



## **SUPER BOWL LV**

*February 7, 2021*

### Original/Tier A scenario

#### **Visit St. Petersburg/Clearwater (VSPC) Potential Partnership Benefits:**

1. Official Founding Partner of the Tampa Bay Super Bowl LV Host Committee
2. One seat on Tampa Bay Super Bowl LV Host Committee's Executive Committee and Board of Directors
3. Presenting Partner of Tampa Bay Super Bowl LV Host Committee's Beach Bash at Clearwater Beach on Saturday, February 6<sup>th</sup> (with corresponding advance promotion, media mentions and onsite activation). TBSC to cover first \$40,000 in event costs. VSPC is not responsible for any event expenses unless otherwise expressed in writing by VSPC to TBSC.
4. Inclusion in official NFL housing program.
5. 50% of broadcast B-Roll inclusion for potential use on Super Bowl Week broadcasts.
6. Equal logo recognition placement with VTB on all applicable promotional elements.
7. Inclusion and speaking role at Super Bowl LV Kick-off Luncheon
8. Inclusion in individual entity site visits. For example, ESPN is currently strongly considering Pinellas County for their accommodations and broadcast set locations based on our joint recommendations. We would look to incorporate you on additional future opportunities and site visits along these lines.
9. VSPC promotional materials displayed at all community ambassador tables. Possible locations include media hotels, team hotels, and sponsor hotels as well as airport locations.
10. VSPC would receive a 30 x 30 activation space at Super Bowl Experience. The activation space will be in Water Works park. Super Bowl Experience will take place throughout the Riverwalk. Super Bowl Experience will open the weekend prior to Super Bowl and be open for seven days.
11. VSPC would also receive a 10 x 10 activation space at the Host Committee Media Party. The party will be held the Tuesday of Super Bowl Week in Tampa.
12. Inclusion in promo booth at Super Bowl LIV Media Center in Miami
13. Inclusion in promo booth at Super Bowl LV Media Center at Tampa Convention Center
14. Host Committee Partner recognition on Host Committee website
15. Partner recognition on select Host Committee social/digital platforms
16. Inclusion in the Tampa Bay Super Bowl LV Social Media QB's program
17. Inclusion in the Tampa Bay Super Bowl LV Social Media Command Center
18. Recognition as a Host Committee partner at private events
19. Inclusion in host committee partner recognition slide on LED Screens at Super Bowl Experience
20. 26 Super Bowl LV Game Tickets
21. 26 Super Bowl LV Pregame Hospitality Passes
22. 6 parking passes
23. Table for 10 at Kick-off Luncheon
24. 26 Host Committee VIP Event Tickets (Super Bowl Week)
25. Passes to additional Host Committee events commensurate with investment level

In exchange for this marketing and hospitality package, we are requesting a **\$1.25 million investment** (*originally \$1.5 million*) to help offset event expenses. Please note that this does not include activation costs.



