas;
- d. A perimeter sound system capable of supporting local microphone input at each gate;
- e. An override security microphone input at each gate;
- f. Paging capability in the entrance tunnels;
- g. Field monitors for cheerleaders and other event activities; and
- h. Automatic backup power for the main stadium public address system and the security system(s).

#### **12. Press Box Sound System**

The NFL requires that the press box sound system meet the following minimum requirements as described below. Any existing and supplemental facilities required to meet these minimum standards must be provided at no cost to the NFL.

- a. Clear and intelligible sound uniformly distributed via a speaker system over all areas of the press box;
- b. Capable of accepting inputs from the Stadium announcer, the press box (statistics) announcer, and the referee's microphone;
- c. If the press box has windows that open to the Stadium, the system must provide coverage above the normal noise level of the crowd and the stadium public address system;
- d. Sufficient audio cable pairs running from the press box area to each side of the playing field to accommodate the coaches' intercom system as well as production microphones; and
- e. The Stadium shall assist the NFL in moving control cables and control units to other positions for the Game. The cost for moving cable and control units shall be borne by the NFL. This will also apply to cable and controller relocations for the stadium PA announcer, clock control, scoreboard and video board control, if required.

#### **13. Video Control Board**

The NFL requires that the Stadium video boards and control room is interfaced with the Stadium public address system. Playback of videos, graphics, and animations should be capable of being switched or controlled from the video control room. Digital fascia or signage boards should also be accessible for entertainment and informational purposes. If the video control system is not acceptable for the Super Bowl standard of event presentation, any modifications, additions, or additional staffing requirements will be provided, at no cost to the NFL.

#### **14. Stadium Locker Rooms and Training Areas**

For each competing team, the NFL requires locker rooms and related facilities sufficient for sixty-five (65) players, with a separate training area for the team, a separate equipment room, a separate office/locker room for the head coach, and an additional separate locker room for up to twenty (20) assistant coaches. Both team locker rooms need to be similarly and equitably equipped with standard NFL-quality lockers. Any/all equipment and accommodations available for a regular season NFL game must be available for the Super Bowl. If any equipment or accommodations exist only in the home team locker room, the equivalent will be provided in the visiting locker room at no cost to the NFL or participating team.

#### **15. Ancillary Space**

The NFL requires space in the Stadium for Pregame and Halftime Show functions as well as Football Game Management operations. The number of spaces and approximate sizes are listed below. The Game Management spaces shall be located at field level in close proximity to the field tunnels. If the Stadium cannot provide the internal space for these functions, they will be planned by the NFL in temporary facilities. Temporary facilities, if necessary, are to be provided at no cost to the NFL. Space requirements include:

- a. Cheerleaders – space for two (2) separate team cheerleader units of 30 cheerleaders each. This will include seating areas and restrooms.
- b. Grounds Crew – Turf Room capable of holding necessary turf supplies and equipment plus a crew of twenty (20), approximately 1,500 sq. feet. Access to paint mixing area (either existing or temporary) with proper ventilation, access to water, and floor drain.
- c. Game Officials – Standard sized NFL Officials Room, with lockers, showers, and restrooms.
- d. Chain Crew – Standard sized NFL Chain Room, with lockers, showers, and restrooms.
- e. Ballboys and Oxygen Crew Room - Holding room with space for twelve (12).
- f. NFL Operations Field Office - Approximately 600 square feet for NFL game and field operations.
- g. NFL Staff/Guest Green Room – Approximately 600 square feet in close proximity to the NFL Operations Field Office.
- h. Show Talent Rooms – All talent rooms in good condition with good finishes:
  - i. Pregame Show - Six (6) rooms, with space for individual performers plus attendants, private restrooms, plus one (1) additional room large enough to accommodate a band with eight (8) members.
  - ii. Halftime Show – Six (6) rooms, with space and accommodations similar to the Pregame Show talent rooms.
  - iii. Coin Toss Talent Holding Room – Room large enough for four (4) to eight (8) people with close access to restrooms.

## **16. Construction & Renovation**

No construction or renovations to the Stadium should be in process beginning one (1) month prior to the Game. Any plans for Stadium construction or renovation on stadium property before Super Bowl XLIX must be fully disclosed and approved by the NFL. The NFL, at its sole discretion, may require the Stadium to replace lost revenue resulting from such construction or renovation, cover the costs of installing temporary structures, or reimburse the NFL for expenses incurred in restoring the Stadium's aesthetics through banners, coverings, or other decorative elements in the event that any planned construction is not complete and in finished form by one (1) month prior to the Game.

## **B. Stadium Operations**

### **1. Definition of Key Dates**

- a. Super Bowl Period: Four (4) weeks prior to Game Day through twenty-four (4) days after Game Day.
- b. Exclusive Period: Two weeks prior to Game Day through the day after Game Day.
- c. Lockdown Period: The period when the Stadium is under security lockdown, up to ninety-six (96) hours prior to kickoff.

### **2. Stadium Availability**

The Stadium, including parking and all structures on the Stadium grounds must be made available to the NFL rent-free during the Super Bowl Period for site preparation, construction, hosting of event(s) and for dismantling of construction and move-out of equipment. It is understood that the NFL may not be fully completed with site remediation until approximately 24 days after Game Day. However, the NFL and the Stadium shall mutually agree to a schedule for load-in of other events while the NFL is completing its final load-out. The Stadium agrees to preserve 20,000 square feet of site space in the NFL's contractor compound until twenty-four (24) days after Game Day. To this end, the Stadium is obligated to inform the NFL of any events being held at the Stadium in the thirty (30) days following Game Day. In addition, the Stadium will be made available for preliminary work prior to the Super Bowl Period such as temporary construction, pre-hanging, and other essential preparatory activities on a mutually-agreeable schedule. The Stadium recognizes that some construction work may be in progress during the Super Bowl Period, and as a result, the normal seating manifest may be disturbed and/or reduced in the event that the Stadium also hosts Playoff games, specifically a Conference Championship Game two weeks prior to the Super Bowl.

The NFL will endeavor to minimize the impact of construction and other Super Bowl preparations on the normal seating inventory for any Playoff games hosted at the Stadium, as well as on potential reductions in parking, club seats, merchandise sales, food and beverage concessions, and other areas, but accepts no liability for such lost revenues, or displaced and/or relocated season ticket holders.

While there is no current plan or NFL obligation to do so, in the event the Pro Bowl is played in the same stadium as the Super Bowl within the same season, the Stadium must be provided rent-free to the NFL. The NFL and the Host Committee will collaborate to determine the extent of game day operations costs. The NFL and the Stadium will work together to address the Stadium's lease dates, should the hosting of the Pro Bowl affect the length of the Super Bowl Period, Exclusive Period, and/or Lockdown Period.

**3. Operational Control**

The NFL will retain the right to determine and approve all aspects related to Stadium operations occurring during the Super Bowl Period, as defined above. This would include, but is not limited to approval over staffing and vendors, space allocation and utilization of meeting rooms, storage and tent space, novelty and food and beverage concessions, parking lots and any structures, temporary or permanent, on Stadium property. Operational control will be temporarily returned to the Stadium during a period to be mutually agreed in the event it also hosts Playoff games, specifically a Conference Championship game, during the Super Bowl Period. In the event that the NFL allows the Stadium to conduct events during the Exclusive Period, the operational control of the Stadium will be coordinated between the NFL and the Stadium. The foregoing notwithstanding and for purposes of clarity, it is acknowledged and agreed, that at all times, the entity that manages or controls the Stadium must provide the Stadium in a safe and suitable manner.

**4. Exclusivity**

The Stadium will be closed to the public, media and all other non-Super Bowl Game related staff during the Exclusive Period, except as approved by the NFL in its sole discretion. During the Exclusive Period the NFL will have right of approval over any existing stadium tours operating as well as access to working areas and construction areas. Stadium and approved stadium contractor employees will typically be permitted their customary access to the Stadium until the beginning of the Lockdown Period.

The NFL will have the exclusive right to schedule public or private events at any location in the Stadium, on the general stadium grounds, or within the security perimeter (to be established at a minimum of 300-feet surrounding the Stadium – See “Stadium Perimeter”) during the Exclusive Period. The NFL also requires that no other events be staged anywhere on the stadium grounds prior to the eighth day after Game Day. No other event may begin loading into the Stadium during the twenty-four (24) day NFL load-out period without the express written consent of the NFL.

**5. Stadium Cleaning**

The Stadium will be provided fully clean with all facilities in good working condition at no cost to the NFL. A final cleaning of the Stadium, at no cost to the NFL, will be scheduled in coordination with the NFL within two days of the Super Bowl Game. Intermediate cleanings during the Exclusive Period as necessitated by NFL Super Bowl preparations will be the cost responsibility of the NFL. Coordination, scheduling, and approval for such cleanings shall be done jointly by the NFL and the Stadium. Intermediate cleanings for the purpose of other approved non-NFL Stadium events shall be the cost responsibility of the Stadium.

**6. Utilities**

The NFL will pay for electricity, water and sewage costs incurred during the Exclusive Period as a component of Super Bowl Staffing and Expenses. These utility expenses will be calculated as the difference between Stadium consumption in "stand down mode" (non Super Bowl operating mode) and Stadium Super Bowl specific utility consumption. Such costs may be determined by comparing utility usage, bills and invoices for the Super Bowl XLIX Period to dark (non-event) days at the Stadium during the same time frame from prior years. The NFL shall only be responsible for actual costs (such as the lowest rate paid by the NFL team) with no additional costs or mark-ups included.

**7. Furniture, Furnishings and Equipment**

Existing inventory in stadium furnishings, furniture and equipment shall be provided to the NFL at no cost. The NFL will have control over the allocation plan for the existing inventory.

**8. Communications & Power Requirements**

**a. Voice, Data and Internet**

The existing voice and data communications network infrastructure (wired and wireless) including the use of the facility's Internet and telephone services will be made available for use by the NFL, at no cost to the NFL. Any costs encountered to upgrade the facility's infrastructure and services including new or updated switches, increasing the number of telephone, data or fiber lines serving the facility, or increasing Internet service into the facility, if required, in the NFL's sole discretion, to host the Super Bowl, will be provided at no cost to the NFL. No branding related to the above mentioned items will be allowed when utilizing the network.

**b. Cellular & Wi-Fi Coverage & Capacity**

The Stadium must meet the NFL's 2015 standards for cellular and Wi-Fi coverage and capacity. The 2015 standard is expected to be carrier and device agnostic infrastructure delivering ubiquitous coverage and capacity for both cellular and Wi-Fi networks throughout the Stadium, including all areas of the seating bowl. The NFL will control the installation of any temporary methods to increase cellular and/or Wi-Fi capacity and coverage for Super Bowl and related events, which must be provided at no cost to the NFL. All plans for installation of permanent equipment after the start of the 2014 regular season are subject to the NFL's approval. No branding related to the above mentioned items will be allowed when utilizing the network.

As part of the Bid response, the Stadium should submit the details of their current cellular and Wi-Fi capabilities including current coverage and capacity, as well as a description of what would be required to provide ubiquitous coverage throughout the stadium.

**c. Power Distribution**

Labor for power distribution will be reimbursed by the NFL at the rate charged to the Stadium without mark-up for payroll administration or other surcharges.

**d. Television/Broadcast Signal Distribution**

The NFL requires the use of the television CATV/IP distribution system and the ability to extend the television broadcast signal for the NFL Network and our other broadcast partners via cable to support all Super Bowl use areas at no cost to the NFL. Such a system may require expansion for additional television monitors at no cost to the NFL. The NFL reserves the right to add or replace existing monitors with NFL-branded or sponsor-branded monitors at the NFL's option and expense

**9. Stadium Condition/Post Super Bowl**

The NFL will leave the Stadium in "like condition" recognizing normal wear and tear after the Super Bowl. The Stadium will work with the NFL to determine a list of items requiring completion, repair, or restoration. This list will address items that are the direct result of the Super Bowl and NFL activities, and will be updated by the Stadium and reviewed by the NFL on a weekly basis during the Super Bowl period. The NFL reserves the right to provide the services necessary to complete such activities through its service providers and contractors. The NFL will also have the option to request that the work be completed by Stadium service providers and contractors, in which case the NFL and Stadium will work together to determine the associated costs.

In addition, the Stadium shall document all NFL costs associated with Stadium cleaning, labor assignments requested by the NFL, projects requested by the NFL to be completed, and potential damage (as reviewed daily), and shall meet with the NFL weekly to review.

