

## 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

Only temporary seating, which is deemed acceptable by the NFL, in its sole discretion, will be permitted. Any approved temporary seating 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 plan, which must include the following considerations:

1. Proven successful prior installation/completion of proposed number of seats;
2. Compliance with ADA and Accessibility Codes (including provisions for seating, attendants, and spectator services (as detailed below);
3. There must be existing, sufficient or planned restrooms and concession stands, merchandise stands, and other similar spectator services in close proximity to service the capacity in each area
4. Standing room is acceptable if typically manifested for the home club's regular season games.

The Host Committee will be responsible for the cost of temporary seat installation and the installation of temporary support facilities referenced above; however, the NFL will manage all aspects of the installation including, but not limited to, the supplier/installer RFP process, vendor selection and all aspects of operations (scheduling, installation, inspection, de-installation, etc.).

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 the NFL has the right to approve the number of stools to be used.

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 Gameday if the NFL determines that the seating cannot meet the fan experience standards of the Super Bowl.

In the case of stadiums that are under construction at the time of the bid, the following conditions will apply to any proposed temporary seating that is not part of the stadium/host Club's manifest for regular season NFL games:

1. Seating must be "prefabricated" and built during the construction of the stadium
2. Prefabricated sections must be designed to fit into a specific position in the stadium
3. Design and construction must be done in consultation with the NFL and/or their designated contractors
4. All seating proposed for the Super Bowl must be fully installed for the first regular season NFL game hosted by the new stadium to allow the NFL and their designated contractors to verify compliance with the above specifications
5. Any costs associated with the above provisions will be the responsibility of the Host Committee and/or host Club, however the host Club will retain all revenues from the sale of these seats at designated test events
6. The NFL reserves the right to deny approval of any seating installations that, in the sole opinion of the NFL, do not provide a Super Bowl standard fan experience



### 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 and their companions.

The Stadium, through the Bid Committee, must disclose its 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 1.9). The NFL will not be responsible for any imposed costs that result from the Stadium's non-compliance with

ADA standards 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 Climate Control/Inclement Weather Planning

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. The Host Committee will be responsible for any costs associated with developing and implementing any inclement weather plans including, but not limited to, snow and ice removal.

In the event that the NFL and the Super Bowl Advisory Committee approve the submission of a bid by a region with an open air stadium that does not meet the above temperature minimum, the installation of a NFL-approved under-field heating system will be required at no cost to the NFL.

## 6. 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, pre-game, halftime, post-game 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.

## 7. 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 those areas inside the secured perimeter to be designated for or programmed for fan entertainment activities such as Game Day Fan Plaza, NFLOL and all NFLOL venues, but excluding NFL Experience and Tailgate- see VII.F and VIIE respectively). 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 functions including broadcasting networks, media, facility operations and team related functions, NFL hospitality functions, pregame ceremonies, and the halftime show. The NFL and its designated contractors will conduct extensive power load testing in preparation for the Super Bowl, with associated costs waived or paid for by the Host Committee.

Unless otherwise specified in this document, the NFL will pay for electrical costs as noted in the I.B.6 regarding utilities. While the NFL will pay for power consumption, access to power supplies, whether existing or temporary, will be provided at no cost to the NFL. Further, any supplements to the existing power system necessary for compliance with specifications in this document will be provided to the NFL, broadcasting networks, and the media for the Game and related events at the Stadium at no cost. This includes all costs associated with the distribution of power, including all cabling, wiring, etc. as well as costs

associated with temporary power sources (i.e. generators) proximate to operational areas and compounds.

#### 8. Television/Broadcast Signal Distribution

The NFL requires the ability to extend the in-stadium broadcast signal via cable to support the television monitor system throughout the venue and all Super Bowl operational areas and auxiliary press work 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.

#### 9. 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, such lighting must be provided at no cost to the NFL or network.