**Tier B**

**Visit St. Petersburg/Clearwater (VSPC) Potential Partnership Benefits:**

1. Official Founding Partner of the Tampa Bay Super Bowl LV Host Committee
2. One seat on Tampa Bay Super Bowl LV Host Committee's Executive Committee and Board of Directors
3. **Associate** Partner of Tampa Bay Super Bowl LV Host Committee's Beach Bash at Clearwater Beach on Saturday, February 6<sup>th</sup> (with corresponding advance promotion, media mentions and onsite activation). TBSC to cover first **\$30,000** in event costs. VSPC is not responsible for any event expenses unless otherwise expressed in writing by VSPC to TBSC.
4. Inclusion in official NFL housing program.
5. 50% of broadcast B-Roll inclusion for potential use on Super Bowl Week broadcasts.
6. Equal logo recognition placement with VTB on all applicable promotional elements.
7. **Inclusion and speaking role at Super Bowl LV Kick-off Luncheon**
8. Inclusion in individual entity site visits. For example, ESPN is currently strongly considering Pinellas County for their accommodations and broadcast set locations based on our joint recommendations. We would look to incorporate you on additional future opportunities and site visits along these lines.
9. VSPC promotional materials displayed at all community ambassador tables. Possible locations include media hotels, team hotels, and sponsor hotels as well as airport locations.
10. VSPC would receive a **20 x 20** activation space at Super Bowl Experience. The activation space will be in Water Works park. Super Bowl Experience will take place throughout the Riverwalk. Super Bowl Experience will open the weekend prior to Super Bowl and be open for seven days.
11. **VSPC would also receive a 10 x 10 activation space at the Host Committee Media Party. The party will be held the Tuesday of Super Bowl Week in Tampa.**
12. Inclusion in promo booth at Super Bowl LIV Media Center in Miami
13. Inclusion in promo booth at Super Bowl LV Media Center at Tampa Convention Center
14. Host Committee Partner recognition on Host Committee website
15. Partner recognition on select Host Committee social/digital platforms
16. Inclusion in the Tampa Bay Super Bowl LV Social Media QB's program
17. Inclusion in the Tampa Bay Super Bowl LV Social Media Command Center
18. Recognition as a Host Committee partner at private events
19. Inclusion in host committee partner recognition slide on LED Screens at Super Bowl Experience
20. **18** Super Bowl LV Game Tickets
21. **18** Super Bowl LV Pregame Hospitality Passes
22. **4** parking passes
23. Table for 10 at Kick-off Luncheon
24. **18** Host Committee VIP Event Tickets (Super Bowl Week)
25. Passes to additional Host Committee events commensurate with investment level

In exchange for this marketing and hospitality package, we are requesting a **\$1 million investment** to help offset event expenses. Please note that this does not include activation costs.



**Tier C**

**Visit St. Petersburg/Clearwater (VSPC) Potential Partnership Benefits:**

1. Official Founding Partner of the Tampa Bay Super Bowl LV Host Committee
2. One seat on Tampa Bay Super Bowl LV Host Committee's Executive Committee and Board of Directors
3. Official Partner of Tampa Bay Super Bowl LV Host Committee's Beach Bash at Clearwater Beach on Saturday, February 6<sup>th</sup> (with corresponding advance promotion, media mentions and onsite activation). TBSC to cover first \$30,000 in event costs. VSPC is not responsible for any event expenses unless otherwise expressed in writing by VSPC to TBSC.
4. Inclusion in official NFL housing program.
5. 50% of broadcast B-Roll inclusion for potential use on Super Bowl Week broadcasts.
6. Equal logo recognition placement with VTB on all applicable promotional elements.
7. Inclusion and speaking role at Super Bowl LV Kick-off Luncheon
8. Inclusion in individual entity site visits. For example, ESPN is currently strongly considering Pinellas County for their accommodations and broadcast set locations based off of our joint recommendations. We would look to incorporate you on additional future opportunities and site visits along these lines.
9. VSPC promotional materials displayed at all community ambassador tables. Possible locations include media hotels, team hotels, and sponsor hotels as well as airport locations.
10. VSPC would receive a 10 x 10 activation space at Super Bowl Experience. The activation space will be in Water Works park. Super Bowl Experience will take place throughout the Riverwalk. Super Bowl Experience will open the weekend prior to Super Bowl and be open for seven days.
11. VSPC would also receive a 10 x 10 activation space at the Host Committee Media Party. The party will be held the Tuesday of Super Bowl Week in Tampa.
12. Inclusion in promo booth at Super Bowl LIV Media Center in Miami
13. Inclusion in promo booth at Super Bowl LV Media Center at Tampa Convention Center
14. Host Committee Partner recognition on Host Committee website
15. Partner recognition on select Host Committee social/digital platforms
16. Inclusion in the Tampa Bay Super Bowl LV Social Media QB's program
17. Inclusion in the Tampa Bay Super Bowl LV Social Media Command Center
18. Recognition as a Host Committee partner at private events
19. Inclusion in host committee partner recognition slide on LED Screens at Super Bowl Experience
20. 10 Super Bowl LV Game Tickets
21. 10 Super Bowl LV Pregame Hospitality Passes
22. 3 parking passes
23. Table for 10 at Kick-off Luncheon
24. 10 Host Committee VIP Event Tickets (Super Bowl Week)
25. Passes to additional Host Committee events commensurate with investment level

In exchange for this marketing and hospitality package, we are requesting a **\$750,000 investment** to help offset event expenses. Please note that this does not include activation costs.