## **C. Insurance**

### **1. Certificate of Insurance**

The Stadium, at its own expense and not subject to reimbursement shall carry and maintain during the entire term of this Agreement insurance programs contained in Section C, provided by insurers rated A.M. Best, A-VII or better. A Certificate of Insurance evidencing such program must be delivered to NFL within thirty (30) days of the date of execution of the Stadium License Memorandum of Understanding. Such policies must contain express conditions that: 1) NFL be given written notice within thirty (30) days of any modification or termination of any program of insurance, and 2) the Stadium's insurance providers agree to waive any rights of subrogation they may have against NFL. Failure on the part of the Stadium to procure or maintain required insurance shall constitute a material breach of contract upon which NFL may immediately terminate this Agreement.

### **2. Liability Insurance**

The Stadium's insurance will be primary and NFL's insurance, if any, will be non-contributory and excess. When providing the required limit of insurance using a combination of primary and umbrella and/or excess policies, the Stadium will confirm on the certificate of insurance that the umbrella and/or excess policies follow form to the primary insurance and will drop down in the event of exhaustion of the primary insurance. Such liability insurance will name the National Football League, NFL Ventures, L.P. and its subsidiaries, NFL Ventures, Inc., the League's thirty-two member professional football clubs (the "Member Clubs"), and each of their affiliates and their respective officers, directors, agents, shareholders, employees, sponsors and licensees as additional insureds. Such insurance must include:

- a. Comprehensive Commercial General Liability insurance, on an occurrence form, with a combined single limit for Bodily Injury and Property Damage, including Products Liability (including completed-operations coverage), coverage for contractual liability, independent contractors, broad form property damage, personal and advertising injury, and no exclusion for beverage alcohol liability, and no exclusion for liability arising from food-borne illness, in an amount of at least One Hundred Million Dollars (\$100,000,000.00) per occurrence and One Hundred Million Dollars (\$100,000,000.00) in the aggregate;
- b. Commercial Automobile Liability insurance (which includes all owned, leased, hired and non-owned automobiles), including coverage for bodily injury and property damage, endorsed for all owned, hired and non-owned vehicles in an amount of at least Five Million Dollars (\$5,000,000.00) per occurrence;

**3. Workers' Compensation**

The Stadium will carry (i) a program of workers' compensation insurance in an amount and form which meets all applicable statutory requirements, and which specifically covers all employees who provide services by or on behalf of the Stadium and all risks to such persons under the Stadium License Memorandum of Understanding, and (ii) employers' liability insurance in an amount of at least Five Million Dollars (\$5,000,000.00).

**D. Super Bowl Staffing and Expenses**

As a benchmark, Super Bowl XLEX stadium operational costs are expected to exceed \$2.5M during the 10 days preceding and including Super Bowl Game Day. These expenses are necessary for the preparation and operation of the stadium, the stadium security perimeter and field in advance of the Super Bowl and on Game Day. The Bid Committee will be asked to indicate their Super Bowl Staffing and Expenses contribution in the bid questionnaire.

Expenses include but are not limited to the following cost categories:

1. In-house Security
2. Private Security
3. Maintenance and Construction
4. Janitorial and Cleaning (Housekeeping)
5. Electrical Usage/Utilities
6. Water and Sewage
7. Ticket Takers
8. Stadium Ushers
9. Video Board operations staffing
10. Parking Supervisors and Attendants
11. Traffic Control
12. Vendor Coverage (e.g., standby elevator, HVAC, refrigeration, telecommunications, and other repair personnel)
13. Crowd Management Staff / Guest Services

14. Grounds Crew and Field Preparation
15. Fencing not otherwise provided for in the Bid
16. Temporary construction not otherwise provided for in the Bid

#### **E. Stadium Labor & Consumables**

In the case where the NFL will be required to pay for services or recompense the Stadium, the NFL will pay for pre-approved, actual out-of-pocket costs for labor (must be 18 years or older), supplies, and materials or equipment rented by the Stadium during the Super Bowl Period with no additional mark-up or administrative fee.

#### **F. Security**

##### **1. Security Perimeter**

- a. The NFL, in cooperation with state, local and federal authorities, requires the installation of a minimum three hundred foot (300') hardened security perimeter around the exterior Stadium walls up to 96 hours prior to Game kickoff. This may affect parking field capacities, the operation of neighboring businesses and offices, and/or may cause the closing of proximate city streets. The NFL shall control all aspects of the security perimeter build out. The lead law enforcement agency for the Game will provide a police executive that will have "command and control of all law enforcement personnel assigned inside the secure perimeter.
- b. The Host Committee shall be responsible for securing up to 14,000 lineal feet of 12' to 16' concrete barrier (Jersey Barricades) with which to surround the Stadium, including all related transportation costs. The Host Committee must also provide sufficient quantities of reflectors to comply with any/all DOT requirements. Installation of the barriers and reflectors at the stadium site will be the responsibility of the NFL and/or their designated contractor.

##### **2. Third-Party Businesses & Operations Within the Perimeter**

Such businesses and other non-Stadium operations (e.g., restaurants, retail locations, public parking facilities, utility plants, courthouses, etc.) that fall inside of the 300-foot security perimeter must agree to close operations 96 hours prior to Game kickoff. Any accommodation, whether physical or financial, that must be made for such neighboring businesses or other non-Stadium operation that must be so closed on Game Day or otherwise affected by the perimeter on non Game days, will be the sole responsibility of the Host Committee.

**3. Security & Guest Services Contractors**

The NFL shall have the right to select a contractor to provide any or all security and guest services labor for the Stadium and stadium grounds during the Super Bowl Period, and will be under no obligation to retain the Stadium's incumbent contractor(s).

**4. Stadium Access**

All Game Day access will be by ticket or NFL-issued credential only. The NFL shall establish and manage the access plan for the Stadium and stadium grounds during the Super Bowl Period, and will have the right to create its own system to manage and issue credentials. Stadium employees may be required to submit to background checks to receive Super Bowl credentials. The NFL is under no obligation to issue a credential to Stadium, team, Host Committee, vendor, or local government personnel, with the exception of law enforcement, and will evaluate each request on a case-by-case basis. To avoid significant inconvenience to tenants, it is strongly recommended that tenant offices inside the Stadium, including the Host Committee, if housed there, be closed or relocated during the Lockdown Period. Stadium employees will be required to submit to background checks to receive Super Bowl credentials.

**G. Field Preparation & Painting**

**1. Field Preparation, Restoration, or Replacement**

The NFL must be consulted and have input into field preparation plans beginning the August prior to the Super Bowl through the Game itself. No changes to the composition of the field surface (from natural or artificial turf, for example) other than renovation or restoration may be made between the submission of the Bid and the Game without the approval of the NFL. If such approval is granted, changing or retrofitting team practice facilities designated in the Bid to match the new surface composition will be provided at no cost to the NFL.

**2. Field Painting**

The NFL must have the exclusive and unrestricted right to paint the field according to the Super Bowl Game theme, including painting the end zones, 25-yard lines, and mid-field with Super Bowl, League and team logos. In the case of an artificial turf surface with inlaid logos, this may necessitate replacing portions of the field or the entire field at no cost to the NFL. Removal of any/all paint will be done at no cost to the NFL.

## **H. Club & Restaurant Facilities**

The NFL must have exclusive and complete control over all club, restaurant, meeting, and hospitality facilities at the Stadium or on the Stadium property during the Exclusive Period, which shall terminate in this regard 48 hours after the conclusion of the Game.

## **I. Signage & Advertising**

It is the responsibility of the Stadium and host club to ensure that all sponsorship and advertising agreements executed after the submission of the Bid provide windows of exclusion for the Super Bowl Period, and that existing agreements expected to be in force during the Super Bowl in question are modified in writing to fulfill the obligations set forth below.

### **1. In-Stadium Advertising Signage**

Except for architectural signage relating to the naming rights sponsor of the Stadium, the NFL will be provided with a clean stadium, free of advertising of any kind, including rotating and electronic signage, audio and visual advertisements and displays. To the extent that Stadium or team sponsor signage conflicting with NFL and/or Super Bowl sponsors exist in the Stadium, the NFL will have the right to cover or temporarily replace this signage at its own option and cost. No new signage, including, but not limited to any naming rights sponsor, shall be allowed to be put up after the Team's first 2014 regular season home game, unless otherwise approved by the NFL. NFL will not be responsible for the costs related to covering such signage.

### **2. Stadium Grounds Advertising Signage**

The NFL will have the option, at its cost, to replace all street pole banners and outdoor advertising locations on the stadium grounds, and excluding the architectural naming rights signage referenced above, replace or cover any and all signage at Stadium gate entrances, turnstiles, indoor/outdoor parking facilities, or any visible location on the outside of the Stadium or on its grounds

### **3. Electronic Advertising Signage**

The Stadium will be provided free of any team- or Stadium-sponsor obligations relating to electronic advertising on scoreboards, matrix message boards, LED signage, video screens, and marquees. This provision will also apply to any advertising, presentation or display technology not currently in existence, or not yet installed in the Stadium as of the date of the Bid.

### **4. Concessions & Merchandising Signage**

The NFL will have the option of covering or replacing signage at concessions, merchandising, and other points of sale anywhere on the Stadium grounds.

### **5. Product & Sponsor Displays**

The NFL will have the option of covering, moving, or replacing static or moving displays or product demonstration areas of Stadium sponsors that conflict with NFL

or Super Bowl sponsors. The NFL will further have the right to install sponsor displays of its own choosing in the Stadium during its exclusive term.

**6. No Commercial Exploitation**

The Stadium owner must agree that it will not use the Super Bowl Game in its sponsorship sales promotions or otherwise, and will not attempt to commercially exploit the designated Super Bowl, unless it obtains the NFL's advance written approval of such use.

**J. Stadium Naming Rights**

The Stadium's naming rights sponsor will be recognized as above providing the term of the sponsor's exclusivity is of a minimum of ten (10) years duration, and the term of the sponsor's exclusivity may begin no later than two years before the Super Bowl Game and must extend at least five (5) years after the Super Bowl Game. The agreement with the naming rights sponsor cannot include an option to re-open or terminate their naming agreement with the Stadium until at least (2) two full seasons after the Super Bowl.

**K. Temporary Construction**

**1. Super Bowl Stadium Plan**

The NFL shall be responsible for developing and managing the Super Bowl Stadium Plan. This document shall serve as the event plan for all facilities for the Super Bowl and related activities located within the Stadium and the Stadium grounds, including all temporary facilities, details, and furnishings. The NFL shall be responsible for the procurement, management and operations of all temporary facilities needed for the Super Bowl, the costs for which will be assumed as defined throughout the Super Bowl XLIX Bid Specifications.

**2. Permit & Approval Priority**

The municipality in which the Stadium is located shall, through the Host Committee, provide the NFL with a single high level representative from the appropriate governmental agency or department who will assume primary responsibility for managing, expediting, and coordinating permits and approvals with all required regulatory bodies.

This representative shall have the authority needed to carry out this function on behalf of the Office of the Mayor or other chief regional government official. The Bid Committee shall provide written assurances, based on agreements with the Mayor's office or a similar government representative that all permits and approval processes for the Super Bowl shall receive the highest status of priority and attention.

In addition, the city officials who are responsible for permitting and approvals shall acknowledge that most of the Super Bowl construction is temporary work, utilizing rental equipment. Therefore, in absence of specific Jurisdictional Temporary Facilities Codes and Regulations, there shall be assurances that the City, or related jurisdictions, will provide full cooperation with the NFL in finding appropriate and/or

alternative methods to permit temporary projects and construction.

**3. Fire Department & Building Department Priority**

The municipality in which the Stadium is located shall, through the Host Committee, provide the NFL with assurances that Fire Department personnel and Building Department personnel shall cooperate with NFL staff and contractors engaged in event planning and implementation, and consider NFL requests relating to Super Bowl and its associated events as top priorities.

**4. Permits, Review and Approval Fees**

The municipality in which the Stadium is located shall, through the Host Committee, provide all permits and review and approval services at no cost to the NFL for all NFL related facilities.

**L. Stadium Contractors**

The NFL will have the right to engage contractors to execute any form of work or to provide any service or product at the Stadium, in its sole discretion. The Stadium may not engage specifically for the Super Bowl Period any contractor, or enter into agreements with companies not regularly providing goods or services to the Stadium in its usual course of business, without the express written consent of the NFL.

**M. Entertainment Staging Area**

The NFL requires a site located on, or adjacent to, the stadium grounds that can accommodate approximately twenty-five hundred (2,500) pre-game and halftime entertainment cast members for rehearsals during the week immediately prior to the Super Bowl Game and on Game Day. If the average historical Game week temperature is below 50 degrees, this site must be indoors. This site, and any parking required to accommodate the cast, must be provided to the NFL at no cost. The determined area should measure large enough to line out a football field, and the ground must be flat or with minimal slope. Any obstructions (such as light poles, fencing, etc.) must be removed (and replaced) at no cost to the NFL.