#### 10. Public Address System

The NFL requires that the Stadium possess a public address system that meets the minimum specifications and features to ensure all spectators, guests and media will have access to audible PA feeds, up to 2018 standards. 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. Please see the questionnaire for reasonable standards as of 2013.

#### 11. 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. Capability to 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, replay booth, etc. if required.

#### 12. Video Control Room

The NFL requires that the Stadium video boards and control room are equipped with the latest technology to enhance the fan experience and 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.

Please reference the questionnaire for the minimum requirements.

### 13. 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 shall 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 must be provided in the visiting locker room at no cost to the NFL or participating team.

### 14. 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 does not have adequate internal space for these functions, they will be planned by the NFL in temporary facilities or adjacent to the stadium. Such temporary facilities, if necessary, are to be provided at no cost to the NFL. Space requirements are listed in the questionnaire.

### 15. Construction & Renovation

No construction or renovations to the Stadium shall be in process beginning one (1) month prior to the Game. Any plans for Stadium construction or renovation on stadium property before Super Bowl LI 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 [REDACTED] to the Game.

## B. Stadium Operations

### 1. Definition of Key Dates

- a. Super Bowl Period: [REDACTED] days prior to Gameday through [REDACTED] days after Gameday.
- b. Exclusive Period: [REDACTED] days prior to Gameday through [REDACTED] Gameday.
- c. Lockdown Period: The period when the Stadium is under security lockdown, anticipated to be [REDACTED] prior to kickoff.

## 2. Stadium Availability

The Stadium, including all 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 [REDACTED] days after Gameday. 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 [REDACTED] of site space in the NFL's contractor compound until [REDACTED] days after Gameday. 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 Gameday. 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 agrees to permit 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 [REDACTED] feet surrounding the [REDACTED]) during the Exclusive Period. The NFL also requires that no other events be staged anywhere on the stadium grounds prior to the [REDACTED] day after Gameday. No other event may begin loading into the Stadium during the [REDACTED] 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 the beginning of the Super Bowl period 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, gas 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 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. The NFL will not be responsible for any costs associated with approved, non-NFL Stadium events.

#### 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. The Stadium must provide an inventory no later than two years prior to the Super Bowl game date.

#### 8. 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 above mentioned items will be allowed when utilizing the network.

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



The Super Bowl requires the latest technology for providing comprehensive wireless connectivity for the NFL and our fans. The Stadium must meet the NFL's 2018 standards for cellular and Wi-Fi coverage and capacity at no cost to the NFL. The standards are expected to the ability to provide a carrier and device agnostic infrastructure delivering ubiquitous cellular and Wi-Fi coverage and capacity to support all fans, media, game operations and supporting staff in attendance. The system should be open and available free of charge to all attendees and capable of supporting the latest mobile and video streaming applications. The Cellular Distributed Antenna System [DAS] should provide coverage for all major cellular carriers (e.g., Verizon, AT&T, Sprint, T-Mobile and/or any other carrier who may have a large market share in the arena). For the purposes of clarity, in addition to meeting the technical specifications outlined in this document, the Stadium hosting the Super Bowl must be on par with the standards set by the top three NFL stadiums in terms of connectivity and service for all public areas, including the seating bowl. Any upgrades necessary to meet this requirement will be provided at no cost to the NFL.

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 2017 regular season are subject to the NFL's approval. No branding related to the above mentioned items will be allowed when utilizing the network. Throughout the Super Bowl events, including the week of the game and Gameday, the NFL will maintain full control of the wired and wireless networks and have final approval on all services and applications that will be enabled on these networks during that time.

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

c. Television/Broadcast Signal Distribution

The NFL requires the use of the television CATV/IPTV 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 costs may include, but are not limited to, expansion of the current system to allow for additional television monitors at the NFL's discretion.

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" after the Super Bowl recognizing normal wear and tear of an event of this magnitude. 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 repairs and 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;

To the extent that the stadium owners, managers or Host Committee is self-insured for any portion of the required amounts above, the Host Committee shall either post a Performance Bond in the amount of self-insurance, or procure a "fronted" liability policy, provided by an insurer rated A.M. Best, A-VII or better.