## **N. Merchandise & Program Sales**

### **1. Program Sales**

The NFL must have exclusive right, at no cost, to sell programs at the Stadium and in its parking and surrounding areas through the NFL's selected vendor(s) during the Exclusive Period.

### **2. Novelty Sales**

The NFL must have exclusive rights, at no cost, to all novelty sales at the Stadium (including any Stadium retail store), in its parking and surrounding areas, and any existing temporary stores, through the NFL's selected vendor(s) during the Exclusive Period.

### **3. Novelty Vending Locations**

The NFL, or its selected vendor(s), must have access to existing, permanent, and temporary novelty vending stands at the Stadium or on its grounds for use, at its discretion, during the Exclusive Period, including without limitation, fixtures and hangers.

### **4. Stadium Store**

The NFL, or its selected vendor(s), must have the exclusive access to existing Stadium store(s) for use during the Super Bowl Period. At its discretion, the NFL may require one or more Stadium merchandise stores to be closed during the Super Bowl Period. The Stadium store(s) would remain under the control of the host club or stadium open during any NFL Playoff games hosted by the Stadium.

### **5. Novelty & Program Storage**

The NFL requires a secure, dry, enclosed space of at least 24,000 square feet, equipped with electricity, HVAC, and lighting for 50-footcandles per square foot for secured storage of novelty and program inventory. This space must be within the Stadium or immediately adjacent. As many stadiums do not have sufficient space to accommodate this requirement, the Novelty & Program Storage is often located in a tent. If this space cannot be accommodated in existing stadium space, as determined solely by the NFL's stadium operations plans, an appropriate and secure tent and tent flooring must be provided at no cost to the NFL. If the tent is placed on existing asphalt surface, then the tent floor shall be two-thirds wood floor. If the tent is placed on existing grass or dirt surface, then the tent floor shall be one-third – 3" DOT Type S-1R rated asphalt with 2" base course, including milling and cleaning up, and two-thirds of the tent floor shall be wood floor.

## **O. Food & Beverage Concessionaire**

### **1. Subcontracting**

The NFL requires cooperation from the Stadium food & beverage concessionaire (the "Concessionaire") during the Super Bowl Period. If the Concessionaire(s) wishes to subcontract a portion of its rights during the Super Bowl Game, it may do so only with the prior written approval of the NFL. Notwithstanding the above, the NFL requires the Concessionaire to agree to joint venture a portion of their Game Day business to a local Emerging Business contractor (i.e., a certified minority and/or woman-owned business).

### **2. Food & Beverage Sales**

The NFL shall be entitled to receive the Stadium's and/or Member Clubs' percentage of revenues generated by the sales of food & beverage items and catering during the Super Bowl Period.

### **3. Scope of Services**

The NFL respects the exclusivity rights of the Stadium and Suite Concessionaire(s) within the four walls of the Stadium building. The NFL shall have the right to select and contract with one or more third-party vendors to provide catering and concessions services for broadcasting and operational compounds and events on the Stadium grounds (e.g., parking lots and pedestrian plazas), including but not limited to NFL Experience, NFL Tailgate Party, and the NFL Touchdown Club and/or other NFL On Location-related events without any consideration to the Stadium or Suite Concessionaire(s). The incumbent Stadium Concessionaire(s) will be given the opportunity to respond to an RFP for these events, the contracts for which will be based on factors including, but not limited to the NFL's sole judgment regarding quality, price, and capability. To the extent allowed by law, the holder of any liquor license will cooperate with the NFL and pass-through the NFL or its designated third party such liquor license without any additional considerations or surcharge.

### **4. Vended Products**

During the Super Bowl Period, the Concessionaire will sell (a) products of NFL sponsors, (b) non-branded products, and (c) branded products in product categories not conflicting with NFL sponsors at the time of the Game. In cases where the Stadium's soft drink pouring rights conflict with the NFL's sponsor in that category, fountain taps will be covered or replaced with generic taps, and product will be dispensed into cups that do not display the soft drink brands or corporate name(s). The NFL shall have the right to replace menu items with items sold by NFL sponsors. The NFL shall also have the right to remove or cover all vending machines that conflict with NFL sponsors in both public and operational areas.

**5. NFL Approval of Signage, Packaging, Trays & Cups**

The NFL has the right to approve all concession signage, displays and product packaging, and the design and sale of bottled beverages, souvenir cups, uniforms, and other commemorative items. The NFL retains all sponsorship and advertising rights on concessions trays, cups, and other concessions carrying vehicles.

**6. Alcohol Service**

Subject to applicable local liquor laws, the Concessionaire shall agree at a minimum to have the following rules in place as it relates to the service of alcohol:

- a. it will sell only non-branded products, products of NFL sponsors or products that differ from the product category items of NFL sponsors;
- b. the NFL shall have the right to approve all concession signage, displays and product packaging, and the design and sale of bottled beverages, souvenir cups, uniforms, and other commemorative items;
- c. it will subcontract a portion of the business to a local Emerging Business contractor;
- d. it will not serve alcoholic beverages after the conclusion of the third quarter of the Super Bowl;
- e. it will only sell a maximum of two (2) alcoholic beverages to an individual customer at one concession sale;
- f. it will not allow for roaming vendors to sell alcohol, if requested by the NFL,
- g. it will dispense all beer and alcoholic beverages into pouring cups or through use of non-glass bottles with the cap removed;
- h. it will not serve alcoholic beverages to someone who appears, to a reasonable person, to be intoxicated (for example, having difficulty in normal activities, including, but not limited to, balance, movement, speech or responsiveness to outside stimulation);
- i. it will not offer for sale, sell or otherwise distribute any alcoholic beverage in servings sizes larger than 20 ounces for beer, six (6) ounces for wine and 1 ounce for distilled spirits, which should never be sold in double servings;
- j. it will ensure that all patrons purchasing alcoholic beverages display a valid form of identification confirming their age;
- k. it will not sell or otherwise distribute alcoholic beverages to anyone under the age of twenty-one;
- l. all employees and volunteers hired or otherwise authorized by the stadium food and beverage concessionaire to sell, offer for sale or otherwise distribute alcoholic beverages in connection with the Super Bowl shall be certified by either Training for Intervention Procedures (TIPS) or Techniques for Effective Alcohol Management (TEAM) Coalition, or Responsible Vendors, or an equivalent training organization as approved by NFL in its sole discretion;
- m. it will deploy an "alcohol enforcement team" of a minimum of fifteen (15) individuals will perform periodic checks during the Term to ensure compliance with all alcohol policies stated herein as well as respond to alcohol-related disturbances or issues on Game Day;

- n. it will agree to the extent allowable by law to serve sponsor beverages and products in NFL assigned suites;
- o. it will permit the NFL to provide at no charge food and beverage products of its own choice or to contract with other third party caterers and suppliers to provide for the (i) the NFL Tailgate; (ii) the NFL On Location hospitality venues located outside the existing walls of the Stadium; (iii) the locker rooms and other NFL and team working areas; (v) the media refreshments area; (vi) fan entertainment activities, such as Game Day Fan Plaza; (vii) other media working areas, without any financial or other obligation with the stipulation there will be no corkage fee for beverage products.

**It is acknowledged that the requirements above are current at the time of the Bid; provided NFL receives the right to modify based on current NFL procedures. It is also acknowledged that the Concessionaire, if known at the time of the Bid, must acknowledge support and approval of the Bid as it relates responses related to concessions in the Stadium.**

**7. Menu & Price List**

The Concessionaire must agree to provide the NFL with the right to approve the final menu and price list for food and beverages on Game Day.

- a. it will not charge the NFL any prices higher than those charged for regular season games to the city's host team and there will be no additional service fees or other fees charged to the NFL; provided it is acknowledged and agreed that concession sales to the general public may be higher subject to the NFL's approval above;
- b. it will provide the NFL the right to approve the final menu and price list and if applicable, it will allow the NFL to switch out menu items for products sold by NFL sponsors at no cost to the NFL or the sponsors;
- c. if menu items conflict with NFL sponsors products, it will serve such items in generic containers,
- d. it will accept cash, credit cards and other payment systems in use during the season of the game; provided that it will promote the use of the NFL's preferred credit card, if any,
- e. it will provide a special menu and price list for catering the suites allotted to the NFL as identified by the NFL to Concessionaire for the NFL's approval at prices 35% less than prices for the proposed Super Bowl for the use of the League, its business units and its member clubs;

**8. Menus for NFL Suites**

The Concessionaire must agree to provide a special menu and preferred pricing (a minimum of a 30% discount) for catering the suites allotted to the NFL, as well as NFL working booths, offices, and operational areas. The Concessionaire must also agree to the extent allowed by law, to serve NFL-sponsor beverages and products in NFL assigned suites.

**9. Sponsor-Provided Products**

The NFL frequently receives products as partial payment-in-kind for a sponsor's participation in the Super Bowl. The Concessionaire must agree to accept food and

beverage products arranged by, and at the choice of the NFL, in the media refreshment area, locker rooms and other working areas in the Stadium, and for private functions held at the Stadium through the Super Bowl Period without any financial or other obligation (i.e., no corkage, service or delivery charge.) The NFL must also have the right to place sponsor provided vending machines and coolers in operational areas. This requirement will also apply to Super-Bowl related press and private NFL events during the 12-month period leading up to Super Bowl XLIX and the ten (10) days following.

## **P. Parking**

### **1. Game Day Parking**

The NFL requires exclusive, cost-free use of thirty-five thousand (35,000) parking spaces outside of the 300-foot security perimeter on Game Day at and/or in close proximity to the Stadium [defined as within one mile of the Stadium grounds] for NFL staff, contractors, Stadium management, NFL Owners, Media, NFL suite holders, spectators, broadcasting network parking, dedicated team parking, corporate hospitality facilities, buses, and the Tailgate Party. These spaces shall be in secured, paved lots, and in well lit areas to accommodate post-game departures up to five (5) hours after the Game. If these facilities do not exist on the Stadium grounds, it will be the responsibility of the Host Committee to provide the full complement of parking as described in this section at no cost to the NFL (including, but not limited to security, paving, lighting, and if beyond 1 mile), the cost of a shuttle bus or team system).

### **2. Staff Parking**

The NFL must have exclusive, cost-free use of up to Three Thousand (3,000) parking spaces at the Stadium, outside the security perimeter, for all related NFL staff, contractors and participants during the entirety of the Super Bowl Period.

### **3. Event Parking**

The NFL must have exclusive, cost-free use of up to Fifteen Thousand (15,000) parking spaces at the Stadium for all related events, (e.g. NFL Experience) beginning on the opening day of NFL Experience, if held at the Stadium, or ten (10) days prior to Super Bowl, whichever is earlier.

### **4. Staff Parking for Planning Meetings & Surveys**

The NFL shall be provided cost-free parking at all times before the Super Bowl Period for NFL staff, contractors or partners visiting the Stadium for planning surveys and meetings.

### **5. Parking Revenue**

The NFL will be entitled to all parking revenue at the Stadium and any supported parking facilities during the Exclusive Period.

6. **No Handbills, Flyers or Other Distributed Items**

The NFL requires that no handbills, flyers, retail redemption coupons, product samples, complimentary merchandise, premiums, or any other materials may be distributed at the Stadium and its parking and surrounding areas during the Super Bowl Period without the prior written approval of the NFL.

**Q. Media**

1. **Post-Game Media Work Area**

The NFL requires a suitable location at the Stadium, of at least fourteen thousand (14,000) square feet, for an enclosed post-game media work area that is lighted (50 foot candles minimum), HVAC, and hard surface flooring with carpet. If this can not be accommodated in existing stadium space, as determined solely by the NFL's stadium operations plan, all temporary installations must be provided at no cost to the NFL. This includes, but is not limited to, tenting, flooring, temporary walls, power, HVAC, TV monitors, TV cabling, chairs, tables, voice and data network infrastructure including Internet service (wired and wireless), etc.

2. **Post-Game Press Conference Area**

The NFL requires a suitable space at the Stadium, of at least fourteen thousand (14,000) square feet, for staging television news crews for post-game press conferences. The area must be enclosed, lighted, heated, and soundproofed. If this can not be accommodated in existing stadium space, as determined solely by the NFL's stadium operations plan, all temporary installations must be provided at no cost to the NFL. This includes, but is not limited to, tenting, flooring, temporary walls, power, HVAC, TV monitors, TV cabling, chairs, tables, voice and data network infrastructure including Internet service (wired and wireless), etc.

3. **Working Positions for the Media**

The NFL requires a minimum of eleven hundred (1,100) total working positions/seats for the media – six hundred (600) seats with writing tabletops and five hundred (500) seats without writing tabletops with full view of the field. The 600 seats with writing tabletops must include a minimum of 200 seats in the “main press box.” The remaining seats may be located in an auxiliary press box which may be installed on a temporary basis. If a minimum of 200 seats are not available in a main press box, or if a main press box does not exist, installation of a temporary main press box will be completed at no cost to the NFL. If temporary press positions need to be provided they are required to be covered and protected from rain and inclement weather, at no cost to the NFL. For more details see I.A.4.

4. **Press Box Booths**

The NFL requires locations for twenty-one (21) booths at the Press Box level for primary NFL operational and broadcast functions listed below. Each booth will be a minimum of 160 square feet, unless otherwise indicated. All booths should be in a sideline location on the press box/main camera side of the stadium. A diagram and

manifest of booth locations for regular season NFL games should be included in the bid submission (all functions listed below that are customary for NFL games should be included).

- a. Main Network Announce Booth
- b. Two (2) Coaches' Booths
- c. National Radio Booth
- d. One (1) National Hispanic Radio Booth
- e. Two (2) Hispanic Team Radio Booths
- f. NFC Team Radio Booth
- g. AFC Team Radio Booth
- h. One (1) AFC Team Executive Working Booth
- i. One (1) NFC Team Executive Working Booth
- j. Instant Replay Booth
- k. Commissioner's Working Booth
- l. NFL Control Booth containing a minimum of thirty (30) seats at tabletops with 30" minimum spacing
- m. Security Command Booth containing a minimum of fourteen (14) seats at tabletops with 30" minimum spacing
- n. Statistics Booth containing a minimum of fourteen (14) seats
- o. World Feed Booth (approximately 300 square feet)
- p. NFL.com Booth (approximately 240 square feet)
- q. Halftime Control
- r. Audio Control
- s. NFL Game Production
- t. Public Address Announcer
- u. NFL Films Booth
- v. Clock Control (six (6) seats)

Unless otherwise provided for in the Bid, the NFL will be responsible for the cost and construction if some or all of these press box booths must be specially constructed.

**5. International & Domestic Broadcast Booths**

The NFL requires locations for at least twenty (20) additional booths for International and Domestic Broadcasts each in the range of 120 square feet to 200 square feet.

International Broadcast booths may be built on a temporary basis for the Game.

Unless otherwise provided for in the Bid, the NFL will be responsible for the cost and construction if some or all of these booths must be specially constructed.

**6. Media Day**

The NFL requires a location at the Stadium that can accommodate fifteen hundred (1,500) people as a holding and catering area for Media Day on the Tuesday morning before the Game. This location must be provided at no cost to the NFL. All 1,500 people shall be accommodated utilizing table rounds with proper access to food and beverage service areas within this space.

## **R. Photographers**

### **1. Photographers Trailer Compound**

The NFL requires a suitable location at the Stadium for a photographers' trailer compound, with space for twelve (12) standard 12' x 60' trailers and one (1) 24' x 60' trailer, and access to power supply, telecommunications, and water supply.

### **2. Sideline Broadcast Camera Positions**

The NFL requires camera positions on the sidelines and end zones and in the stands including between ten and twelve (10-12) camera positions at mid-level in the Stadium for NFL Films and NFL International camera positions.

## **S. Broadcasting Compound**

The NFL requires a location at the Stadium with access to substantial power and telecommunications lines that meet the following broadcasting requirements:

### **1. Domestic Broadcasting Compound**

One hundred twenty thousand (120,000) square feet of contiguous space is required adjacent to the Stadium for the domestic broadcast compound. This space should be paved flat and have an unobstructed sight line to the southwestern sky for satellite transmission. This area should have space for approximately ten (10) standard 12' x 60' trailers, eight to nine (8 - 9) trucks, scaffolding and other miscellaneous equipment. It must also have access to power supply, telecommunications, and water supply.

### **2. International Broadcasting Compound**

An additional eighty thousand (80,000) square feet of contiguous space is required adjacent to the Stadium for an international broadcast compound. This space should be paved, flat, and have an unobstructed view of the southwestern sky for satellite transmission and access to power, telecommunications, water, etc.

### **3. Network Broadcasting Compound**

An additional seventy-five thousand (75,000) square feet of space is required immediately adjacent to the Stadium for the network broadcast compound. This space should be paved, flat, and have an unobstructed view of the southwestern sky for satellite transmission. This space shall have access to power supply similar to that required for regular NFL television network broadcasts.

### **4. Power & Telecommunications Upgrade Costs**

The existing telecommunications infrastructure at the Stadium will be made available for use by the NFL, at no cost to the NFL. Any costs encountered to upgrade the Stadium's telephone services and switches, increasing the number of telephone, data or fiber lines serving the Stadium, or increasing power service into the Stadium, if required, in the NFL's sole discretion, to host the Super Bowl, will be provided at no cost to the NFL. Labor for power distribution will be reimbursed by the NFL at the rate charged to the Stadium without mark-up for payroll administration or other surcharges.

**5. Temporary Installations**

If temporary installations, generators, and additional wiring are necessary to meet the minimum requirements outlined above, they will be provided at no cost to the NFL or its broadcasters.

**T. Credit Cards**

**1. Credit Card Authorization System**

The Stadium will make their credit card authorization system available to the NFL for the purpose of ticket sales from both the box office and from the NFL ticket distribution office. In addition, the NFL's partners and vendors will have access to the Stadium's credit card authorization systems including, but not limited to for us for parking and merchandise sales. The NFL and its partners and vendors will pay all applicable credit card commissions at the rate charged to the Stadium, with no added administration or service charges.

**2. Payment & ATM Systems**

At the NFL's discretion, the Stadium and its Concessionaire(s) must accept both cash and NFL preferred credit/debit cards or other NFL preferred payment systems for all fan transactions during the Super Bowl Period. The NFL will have the option to install ATMs that accept NFL preferred credit/debit cards in exchange for cash, and may cover or temporarily remove ATMs in the Stadium that conflict with NFL preferred payment services, financial institutions, and/or sponsors.

**U. Electronic Information Systems**

1. The NFL has the option to install and place at its discretion, interactive fan and information systems throughout the stadium and stadium grounds.
2. The NFL must be provided with unrestricted and cost-free use during the Super Bowl Period of any Stadium text message systems that are in place for regular season NFL games and other events.

**V. Advance Sale Tickets**

The NFL requires that the Stadium will sell advance tickets to Super Bowl events, including but not limited to the Game, NFL Experience, Touchdown Club, and the Super Bowl Concert Series with no service fee to the event or the fan. The NFL will, however, pay applicable credit card commissions with no added administration or service charges.

**W. Trademarks**

The NFL and its designees shall have the right to use the copyrights, trademarks, images and logos of the Stadium in connection with the following applications in all mediums (including, but not limited to, television, radio, and the Internet): sponsorship, promotions, marketing, merchandising, and broadcast in any manner throughout the world in perpetuity. Licensor acknowledges that the NFL shall have the right to use and reuse, in the NFL's sole discretion, any footage of the Stadium pursuant to this Agreement in any manner throughout the world in perpetuity.

**X. Stadium Tours**

The NFL reserves the exclusive right to promote and conduct Stadium tours available to the general public during the Super Bowl Period. The Stadium and/or club should include the details of any similar fan tour programs currently in existence in the Bid response. Any Stadium or club operated tours must cease operation during the Super Bowl Period, though the NFL may utilize portions of the existing program and staff at the NFL's discretion

The Super Bowl Bid Committee agrees to all conditions as outlined in Section I of the Super Bowl Bid Specifications. \_\_\_\_\_ YES \_\_\_\_\_ NO  
(If "no", please attach a detailed description of exceptions by section and subsection, i.e. I.A.2.)

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

## IV. TRANSPORTATION

### A. NFL Transportation Requirements

The NFL requires firm and binding commitments from transportation companies, including guarantees on the availability and rates for buses, limousines, taxis, and rental cars.

#### 1. Minimum Vehicle Availability

The Host Community must be able to provide a minimum of the following types of rental and for-hire vehicles:

- a. Buses (750);
- b. Limousines (500);
- c. Taxis (1,000); and
- d. Rental cars (10,000)

#### 2. NFL Transportation Needs

The NFL requires at least:

- a. Three hundred (300) top quality buses and sixty-five (65) limousines (models no older than five years from the date of the Game) for its exclusive use;
- b. Five (5) premier quality buses per participating team for one week, provided by the Host Committee at no cost to the NFL; and
- c. One hundred and twenty-five (125) additional "school" buses will be required for use by the pre-Game and half-time shows, crews, and staff.

#### 3. Commitment Terms

The NFL requires that:

- a. Buses must be available for four (4) hour minimums, Monday-Saturday, with a ten (10) hour minimum on Game Day; and
- b. Limousines should be available for thirty (30) hour minimums, spread out over five days.

### B. Anti-Gouging Commitments

The NFL requires firm and binding anti-gouging commitments from bus, taxi, and rental car companies. Rates for buses and limousines may not exceed existing tariff rates as of June 1 of the year prior to the Super Bowl Game, where tariffs apply.

**C. Transportation Operations**

The NFL requires the Host Committee to provide space for both the Bus Operations Center to accommodate 250 staff, as well as an adjacent Bus Yard able to accommodate up to 300 buses within close proximity to the Stadium (not to exceed 15 miles) at no cost to the NFL.

The Bus Operations Center must be equipped with power, telephone lines, and Internet access for 250 staff at no cost to the NFL. This facility is required for exclusive use as of December 31<sup>st</sup> and will be under the control of the NFL until one week after the Super Bowl Game.

The NFL requires the Bus Yard be paved, lit for night time operations and include 24 hour security at no cost to the NFL. The Bus Yard is required for exclusive use beginning eight (8) days prior to Super Bowl Game Day and will remain under the exclusive control of the NFL until seven (7) days after the Super Bowl Game.

**D. Variable Message Signs (VMS)**

The municipalities, counties, and/or states in which major Super Bowl hotel room blocks, events, and activities are proposed must commit to provide, at no cost to the NFL, their permanent and temporary VMS traffic signage for the purpose of traffic management and public messaging during Super Bowl week.

**E. Park and Ride Public Transportation System**

The municipality hosting NFL Experience and the Super Bowl Game will operate a Park and Ride shuttle system during the operating days and hours of NFL Experience and on Game Day, respectively, at no cost to the NFL, either free or at a reasonable cost to the public.

**F. Airport Merchandise Sales**

The NFL will have the exclusive right to select a vendor(s) to operate the sale of Super Bowl merchandise in all airports. The NFL must have the unrestricted ability to place kiosks in public areas of the airports, both within the secured area (air side) and outside of the secured area (land side). The vending space must be provided at no cost to the NFL, and kiosks may be placed in multiple locations.

<p><b>The Super Bowl Bid Committee agrees to all conditions as outlined in Section IV of the Super Bowl Bid Specifications. _____ YES _____ NO</b> <b>(If "no", please attach a detailed description of exceptions by section and subsection, i.e. I.A.2.)</b></p> <p><b>Signature:</b> _____</p> <p><b>Name:</b> _____</p>
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## VI. GOVERNMENT GUARANTEES

Although the Game is played at the host Stadium, the vast number of in-bound guests, activities and required hotel facilities truly make Super Bowl an event of region-wide impact. As such, a number of government guarantees are required, to preserve a world-class event environment and to protect the rights of the National Football League.

### A. Ambush Marketing

#### 1. Ambush Marketing Resolutions

The NFL requires resolutions from each state, county and/or municipality in which Super Bowl facilities are located (e.g., stadium, hotels, event venues) or from whom services may be required in connection with the Game, confirming their cooperation and promising to actively protect against unauthorized promotional activities during the Super Bowl Period which detract from, or interfere with, the promotional activities of the NFL in connection with the Game (“Ambush Marketing”), including but not limited to passing ordinances to protect against Ambush Marketing in areas around the Stadium and other event sites.