## 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 LII stadium operational costs are expected to exceed \$2.5M during the Exclusive Period, including Super Bowl Gameday. These expenses are necessary for the preparation and operation of the stadium and the stadium security perimeter in advance of the Super Bowl and on Gameday. The Bid Committee will be asked to indicate their contributions towards Super Bowl Staffing and Expenses in the bid questionnaire.

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

1. In-house Security
2. Private Security
3. Crowd Management Staff / Guest Services
4. Maintenance and Construction
5. Janitorial and Cleaning (Housekeeping)
6. Electrical Usage/Utilities
7. Water and Sewage
8. Ticket Takers

9. Stadium Ushers

10. Video Board operations staffing

11. Parking Supervisors and Attendants

12. Traffic Control

13. Vendor Coverage (e.g., standby elevator, HVAC, refrigeration, telecommunications, and other repair personnel)

14. Grounds Crew and Field Preparation

15. Fencing not otherwise provided for in the Bid

Temporary construction not otherwise provided for in the Bid

The NFL and the Host Committee will collaborate on a payment schedule whereby certain vendors or contractors will be paid directly by the Host Committee up to the limit of the Host Committee's contributions as defined by the bid. In some cases, the services outlined above may be provided by third party service or equipment contractors that do not typically work in the stadium.

#### 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- 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 and Super Bowl, in cooperation with state, local and federal authorities, requires the installation of a minimum [REDACTED] hardened security perimeter around the exterior

[REDACTED]

b. The Host Committee shall be responsible for securing up to [REDACTED]

[REDACTED] The Host Committee must also provide sufficient quantities of reflectors to comply with any/all DOT requirements. All of the above will be provided at no cost to the NFL. Installation of the barriers and reflectors at the stadium site will be managed by the NFL and/or their designated contractor.

2. Third-Party/Non-affiliated Businesses & Operations Within the Perimeter Businesses and other non-Stadium operations (e.g., restaurants, retail locations, public parking facilities, utility plants, government facilities, etc.) that fall inside of the [REDACTED] security perimeter must agree to close operations [REDACTED] prior to Game kickoff. Any accommodation, whether physical or financial, that must be made for such neighboring businesses or other non-Stadium operations that must be so closed on Gameday or otherwise affected by the perimeter on non-Game days, will be the sole responsibility of the Host Committee.

### 3. Vehicle and Cargo Inspection (VACIS) Locations

Super Bowl security procedures require all vehicles entering the secured perimeter to be subject to screening procedures (commonly known as VACIS). [REDACTED]

### 4. 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).

## 5. Stadium Access

All Gameday 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 will be required to submit to background checks to receive Super Bowl credentials. Super Bowl credentials will be issued for working purposes only, and the NFL is under no obligation to issue credentials 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.

## G. Field Preparation & Painting

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

The NFL must be consulted and have input into field preparation plans from the awarding of the bid 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. Please see section I.A.7 above for details regarding the replacement of the field for the Super Bowl game.

### 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 (i.e. "XYZ 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 exists 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 regular season home game of the year they host the Super Bowl, 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, Game Day Fan Plaza, Tailgate, activity or hospitality areas or any other visible location on the outside of the Stadium or on its grounds.



3. Electronic Advertising Signage

The Stadium will be provided free of any host Club 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 or team 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 (i.e. XYZ Stadium) will be recognized in the Stadium as expressly set forth above provided that (1) the term of the sponsor's exclusivity is of a minimum of ten (10) years duration, (2) the term of the sponsor's exclusivity begins no later than two years before the Super Bowl Game and extends at least five (5) years after the Super Bowl Game and (3) the agreement with the naming rights sponsor does not include an option to re-open or terminate the agreement with the Stadium until at least (2) two full seasons after the Super Bowl. The recognition of the Stadium naming

rights sponsor described above applies only to in-stadium advertising and not to any images of the Stadium used in any promotional materials, trademarks, logos or merchandise created for the Super Bowl. Consistent with the NFL's past practice, the NFL has the right to remove any third party branding, including, without limitation, the naming rights sponsor branding, from any images of the Stadium used for commercial purposes.