#### 2. Ambush Marketing Protection

The NFL requires the Host Committee to work with the applicable local or regional government, and with area airports, to establish an anti-ambush marketing “Clean Zone” within an area defined by a minimum one-mile radius surrounding the Stadium. Secondary Clean Zones should be established on the property of area airports, within a 6-block radius of the NFL Headquarters Hotel and around the location of NFL Experience (if the latter is not already located within the Stadium Clean Zone). Among the provisions of the Clean Zones must include:

- a. **Temporary Structures** – A prohibition against temporary structures, including but not limited to temporary retail locations not approved in writing by the NFL.
- b. **Temporary Sales Permits** – No temporary sales permits may be granted within the Clean Zone during Super Bowl week
- c. **Temporary Signage** – A prohibition against temporary signage or banners, video screens, electronic message boards, or nighttime projections of commercial messages during Super Bowl week
- d. **Inflatables** – A prohibition against the installation or display of inflatables.
- e. **Building Wraps** – A prohibition against existing buildings temporarily wrapped with advertising banners or signage (except for event-related signage approved by the NFL).
- f. **Preventive Fund** - If such prohibitions cannot be obtained, the Host Committee must provide a fund of one million dollars (\$1,000,000) for the NFL for use in the prevention of Ambush Marketing.

**3. Anti-Counterfeit Merchandise Enforcement**

The NFL requires that resolutions be obtained from local law enforcement expressing support of the NFL for its anti-counterfeit merchandise enforcement programs during Super Bowl. Local enforcement officers will be provided to the NFL for use on anti-counterfeit enforcement teams for during Super Bowl for the Tuesday prior to the Game to the Monday after the Game at no cost to the NFL.

**B. Public Safety/Security**

**1. Event Safety Resolutions**

The NFL requires resolutions from agencies responsible for public safety confirming that there will be no charge for any public security/safety services provided in or outside the Stadium, at NFL Experience, and with regard to all other facilities used for NFL Official Events as described in this Bid.

**2. Fire and Medical Emergency Agencies**

The NFL requires that resolutions be obtained from fire and medical emergency agencies expressing support of the NFL during Super Bowl. Local fire and EMS services will be provided to the NFL during Super Bowl week at no cost to the NFL.

**3. Public Safety Cost**

The NFL requires that all required and/or recommended public/security officers at the Stadium (including those required for ingress and egress), and at the site of all NFL Official Events including the NFL Experience must be provided at no cost to the NFL. In addition:

- a. A dedicated senior police officer must be assigned to each competing team during its stay at no cost to the NFL or the teams;
- b. Police escorts must be provided to move teams to/from the airport, to/from practice facilities, and to/from the Stadium at no cost to the NFL or the teams;
- c. Police escorts must be provided to move team owners to/from the Game at no cost to the NFL or the teams;
- d. Police escorts must be provided to move the media to/from interview sessions at no cost to the NFL or the media;
- e. Police escorts must be provided to move the Game officials to/from the Stadium on Game Day at no cost to the NFL or the officials;
- f. If any transportation management plans must be filed with local officials, any associated costs or fees must be waived or paid by the Host Committee; and
- g. If any public safety/security authority seeks payment for its services related to the Super Bowl Game or NFL Official Events, the Host Committee will negotiate with the authority and if required, will pay the negotiated amount for the required or recommended security

**4. Medical / Emergency Preparedness**

After a Super Bowl has been awarded, the Host Community will submit a coordinated plan for emergency preparedness & response, including planning, prevention,

preparedness, response, and recovery. The Host Community will be required to integrate the activities of law enforcement, public health, public safety, emergency medical services (EMS), emergency management organizations, and health care organizations. The development and implementation of this plan will be at no cost to the NFL.

**5. Security Contractor**

The NFL, at its sole discretion, must be permitted to contract with one or more security organizations of its choice, at the Stadium, Headquarters hotel, team hotels, family/spillover hotels, Media Center, and any other Super Bowl-related areas as designated by the NFL.

**C. Airport Personnel Support**

The NFL requires resolutions evidencing the commitment of high level management at the area's airport to cooperate with those needing special services in connection with the Game, including, but not limited to arrival/departure of team charters, private planes, and special fan charters.

**D. Anti-Scalping Laws**

The NFL requires disclosure of any current city and state anti-scalping laws.

**E. Tax Exemptions**

The NFL requires that neither the National Football League and its affiliates (as defined below), nor any of the NFL affiliated not-for-profit charitable organizations (as defined below), member clubs, or any other entity which the NFL deems to be an Affiliate up to thirty (30) days before the staging of the game, shall be subject to any state, county, city or other local taxes, including income, gross receipt, franchise, payroll, sales, use, admission, or occupancy taxes as a result of holding the Game at the site (and making preparatory advance site visits). Tickets to the Game, NFL Experience, NFL On Location (including all travel, entertainment, hospitality and gift package components. ), Touchdown Club, and other Official Events, as well as parking to said events, must be exempt from any state, county or local sales taxes, admissions or amusement taxes, or other tax obligations, and exempt from any facility surcharges, such as but not limited to replacement fees.

The National Football League and its affiliates are defined as follows:

1. National Football League – A not-for-profit trade association under Section 501(c)(6) of the Internal Revenue Code.
2. National Football League Management Council – A not-for-profit trade association under Section 501(c)(6) of the Internal Revenue Code.
3. NFL Ventures, L.P. (“Ventures L.P.”) – A Delaware partnership taxable under Subchapter K of the Internal Revenue Code.

4. NFL Ventures, Inc. – A Delaware corporation taxable under Subchapter C of the Internal Revenue Code.
5. NFL Productions, LLC – A Delaware single-member limited liability company wholly owned by Ventures, L.P.
6. NFL Enterprises, LLC – A Delaware single-member limited liability company wholly owned by Ventures, L.P.
7. NFL Properties, LLC – A Delaware single-member limited liability company wholly owned by Ventures, L.P.
8. NFL International LLC – A Delaware single-member limited liability company wholly owned by Ventures, L.P.
9. NFL Productions, Inc. – A Delaware corporation taxable under Subchapter C of the Internal Revenue Code
10. NFL Network Services, Inc. – A Delaware corporation taxable under Subchapter C of the Internal Revenue Code
11. NFL Combine Properties, Inc. – A Delaware corporation taxable under Subchapter C of the Internal Revenue Code
12. NFL Charities – A District of Columbia not-for-profit organization under Section 501(c)(3) of the Internal Revenue Code
13. NFL Youth Football Fund – A District of Columbia not-for-profit organization under Section 501(c)(3) of the Internal Revenue Code

#### **F. Vehicle Licensing**

1. **DMV Contact**  
The NFL requires that an authorized representative be designated as a contact for the Department of Motor Vehicles.
2. **Licensing Fees**  
The NFL requires a resolution waiving fees for special licensing for up to four hundred fifty (450) courtesy cars and shuttle buses.

#### **G. Transportation System Signage**

The NFL requires the city/state transit authority to grant the NFL the right of first refusal, to purchase all advertising signage at standard rate card, on the city/state transportation and mechanisms such as vehicles, buses, trolleys, light rail service, subways, monorails, and water taxis. The NFL must have the right to subcontract such space to a sponsor or other designee at no additional charge

#### **H. Air Space**

The NFL requires that the airspace above and surrounding the Stadium be protected by restricting access to all aircraft and other vessels, with the exception of the airship(s) used for security. Only the FAA can restrict airspace and is to be requested by law enforcement as part of the security plan.

## **I. Alcohol Ordinance Waiver**

The NFL requires assistance from the Host Committee in waiving any laws and/or ordinances prohibiting the serving of alcoholic beverages to at least 4:00 AM following the Game at the sites of the NFL's and Teams' postgame parties.

## **J. Open Records/Public Information Laws**

The NFL requires the disclosure of all state and/or local Open Records/Public Information Acts laws which could apply to any agreements or documents entered into or supplied to the Bid and/or Host Committees.

## **K. Winter Weather**

Any services and equipment necessitated by winter weather conditions will be provided at no cost to the NFL. This includes, but is not limited to, the following:

1. Snow removal in and around the Stadium
2. Procurement of snow removal equipment, and staging of such equipment inside the secured perimeter
3. Clearing walkways, parking and snow at all NFL facilities, including but not limited to the Stadium, NFL HQ Hotel, team hotels, team practice sites, media center, and other hotels and facilities as determined by the NFL
4. Clearing snow at team practice facilities, including the playing surface
5. The NFL and Super Bowl shall receive priority over all other ice and snow removal projects, except those that directly threaten life safety
  - i. The NFL, in consultation with local officials, shall determine which key venues, routes, etc. should be considered priorities
  - ii. Key NFL venues (including parking lots, sidewalks, routes to/from, etc.) include, but are not limited to the Stadium, NFL HQ Hotel, team hotels, team practice sites, media center, and other hotels and facilities as determined by the NFL
6. Providing, at no cost to the NFL, a sufficient quantity of equipment, road salt, and other snow clearing and de-icing measures, as determined by the NFL
7. Any/all additional heating costs associated with the stadium and key NFL facilities

The Host Committee will be responsible for submitting a detailed winter weather plan to the NFL no later than 18 months prior to the date of the Super Bowl game. All elements of the winter weather plan are subject to the approval of the NFL. An outline of this plan should be included as part of the bid submission.

**The Super Bowl Bid Committee agrees to all conditions as outlined in Section VI of the Super Bowl Bid Specifications. \_\_\_\_\_ YES \_\_\_\_\_ NO**  
**(If "no", please attach a detailed description of exceptions by section and subsection, i.e. I.A.2.)**

**Signature: \_\_\_\_\_**

**Name: \_\_\_\_\_**

## **IX. NFL SUPER BOWL PARTY (Formerly, Friday Night Party)**

The NFL hosts a party for the NFL Owners, NFL Teams, media, sponsors, business partners, broadcasters, regional dignitaries, and other Super Bowl guests on the Friday Night before the Game.

### **A. Venue**

The NFL requires a cost-free venue of its choice at least 175,000 square feet of unobstructed space for a party on the Friday prior to the Game to accommodate approximately five thousand (5,000) guests. Host Committee to provide 3 options.

### **B. Access**

The venue must be available on an exclusive basis starting on the Friday, one (1) week prior to the Game through the Monday following the Game.

### **C. Staffing**

The NFL must retain the option to use its own staff for its operational requirements in place of existing facility staff. Union contracts relating to the NFL Super Bowl Party site are the exception, and must be disclosed at the time of the Bid.

### **D. Food & Beverage**

The existing in-house caterer will be used for recommended venues in hotels. For proposed non-hotel venues, the following conditions apply:

1. The NFL must retain the right to negotiate the designation of its own caterer and provide its own food and non-alcoholic beverage service during the events; with no additional service charges or corkage fees.
2. The venue's kitchen must be available on a non-exclusive, cost free basis three days prior to event and on an exclusive basis the day prior and on event day; and
3. The in-house caterer must release alcoholic beverage rights to the NFL. If this is not permitted under law, the in-house caterer must provide alcoholic and non-alcoholic beverage service (in accordance with the designated NFL beverage sponsor) to the NFL's caterer at cost plus a reasonable management fee to be negotiated between the in-house caterer and the NFL caterer.

#### **E. Security**

The NFL must be permitted to provide its own contracted security personnel for the NFL Super Bowl Party. Any local reinforcement, such as traffic police, to be provided at no cost to the NFL.

#### **F. Parking**

Parking and shuttle operation areas for staff, contractors, and guests must be provided free of charge during the entire period of access, including the event. Any curbside/ metered parking within the perimeter of the NFL Super Bowl Party should be secured and provided at no cost to the NFL.

#### **G. Utilities**

Additional utility power, as deemed necessary by the NFL, must be provided at no cost to the NFL.

#### **H. Communications Requirements**

##### **1. Voice, Data and Internet**

The existing voice and data communications network infrastructure (wired and wireless) including the use of the facility's Internet and telephone services will be made available for use by the NFL, at no cost to the NFL. Any costs encountered to upgrade the facility's infrastructure and services including new or updated switches, increasing the number of telephone, data or fiber lines serving the facility, or increasing Internet service into the facility, if required, in the NFL's sole discretion, to host the Super Bowl, will be provided at no cost to the NFL. No branding related to the abovementioned items will be allowed unless approved by the NFL.

##### **2. Cellular & Wi-Fi Coverage & Capacity**

The facility must meet the NFL's 2015 standards for cellular and Wi-Fi coverage and capacity. The 2015 standard is expected to be carrier and device agnostic infrastructure delivering ubiquitous coverage and capacity for both cellular and Wi-Fi networks. The NFL will control the installation of any temporary methods to increase cellular and/or Wi-Fi capacity and coverage for Super Bowl and related events, which must be provided at no cost to the NFL. As part of the Bid response, the facility should submit the details of their current cellular and Wi-Fi capabilities including current coverage and capacity.

##### **3. Television/Broadcast Signal Distribution**

The NFL requires the use of the television CATV/IP distribution system and the ability to extend the television broadcast signal for the NFL Network and our other broadcast partners via cable to support all Super Bowl use areas at no cost to the NFL. Such a system may require expansion for additional television monitors at no cost to the NFL. The NFL reserves the right to add or replace existing monitors with NFL-branded or sponsor-branded monitors at the NFL's option and expense.

**I. Signage and Advertising Exclusivity**

**1. Exclusivity**

The NFL must have the exclusive and unlimited right to place signage at the site, not subject to any limitations on advertising, sponsorships, or other Commercial Exploitation throughout the site. The NFL must be granted the right to cover or replace all existing billboards or other advertising signage on the NFL Super Bowl Party site at its sole discretion.

**2. Exploitation & Affiliates' Rights**

The NFL requires a release of any contractual obligations that may conflict with its commercial exploitation rights and/or commercial affiliates' rights.

**J. General Liability Insurance**

The NFL requires that each venue must provide a certificate evidencing commercial general liability coverage with a limit of no less than twenty million dollars (\$20,000,000) indemnifying and naming the NFL, NFL Properties LLC, the Member Clubs, NFL Ventures, Inc., NFL Ventures L.P, NFL International LLC, NFL Enterprises LLC, NFL Productions LLC, NFL Charities, Inc., and each of those entities respective affiliates, and their respective officers, directors, shareholders, agents, representatives and employees as additional insureds.

The Super Bowl Bid Committee agrees to all conditions as outlined in Section IX of the Super Bowl Bid Specifications. \_\_\_\_\_ YES \_\_\_\_\_ NO  
(If "no", please attach a detailed description of exceptions by section and subsection, i.e. I.A.2.)

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

## **XI. MEDIA CENTER & ADDITIONAL FACILITIES**

The NFL requires a number of additional facilities to support Super Bowl, as well as to stage a variety of additional Super Bowl-related events during the week leading up to the Game.

### **A. Media Center**

An attractive, comfortable, and secure Media Center will help to generate positive news stories that position the host community as a world-class host to the Super Bowl. Media Centers for previous Super Bowl events have been housed in hotels, convention centers, entertainment facilities, and installed in unusual locations such as the atrium of a major office complex.

The ideal Media Center will feature the space requirements as listed below:

#### **1. Lease**

The Media Center facility will begin operation on the Sunday one week prior to Super Bowl Game Day and must be available at least five days prior to opening for installation, through the Wednesday following Game Day for dismantle. The facility must be provided at no cost to the NFL.

#### **2. Space & Power Requirements**

A minimum of 80,000 gross square feet of contiguous space is required as outlined below to include all electrical power at no cost to the NFL:

- a. At least 25,000 square feet with space to accommodate up to two hundred (200) work positions, and separate communication areas for fax machines, copy machines, Internet access, and telephones. This area will require 200 amps of power, at no cost to the NFL, for general office use to support computers, lamps, and televisions.
- b. At least 5,000 square feet for NFL offices and NFL Network offices that must be located immediately adjacent to the Media Center workroom. This space will require 100 amps of power (at no cost to the NFL) for general office use to support computers, lamps, and televisions.
- c. At least 20,000 square feet of adjacent area space for reception and information areas. This area will require 300 amps of power (at no cost to the NFL) for general office use to support high speed copiers, computers, lamps, and televisions.
- d. At least 5,000 square feet for the hospitality lounge. This space will require 100 amps of power (at no cost to the NFL) to support games, vending food services and large screen, high-definition televisions.

- e. At least 25,000 square feet for live radio and NFL Network broadcasts. The live radio area, which consists of remote locations for approximately 100 different stations, will require 200 amps of power (at no cost to the NFL). The NFL Network space will require 200 amps/3 phase service of power (at no cost to the NFL) and we will position approximately 8-10 large screen high definition televisions in this area.
  - f. On-site parking for approximately three hundred (300) NFL fleet & staff vehicles will be provided at no cost to the NFL. Parking for service vehicles (i.e., media trucks, moving vans, delivery vehicles, etc.) will be free of charge. If on-site parking is not available, nearby parking must be provided by the Host Committee at no cost to the NFL; and any curb side street parking (meter parking) that is near the Media Center will be provided at no cost to the NFL.
3. **Media Credential Center**  
At least 5,000 square feet is required for a media credential center. This space will require 100 amps of power to support computers, printers, photo identification processing equipment, and televisions.
4. **Press Conference Rooms**  
The facility must include a total of at least 15,000 square feet of ballroom space in 3 individual rooms for major press conferences and events. Seating and power requirements include:
- a. Large Press Conference – Seating layout for approximately 500-600 people. Room requires 125 amps/3 phase service of power.
  - b. Medium Press Conference – Seating layout for approximately 200 people. Room requires eight (8) 20A electrical circuits to power video equipment including television monitors.
  - c. Small Press Conference – Seating layout for approximately 100 people. Room requires eight (8) 20A electrical circuits to power video equipment including television monitors.
5. **Décor**  
Installation of the NFL's décor program must be provided at no cost to the NFL. In addition, if any lighting is required it will be provided at no cost to the NFL.
6. **Shipping & Receiving**  
All shipping, receiving, and storage services must be provided at no cost to the NFL.
7. **Office Space**  
Fifteen (15) separate office spaces that are proximate to the Media Center workroom. These offices can be located on another floor, and may range in size from between 800 square feet to 1,500 square feet. Each room will require approximately 50 amps of power for general office work, computers, and television monitors. Starting January 9<sup>th</sup>, three (3) office spaces to be made available at no cost to the NFL (to accommodate telecommunication and accreditation staff early arrival).

## **8. Power, Communications & Television Services**

The existing telecommunications and television infrastructure at the Media Center will be made available for use by the NFL, at no cost to the NFL. The Media Center location will require a minimum of 500 phone lines, up to 1GB of high-speed bandwidth for Internet access including 802.11x Wi-Fi service or equivalent, cable TV distribution for up to 50 televisions and sufficient power to provide a minimum service indicated in Section III.E.1. The NFL will require exclusive use of the Media Center facility computer/Internet and telephone infrastructure, including access to all communication equipment rooms/closets. The NFL will also install private data circuits linking our headquarters and other remote venues into the Media Center and Media Credential Center. Any service upgrade to enable the facility to meet these minimum requirements will be provided at no cost to the NFL, and the facility will waive any applicable telephone, computer, and Internet installation and wiring surcharges. In addition, the facility will waive any individual per use charge to the media, the NFL and the NFL's business partners. The Bid should define all service providers and costs for telephone service, Internet access, and Wi-Fi service. The NFL will work directly with the NFL's exclusive sponsors or vendors and/or the local phone service provider to install the necessary phone lines and data circuits in the facility. The Media Center facility will be required to extend the phone lines from the local phone service provider at no cost to the NFL. The NFL will be responsible for facility labor and material to extend the phone lines, any per line charge from the facility will be waived. Television and print media may require additional communication services, such as ISDN or DSL or equivalent technology for broadcasting and these services are to be provided at reasonable and/or customary rates equivalent to Local Exchange Carrier monthly charges. Facilities for these services are separate from the NFL requirements listed above. Phone Lines and high speed bandwidth for Internet access and service are to be provided at no cost to the NFL and Media Outlets.

### **1. Cellular & Wi-Fi Coverage & Capacity**

The facility must meet the NFL's 2015 standards for cellular and Wi-Fi coverage and capacity. The 2015 standard is expected to be carrier and device agnostic infrastructure delivering ubiquitous coverage and capacity for both cellular and Wi-Fi networks. The NFL will control the installation of any temporary methods to increase cellular and/or Wi-Fi capacity and coverage for Super Bowl and related events, which must be provided at no cost to the NFL. As part of the Bid response, the facility should submit the details of their current cellular and Wi-Fi capabilities including current coverage and capacity.

### **2. Television/Broadcast Signal Distribution**

The NFL requires the use of the television CATV/IP distribution system and the ability to extend the television broadcast signal for the NFL Network and our other broadcast partners via cable to support all Super Bowl use areas at no cost to the NFL. Such a system may require expansion for additional television monitors at no cost to the NFL. The NFL reserves the right to add or replace existing monitors with NFL-branded or sponsor-branded monitors at the NFL's option and expense.

**9. Primary Tenant**

The NFL shall be deemed the primary tenant of the Media Center host facility during Super Bowl Week. The facility shall maintain one entrance exclusively for Super Bowl media, and shall permit only Super Bowl décor and signage on the public interior spaces and on the exterior of the building. In addition, the NFL shall have the right to cover existing signage and display logos with signage and products representing all League business partners in the venue during the event. Other tenants can be pursued for Super Bowl Week only with the approval of the NFL.

**10. Exclusivity**

The NFL must be granted exclusive rights for the sale of merchandise at the Media Center location.

**11. Sponsor-Provided Products**

The NFL frequently receives products as partial payment-in-kind for a sponsor's participation in the Super Bowl. The Media Center venue must agree to accept food and beverage products arranged by, and at the choice of the NFL, in the media lounge, press conference areas, and other working spaces throughout the lease term without any financial or other obligation (i.e., no corkage, service or delivery charge).

**12. General Liability Coverage**

The NFL requires that each venue must provide a certificate evidencing commercial general liability coverage with a limit of no less than twenty million dollars (\$20,000,000) indemnifying and naming the League, NFLP, the Member Clubs, NFL Ventures, Inc., NFL Ventures L.P, NFL International LLC, NFL Enterprises LLC, NFL Productions LLC, NFL Charities, Inc., PLP Ventures Inc. and each of those entities respective affiliates, and their respective officers, directors, agents, shareholders, employees, sponsors and licensees as additional insureds.

Such policy will be provided by insurers rated A.M., A-VII or better and must contain express conditions that: 1) NFL be given written notice within thirty (30) days of any modification or termination of any program of insurance, and 2) Insurance providers agree to waive any rights of subrogation they may have against the NFL. Such insurance will be primary and the NFL's insurance, if any will be non-contributory and excess.

**13. Permit & Approval Priority**

The municipality in which the Media Center is located shall, through the Host Committee, provide the NFL with a single high level representative from the appropriate governmental agency or department who will assume primary responsibility for managing, expediting, and coordinating permits and approvals with all required regulatory bodies.

This representative shall have the authority needed to carry out this function on behalf of the Office of the Mayor or other chief regional government official. The Bid Committee shall provide written assurances, based on agreements with the mayor's office or a similar government representative that all permits and approval processes for the Super Bowl shall receive the highest status of priority and attention.

In addition, the City Officials who are responsible for permitting and approvals shall provide full cooperation with the NFL in finding appropriate and /or alternative methods to permit temporary projects.

**14. Fire Department & Building Department Priority**

The municipality in which the Media Center is located shall, through the Host Committee, provide the NFL with assurances that Fire Department personnel and Building Department personnel shall cooperate with NFL staff and contractors engaged in event planning and implementation, and consider NFL requests relating to Super Bowl and its associated events as top priorities.

**15. Permits, Review and Approval Fees**

The municipality in which the Media Center is located shall, through the Host Committee, provide all permits and review and approval services at no cost to the NFL for all NFL related facilities.

**B. Accreditation Center**

The NFL requires a suitable facility to serve as the Super Bowl Accreditation Center. The Accreditation Center is ideally located in close proximity to the Stadium, and may be located in a street-level office space, vacant retail location, or other suitable facility. The site must be clean, lockable, in move-in condition, and must conform to all building codes. Any proposed facility must have a valid certificate of occupancy, or prepared for a temporary certificate of occupancy at the expense of the Host Committee.

**1. Lease Term**

The facility should be provided to the NFL rent-free with access for set-up beginning 25 days prior to the Game through the dismantle period ending 4 days after the Game. The space will need to be accessible to the NFL at all times of the lease term.

**2. Space and Utility Requirements**

The facility should consist of approximately 9,000 square feet of usable space with adequate power for thirty (30) desktop computers, two (2) copiers, and two (2) fax machines. This would consist of a minimum of 100 amp 120/208 volt, 3 phase window panel. The NFL will require the ability to install a minimum of six (6) phone lines, high speed Internet service, and dedicated high speed data circuits. Space must be climate controlled, and include sufficient restroom facilities and running water for a staff of fifty people. The staff restrooms must be separate from and in addition to publically accessible restrooms for people picking up credentials.

### 3. **Communications Requirements**

#### a. **Voice, Data and Internet**

The existing voice and data communications network infrastructure (wired and wireless) including the use of the facility's Internet and telephone services will be made available for use by the NFL, at no cost to the NFL. Any costs encountered to upgrade the facility's infrastructure and services including new or updated switches, increasing the number of telephone, data or fiber lines serving the facility, or increasing Internet service into the facility, if required, in the NFL's sole discretion, to host the Super Bowl, will be provided at no cost to the NFL. No branding related to the abovementioned items will be allowed unless approved by the NFL.