#### 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 LII 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 approval 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 Gameday. 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 when the NFL

Experience (or similar event) is held near the stadium and 14,000 feet when it is held elsewhere. This space must be equipped with electricity, HVAC, and lighting for 50-foot candles 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-IR 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 Gameday business to a local certified minority and/or woman-owned business).

2. Food & Beverage Sales

The NFL shall be entitled to receive the Stadium's and/or host 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, Game Day Fan Plaza, Tailgate, and/or NFL On Location-related events and venues 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 should have the right to serve beverages of sponsor brands in non-public areas (i.e. press box, event level offices and lockers and NFL-designated suites and hospitality spaces). 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 certified minority and/or woman-owned business;
- 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, 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 Gameday;
- 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 (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 then-current NFL procedures in effect during the season leading up to the game. 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 Gameday.

- 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 at higher prices subject to the NFL's approval;
- 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 and Hospitality Areas

The Concessionaire must agree to provide a special menu and preferred pricing (a minimum of a 30% non-commissionable 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 media and private NFL events during the 12-month period leading up to the applicable Super Bowl and the ten (10) days following the game.

Further, the ability of NFL sponsors to distribute free product samples will not be restricted in any location.

### P. Parking

#### 1. Gameday Parking

The NFL requires exclusive, cost-free use of thirty-five thousand (35,000) parking spaces outside of the 300-foot security perimeter on Gameday at and/or in close proximity to the Stadium [defined as within one mile of the Stadium grounds] for various needs including, but not limited to, fan parking, staff/employee parking, and operational compound construction. 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 staffing

and the cost of a shuttle bus system if beyond one mile).

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 but within 1/2 mile of the stadium, 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. Media Day, NFL Experience, Media Day, Staff Rally or similar event, etc.) 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 NFL operated 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. Media Work Room

- a. The NFL requires a suitable location at the Stadium, of at least fourteen thousand (14,000) square feet, for an enclosed media work area that includes lighting (50-foot candles minimum),

HVAC, and hard surface flooring with carpet. If this cannot 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 Interview Room

The NFL requires a suitable space at the Stadium, of at least fourteen thousand (14,000) square feet, for staging television news crews for postgame press conferences. The area must be enclosed, lighted, heated, ventilated, and/or air conditioned and soundproofed. If this cannot 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 with such costs assumed by the Stadium or Host Committee.

### a) Main Press Box

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. Wired and Wireless Internet service must be available at each seat location and TV monitors (to display

NFL programming including game feed and statistics) must be within view of each seating location. The location of the Press Box may be anywhere on the sideline between the goal lines, but may not be in the end zone. All press seating shall comply with applicable ADA and Accessibility Codes. If temporary press positions need to be provided to reach the requirement of 200, then they are required to be covered and protected from rain and inclement weather, including climate control, at no cost to the NFL. The cost of additional press seating shall also include any facility costs for temporary enclosures, roof structures, and other related service features, as well as associated seat kills, the costs for which will be the responsibility of the stadium or Host Committee.

b) Auxiliary Press Areas

The NFL will be responsible for costs associated with press seating above the minimum 200 working positions in the main press box as described above.

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. 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 [REDACTED] seats at
- n. tabletops with 30" minimum spacing
- o. Statistics Booth containing a minimum of fourteen (14) seats
- p. World Feed Booth (approximately 300 square feet)
- q. NFL.com Booth (approximately 240 square feet)
- r. Halftime Control
- s. r. Audio Control
- t. NFL Game Production
- u. Public Address Announcer
- v. NFL Films Booth
- w. 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) media 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. The NFL

reserves the right to sell tickets to the general public for media day and will retain all revenue from such sales. A mutually agreed to number of tickets for Media Day will be made to season ticket holders of the host club.