#### b. **Cellular & Wi-Fi Coverage & Capacity**

The facility must meet the NFL's 2015 standards for cellular and Wi-Fi coverage and capacity. The 2015 standard is expected to be carrier and device agnostic infrastructure delivering ubiquitous coverage and capacity for both cellular and Wi-Fi networks. The NFL will control the installation of any temporary methods to increase cellular and/or Wi-Fi capacity and coverage for Super Bowl and related events, which must be provided at no cost to the NFL. As part of the Bid response, the facility should submit the details of their current cellular and Wi-Fi capabilities including current coverage and capacity.

#### c. **Television/Broadcast Signal Distribution**

The NFL requires the use of the television CATV/IP distribution system and the ability to extend the television broadcast signal for the NFL Network and our other broadcast partners via cable to support all Super Bowl use areas at no cost to the NFL. Such a system may require expansion for additional television monitors at no cost to the NFL. The NFL reserves the right to add or replace existing monitors with NFL-branded or sponsor-branded monitors at the NFL's option and expense.

### 4. **Parking**

Facility must have free on-site parking available to accommodate a minimum of seventy five (75) cars during hours of operation.

### 5. **Sponsor Donated Products**

The NFL frequently receives products as partial payment-in-kind for a sponsor's participation in the Super Bowl. The Concessionaire must agree to accept food and beverage products arranged by, and at the choice of the NFL without any financial or other obligation (i.e. no corkage, service, or delivery charges).

**6. Permit & Approval Priority**

The municipality in which the Accreditation Center is located shall, through the Host Committee, provide the NFL with a single high level representative from the appropriate governmental agency or department who will assume primary responsibility for managing, expediting, and coordinating permits and approvals with all required regulatory bodies.

This representative shall have the authority needed to carry out this function on behalf of the Office of the Mayor or other chief regional government official. The Bid Committee shall provide written assurances, based on agreements with the mayor's office or a similar government representative that all permits and approval processes for the Accreditation Center shall receive the highest status of priority and attention.

In addition, the City Officials who are responsible for permitting and approvals shall provide full cooperation with the NFL in finding appropriate and /or alternative methods to permit temporary projects.

**7. Fire Department & Building Department Priority**

The municipality in which the Accreditation Center is located shall, through the Host Committee, provide the NFL with assurances that Fire Department personnel and Building Department personnel shall cooperate with NFL staff and contractors engaged in event planning and implementation, and consider NFL requests relating to the Accreditation Center as a top priority.

**8. Permits, Review and Approval Fees**

The municipality in which the Accreditation Center is located shall, through the Host Committee, provide all permits and review and approval services at no cost to the NFL for all NFL related facilities.

**C. Game Day Staff Check-In**

The Bid Committee must identify any arena, amphitheatre, racetrack, or similar indoor or outdoor sports or entertainment venue(s) within five (5) miles from the stadium for the NFL to consider for Game Day Staff Check In. Though not required, it is preferred that Game Day Staff Check In be located in the same venue or adjacent to the Accreditation Center.

**1. Lease Term**

The space should be provided to the NFL rent free with access for set up starting ten (10) days prior to Game Day and three (3) days after Game Day for load out. Access must be made available to the site twenty-four (24) hours/day during entire lease term.

**2. Space and Utility Requirements**

A permanent building at the site of thirty-five thousand (35,000) contiguous net square feet is preferred. If a permanent building is not available then the site must have the space to accommodate the installation of a tent of thirty-five thousand (35,000) contiguous net square feet with lights and power. A temporary wood floor would be required if there is not an existing hard surface. Electrical power requirements consist of 100 amp 3 phase 480 volt spare breaker or 200 amp 3 phase 120/208 volt spare breaker. If power is not available at the facility, then temporary generated power must be provided at no cost to the NFL. The generator will need to be parked outdoors with reasonable cable access to the interior check in space.

**3. Communications Requirements**

**a. Voice, Data and Internet**

The existing voice and data communications network infrastructure (wired and wireless) including the use of the facility's Internet and telephone services will be made available for use by the NFL, at no cost to the NFL. Any costs encountered to upgrade the facility's infrastructure and services including new or updated switches, increasing the number of telephone, data or fiber lines serving the facility, or increasing Internet service into the facility, if required, in the NFL's sole discretion, to host the Super Bowl, will be provided at no cost to the NFL. No branding related to the abovementioned items will be allowed unless approved by the NFL.

**b. Cellular & Wi-Fi Coverage & Capacity**

The facility must meet the NFL's 2015 standards for cellular and Wi-Fi coverage and capacity. The 2015 standard is expected to be carrier and device agnostic infrastructure delivering ubiquitous coverage and capacity for both cellular and Wi-Fi networks. The NFL will control the installation of any temporary methods to increase cellular and/or Wi-Fi capacity and coverage for Super Bowl and related events, which must be provided at no cost to the NFL. As part of the Bid response, the facility should submit the details of their current cellular and Wi-Fi capabilities including current coverage and capacity.

**c. Television/Broadcast Signal Distribution**

The NFL requires the use of the television CATV/IP distribution system and the ability to extend the television broadcast signal for the NFL Network and our other broadcast partners via cable to support all Super Bowl use areas at no cost to the NFL. Such a system may require expansion for additional television monitors at no cost to the NFL. The NFL reserves the right to add or replace existing monitors with NFL-branded or sponsor-branded monitors at the NFL's option and expense.

4. **Parking/Shuttle Staging**

The facility must have free car parking for five thousand (5,000) spaces in a garage and/or surface parking lots. Parking must be adjacent to existing building or tent check in location. In addition, there must be five thousand (5,000) square feet of hard surface available for bus staging and loading zone.

**D. Golf Courses**

The NFL requires the reservation of three (3) top quality 18-hole golf courses, at the same site or in close proximity to one another, for use by the NFL Charities Golf Classic, scheduled for the Saturday prior to the Game. Greens and cart fees at these three courses must be waived, or otherwise provided at no cost to the NFL. (Note: Waived for deep winter location).

The NFL requires the reservation of one (1) top quality 18-hole golf course, for use by the NFL, to host a NFL Network golf event in early March following the Super Bowl.

**E. Bowling Lanes**

The NFL requires the reservation of up to two (2) top quality bowling venues at no rental cost for use by NFL Charities for hosting the NFL Charities Super Bowl Celebrity Bowling Classic events on the Wednesday and/or Thursday evening before the Game.

**F. Rehearsal Practice Fields**

The Bid Committee must reserve two (2) practice fields for use on a periodic basis for pre-game and half-time show rehearsals. A nearby indoor facility must be reserved and identified for use in inclement weather, and in regions where the average Game Week temperature is below 50-degrees. The practice fields and the indoor facility must be provided at no cost to the NFL. The sites must also be able to provide no-cost securable storage for props, costumes, and sets. The sites should not be adjacent to Super Bowl team practice facilities.

1. **Venue Access**

The sites must be available for the three weeks preceding the Game for rehearsals.

2. **Additional Venue Usage**

The rehearsal sites must be available in October and November preceding the Game for auditioning performers.

**G. Convention Centers, Arenas and Concert Sites**

All convention centers, arenas, and concert sites in the Host Community with one thousand (1,000) or more seats, and outdoor parks and other facilities that can accommodate major public events, must be reserved until September 1 of the year prior to the Designated Super Bowl, for potential events during the week leading up to the Game, including, but not limited to a Super Bowl Concert Series and NFL-sponsored entertainment and sporting events.

**1. Venue Hold**

The NFL must be able to assign, lease or release each reserved site (without any financial obligation) up through September 1<sup>st</sup> prior to the Game.

**2. Notification of Public Events**

The NFL must be consulted regarding any potential events to be held during the Super Bowl Period at listed sites or at public areas operated by a governmental entity upon which tenting may be placed.

**The Super Bowl Bid Committee agrees to all conditions as outlined in Section XI of the Super Bowl Bid Specifications. \_\_\_\_\_ YES \_\_\_\_\_ NO**  
**(If "no", please attach a detailed description of exceptions by section and subsection, i.e. I.A.2.)**

**Signature:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**GOVERNMENTAL RESOLUTION  
(Ambush Marketing)**

WHEREAS, the National Football League (the "League") owns, produces and controls the annual professional football championship game known as the "Super Bowl", the largest national annual sporting event held in this country; NFL Properties LLC ("NFLP" or, together with the League, the "NFL") owns, produces and controls the "NFL Experience," and along with other NFL Affiliates owns, produces and controls certain other events associated with the Super Bowl ("Official Events"); and

WHEREAS, the [State, County or City] of \_\_\_\_\_ has within its jurisdiction facilities and their premises, access roads, thoroughfares and other areas which may be used for the purposes of organizing, financing, promoting, accommodating, staging and conducting Super Bowl XLIX and its related Official Events and activities; and

WHEREAS, hosting the Super Bowl and Official Events will generate goodwill, enhance the worldwide renown and prestige of the [State, County or City] of \_\_\_\_\_, create temporary jobs and create substantial beneficial economic and fiscal activity; and

WHEREAS, the NFL has requested a declaration of support from the [State, County or City] of \_\_\_\_\_ and certain guarantees concerning the performance of reasonably necessary governmental services in connection with the Super Bowl and related Official Events as part of the formal bid made by [name of venue community] to be designated as a site for Super Bowl XLIX; therefore, be it

**RESOLVED** that the [State, County or City] of \_\_\_\_\_ welcomes Super Bowl XLIX and related Official Events to its jurisdiction and to that end declares its full support of the efforts of [name of Host Committee] to have [name of venue community] selected as the site for Super Bowl XLIX ; and be it further

**RESOLVED** that, upon designation of [name of venue community] as a site for Super Bowl XLIX, and at all times thereafter, the [State, County or City] of \_\_\_\_\_, and its agencies, departments and personnel, agree to provide all governmental services (including without limitation public safety, security, fire and medical emergency, traffic, decorative display and public works/street maintenance services and supplies) reasonably necessary to the success of Super Bowl XLIX and related Official Events within its jurisdiction (whether, recognizing the uniqueness and extraordinary scope of the Super Bowl, such services are below, equal to or beyond the normal level and range of governmental services usually provided for events held within the jurisdiction), including all planning, training or deployment activities related to the provision of such services, all at no cost, expense or liability to the NFL or the two participating Teams (the "Teams"); and be it further

**RESOLVED** that the [State, County or City] of \_\_\_\_\_ agrees that neither the NFL, the Teams, nor any director, shareholder, officer, agent, employee or other representative of the NFL or the Teams shall be held accountable for or incur any financial responsibility or liability of any kind or nature whatsoever in connection with the governmental services planned and/or provided relating to Super Bowl XLIX and related Official Events, and be it further

**RESOLVED**, that the [State, County or City] of \_\_\_\_\_ agrees that it shall not authorize any sponsorships of [name of State, County or City] \_\_\_\_\_ during the two weeks prior, through the week following, of Super Bowl XLIX and related Official Events.

### **AUTHENTICATION**

[The Resolutions for the provision of all state and local governmental services necessary to the success of Super Bowl XLIX I and related Official Events shall be duly enacted and binding and be authenticated as such in the manner prescribed by applicable state or local law. Original authentication, in whatever form (i.e., seal, stamp, proper signatures, etc.) shall accompany the Resolutions and be submitted by the Host Committee to the NFL.]

**LAW ENFORCEMENT AGENCY ASSURANCE**

**WHEREAS**, the National Football League (the "League") owns, produces and controls the annual professional football championship game known as the "Super Bowl", the largest national annual sporting event held in this country; and NFL Properties LLC ("NFLP" or, together with the League, the "NFL") owns, produces and controls the "NFL Experience," and along with other NFL Affiliates, owns, produces and controls certain other events associated with the Super Bowl ("Official Events"); and

**WHEREAS**, the [State, County or City] of \_\_\_\_\_ is desirous of hosting Super Bowl XLIX and has within its jurisdiction facilities and their premises, access roads, thoroughfares and other areas which may be used for the purposes of organizing, financing, promoting, accommodating, staging and conducting Super Bowl XLIX and its related Official Events and activities; and

**WHEREAS**, the [name of law enforcement agency] of the [State, County or City], is officially charged with the responsibility to provide public safety services within the jurisdiction;

**NOW, THEREFORE**, as requested by the NFL, and as part of the formal bid of [name of venue community] to be designated as the site for Super Bowl XLIX and related Official Events, the [name of law enforcement agency] declares as follows:

1. Upon designation of [name of venue community] as the site for Super Bowl XLIX and related Official Events, and at all times thereafter, the [name of law enforcement agency] shall provide all law enforcement and public safety services (including without limitation proper vehicular and pedestrian traffic control, security, police escorts from time to time as requested by the NFL and the two participating Teams (the "Teams") other police services and supplies for the protection of people and property) reasonably necessary to the success of Super Bowl XLIX and related Official Events within its jurisdiction (whether, recognizing the uniqueness and extraordinary scope of the Super Bowl, such services are below, equal to or beyond the normal level and range of public safety services usually provided for events held within the jurisdiction), including all planning, training or deployment activities related to the provision of such services, all at no cost, expense or liability to the NFL or the Teams.

2. The [name of law enforcement agency] agrees that neither the NFL, nor the Teams, nor any director, shareholder, officer, agent, employee or other representative of the NFL or the Teams shall be held accountable for or incur any financial responsibility or liability of any kind or nature whatsoever in connection with the law enforcement and public safety services planned and/or provided relating to Super Bowl XLIX and related Official Events.

**AUTHENTICATION**

[The Assurances for the provision of all law enforcement and public safety services from state and local law enforcement agencies necessary to the success of Super Bowl XLIX and related Official Events shall be duly enacted and binding and be authenticated as such in the manner prescribed by applicable state or local law. Original authentication, in whatever form (i.e., seal, stamp, proper signatures, etc.) shall accompany the Assurances and be submitted by the Host Committee to the NFL.]

## AIRPORT AUTHORITY ASSURANCE

**WHEREAS**, the National Football League (the “League”) owns, produces and controls the annual professional football championship game known as the “Super Bowl”, the largest national annual sporting event held in this country; and NFL Properties LLC (“NFLP” or, together with the League, the “NFL”) owns, produces and controls the “NFL Experience,” and along with other NFL Affiliates owns, produces and controls certain other events associated with the Super Bowl (“Official Events”); and

**WHEREAS**, [name of venue community] is desirous of hosting Super Bowl XLIX and has been requested by the NFL to provide various organizational, financial and promotional assurances to accommodate, stage and conduct Super Bowl XLIX and its related Official Events and activities; and

**WHEREAS**, as part of the formal bid of [name of venue community] to be designated as a site for Super Bowl XLIX and related Official Events and in anticipation of accommodating arriving Super Bowl visitors if [name of venue community] is so designated, the Airport Authority hereby provides the following commitments and assurances to the NFL during the period commencing two weeks prior to the game through one week following the game:

(1) The Airport Authority will permit the NFL to establish information booths identified by appropriate signage at mutually agreeable locations at no cost, expense or liability to the NFL or the two participating Teams (the “Teams”); and

(2) The Airport Authority will furnish to the NFL a room or other enclosed area of approximately 1200 square feet at a mutually agreeable location to be used by the NFL and the Teams at no cost, expense or liability to the NFL or the Teams.

(3) The Airport Authority will cooperate with those needing special services in connection with the Super Bowl, including arrival/departure of team charters, private planes, special fan charters, etc.

## AUTHENTICATION

[The Assurances for the provision of all airport authority services necessary to the success of Super Bowl XLIX and related Official Events shall be duly enacted and binding and be authenticated as such in the manner prescribed by applicable state or local law. Original authentication, in whatever form (i.e., seal, stamp, proper signatures, etc.) shall accompany the Assurances and be submitted by the Host Committee to the NFL.]

**TAXING AUTHORITY AGENCY ASSURANCE**

**WHEREAS**, the National Football League (the "League") owns, produces and controls the annual professional football championship game known as the "Super Bowl", the largest national annual sporting event held in this country; and NFL Properties LLC ("NFLP" or, together with the League, the "NFL") owns, produces and controls the "NFL Experience," and along with other NFL Affiliates owns, produces and controls certain other events associated with the Super Bowl ("Official Events"); and

**WHEREAS**, the [State, County or Locality] of \_\_\_\_\_ is desirous of hosting Super Bowl XLIX and related Official Events and has located within its jurisdiction the [name of stadium] (the "Stadium") and proposed facilities for Official Events; and

**WHEREAS**, the NFL will be engaged in the sale of admission tickets to Super Bowl XLIX and related Official Events; and

**WHEREAS**, the [name of taxing authority agency] of the [State, County or Locality] of \_\_\_\_\_ has the authority to tax the sale of admission tickets to events within its jurisdiction;

**NOW THEREFORE**, as requested by the NFL, and as part of the formal bid of [name of venue community] to be designated as the site for Super Bowl XLIX, the [name of taxing authority agency] declares as follows:

1. Upon designation of [name of venue community] as the site for Super Bowl XLIX, and at all times thereafter, the [name of taxing authority agency] guarantees that Super Bowl XLIX and related Official Events shall be exempt from all taxes (including without limitation sales, amusement and admissions based taxes, as well as any facility surcharges), assessments or fees imposed by [name of taxing authority agency] on gross receipts from admission tickets to sporting, cultural or entertainment events (including parking for such events).

2. The [name of taxing authority agency] agrees that neither the NFL nor the two participating teams (the "Teams"), nor any director, officer, shareholder, agent, employee or other representative of the NFL, any of its affiliates or the Teams shall be held accountable for or incur any financial responsibility or liability of any kind or nature whatsoever, in connection with any form of tax assessments on admission tickets to Super Bowl XLIX or related Official Events.

3. As part of the consideration herein, the [State, County or Locality] of \_\_\_\_\_ through its agents [name of taxing authority agency] and other taxing authorities, hereby warrant and agree to exempt the NFL or any of its affiliates (including, without limitation, NFL Management Council, the thirty-two member clubs of the NFL

("Member Clubs"), NFL Ventures, L.P., NFL Ventures, Inc., NFL Properties LLC, NFL Enterprises LLC, NFL International LLC, NFL Productions LLC, NFL Productions, Inc., NFL Network Services, Inc., NFL Combine Properties, Inc., NFL Charities or NFL Youth Football Fund) in the conduct of its "Super Bowl activities" from all payroll (including unemployment, disability, workers compensation and all forms of withholding), income, gross receipts, franchise sales, use, occupancy and excise taxes ordinarily imposed by the [State, County or Locality] of \_\_\_\_\_ . "Super Bowl activities" is defined to mean any and all activities, including preparatory site visits in advance of the event; NFL sponsored events before and during the Super Bowl and activities following the event, carried out by the NFL, its personnel and other authorized NFL agents solely for the purpose of holding the Super Bowl.

The [State, County or Locality] of \_\_\_\_\_ also warrants and agrees that to the extent the NFL or any of its affiliates already has filing requirements in the [State, County or Locality] of \_\_\_\_\_ that the "Super Bowl activities" contemplated herein shall be treated as separate and distinct from those activities ordinarily carried on in the [State, County or Locality] of \_\_\_\_\_ and shall not be considered for purposes of allocating or apportioning income or calculating payroll or any other form of taxes.

The exemptions provided herein are not intended to extend to the NFL's use of employees or agents currently located in the [State, County or Locality] of \_\_\_\_\_ or to those employees or agents hired from within the [State, County or Locality] of \_\_\_\_\_ to assist in the production of the Super Bowl.

The [State, County or Locality] of \_\_\_\_\_ further warrants and agrees to assist the NFL in its efforts to obtain similar exemptions from all payroll , income, gross receipts, franchise sales, use, occupancy and excise taxes imposed by the [State, County or Locality] of \_\_\_\_\_ .

**AUTHENTICATION**

[The Assurances on the exemption from ticket taxes, assessments or fees for Super Bowl XLIX and related Official Events shall be duly enacted and binding and be authenticated as such in the manner prescribed by applicable state or local law. Original authentication, in whatever form (i.e., seal, stamp, proper signatures, etc.) shall accompany the Assurances and be submitted by the Host Committee to the NFL.]

**TEMPORARY FLIGHT RESTRICTIONS ASSURANCE**

**WHEREAS**, the National Football League (the "League") owns, produces and controls the annual professional football championship game known as the "Super Bowl", the largest national annual sporting event held in this country; and

**WHEREAS**, the [State, County or City] of \_\_\_\_\_ is desirous of hosting Super Bowl XLIX and has within its jurisdiction facilities and their premises, access roads, thoroughfares and other areas which may be used for the purposes of organizing, financing, promoting, accommodating, staging and conducting Super Bowl XLIX; and

**WHEREAS**, the Department of Homeland Security is officially charged with the responsibility of controlling unsafe air congestion and establishing flight restrictions for aircraft within the jurisdiction;

**WHEREAS**, sightseeing, media, advertising and other aircraft flying over and around the stadium selected for the Super Bowl (the "Stadium") pose a significant risk to public safety and interfere with the enjoyment of the Stadium and the Super Bowl by the spectators and television and radio audience;

**NOW, THEREFORE**, as requested by the NFL, and as part of the formal bid of [name of venue community] to be designated as the site for Super Bowl XLIX, the [name of enforcement agency] declares as follows:

1. Upon designation of [name of venue community] as the site for Super Bowl XLIX, and at all times thereafter, the [name of enforcement agency] shall request and use best efforts to have the Department of Homeland Security provide temporary flight restrictions ("TFRs") including without limitation the restriction of sightseeing, media, advertising and other aircraft over and around the stadium selected for the Super Bowl (the "Stadium") within its jurisdiction. The TFRs should be in effect within a 10 nautical mile radius of the Stadium at and below 18,000 feet Mean Sea Level and should be in effect from four (4) hours prior to starting time until two (2) hours after the conclusion of Super Bowl XLIX.

2. The [name of enforcement agency] agrees that neither the NFL, nor the Teams, nor any director, shareholder, officer, agent, employee or other representative of the NFL or the Teams shall be held accountable for or incur any financial responsibility or liability of any kind or nature whatsoever in connection with the temporary flight restrictions planned and/or provided relating to Super Bowl XLIX.

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**AUTHENTICATION**

[The Assurances for the provision of all temporary flight restrictions from state and local enforcement agencies necessary to the success of Super Bowl XLIX shall be duly enacted and binding and be authenticated as such in the manner prescribed by applicable state or local law. Original authentication, in whatever form (i.e., seal, stamp, proper signatures, etc.) shall accompany the Assurances and be submitted by the Host Committee to the NFL.]

List and describe the status of any union contracts relating to the Tailgate Party, including (VIII.C):

- a. The work and workers covered by each contract
- b. The expiration date of each contract
- c. Any "no-strike" or similar clauses
- d. Other relevant clauses

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**NFL SUPER BOWL PARTY (IX.A)**

**(Formerly, Friday Night Party)**

Recommend a suitable location.

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List and describe the status of any union contracts relating to the Friday Night Party, including (IX.C):

- a. The work and workers covered by each contract
- b. The expiration date of each contract
- c. Any "no-strike" or similar clauses
- d. Other relevant clauses

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**NFL ON LOCATION (X.A)**

Recommend a suitable location for On Location.

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**ACCREDITATION CENTER (XLB) & GAME DAY STAFF CHECK-IN (XLC)**

Identify suitable locations

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Recommend at least three golf facilities pursuant to the Bid (XI.D)

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Recommend suitable locations for bowling lanes (XI.E).

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Recommend suitable locations for rehearsal practice fields (XI.F).

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All convention centers, arenas and concert sites in the Host Community with one thousand (1,000) or more seats must be reserved until September 1 of the year prior to the Designated Super Bowl, for potential events during the week leading up to the Game, including a Super Bowl Concert Series, NFL-sponsored sporting events, etc. List each site and state whether it has been reserved (XI.G.1).

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**NFL SEASON EXTENSION CONTINGENCY**

**If the NFL regular season is extended and/or the Super Bowl date changes, will the Stadium and all key venues (team hotels, team practice sites, media center, NFL HQ hotel) be available for the next two consecutive Sundays? If not, please provide details.**

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**STADIUM DESCRIPTION**

**Stadium Name** \_\_\_\_\_  
**Stadium Address** \_\_\_\_\_  
\_\_\_\_\_

**Stadium Owner** \_\_\_\_\_  
**Owner Address** \_\_\_\_\_  
**(if different from above)** \_\_\_\_\_

**Stadium Management** \_\_\_\_\_  
**Contact Name** \_\_\_\_\_  
**Address** \_\_\_\_\_  
**(if different from above)** \_\_\_\_\_

**Year Opened** \_\_\_\_\_

**Previous Stadium Names** \_\_\_\_\_

**Year(s) & Description(s) of Last Major Renovation(s)**

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