7. 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, as well as power, telecommunications, and water supply, all of which must be made available to the NFL at no cost.

8. 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.

R. Broadcasting Compounds

The NFL requires a location at the Stadium (or within or in proximity to the 300-foot secured perimeter) with access to substantial power and telecommunications lines that meet the following broadcasting requirements, all of which shall be provided at no cost to the NFL:

1. Domestic Broadcasting Compound (outside)

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. Domestic compounds will be outside the 300-foot secured perimeter with access as close to the perimeter as possible.

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 (inside)

An additional seventy-five thousand (75,000) square feet of space is required inside or 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. In order to reach the levels outlined earlier, portable or generated power as required in the NFL's sole discretion will be provided at no cost to the NFL. Labor for power distribution will be the responsibility of the host Stadium or Host Committee.

5. Temporary Installations

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

S. 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 for purposes including, but not limited to 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.

## T. 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.

## U. 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, Media Day, stadium tours (if applicable) 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.

## V. 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.

#### W. 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.

#### X. Staff Training

The Stadium will require all Gameday staff including, but not limited to, full time staff, concessions, ticket takers, security, and guest services, to attend a staff rally and customer service training session organized by the NFL. Any costs associated with attendance by stadium staff, including hourly wages, will be paid by the Stadium.

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



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

Name:  Melvin Tennant

## I. STADIUM

### A. Stadium Configuration

1. Seating Capacity **AGREED**. We note that the NFL waived the 70,000 minimum seating requirement at 4/22/14 NYC meeting.
2. Temporary Seating **AGREED** as the NFL waived this requirement at 4/22 NYC meeting.
3. Ticket Revenues **AGREED**
4. ADA Seating & Accessibility **AGREED**
5. Climate Control/Inclement Weather **AGREED**
6. Stadium Field Condition **AGREED**
7. Electrical Output **AGREED**, with a cap of \$175,000 in expenses.
8. Television/Broadcast Signal Distribution **AGREED**, with a cap of \$135,000 in expenses.
9. Field Lighting **AGREED**
10. Public Address System **AGREED**
11. Press Box Sound System **AGREED**
12. Video Control Room **AGREED**
13. Stadium Locker Room and Training Areas **AGREED**

14. Ancillary Space **AGREED**

15. Construction & Renovation **AGREED**

B. Stadium Operations

1. Definition of Key Dates **AGREED**

2. Stadium Availability **AGREED**

3. Operational Control **AGREED**

4. Exclusivity **AGREED**

5. Stadium Cleaning **AGREED**

6. Utilities **AGREED**

7. Furniture, Furnishings and Equipment **AGREED**

8. Communications Requirements **AGREED**, with a cap of \$315,000

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

C. Insurance

1. Certificate of Insurance **AGREED**

2. Liability Insurance **AGREED**

3. Workers' Compensation **AGREED**

D. Super Bowl Staffing Expenses **AGREED**, Host Committee contribution detailed in Bid Response Questionnaire provided to the League Office.

E. Stadium Labor & consumables **AGREED**

F. Security

1. Security Perimeter **AGREED**, with a cap of \$500,000 in expenses.
2. Third Party/Non-affiliated Businesses & Operations within the perimeter **AGREED**, with the provision that the vital/essential Hennepin County Chiller Plant to be kept open. Any security costs incremental to normal Security costs in place will be borne by Host Committee, to be capped at \$50,000. See Letters of Commitment from Minneapolis Mayor Betsy Hodges and Hennepin County Commissioners regarding security and chiller plant necessity.
3. Vehicle and Cargo Inspection (VACIS) Locations **AGREED**
4. Security & Guest Services Contractors **AGREED**
5. Stadium Access **AGREED**

G. Field Preparation & Painting

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

2. Field Painting **AGREED**

H. Host Club & Restaurant Facilities **AGREED**

I. Signage & Advertising

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

2. Stadium Grounds Advertising Signage **AGREED**

3. Electronic Advertising Signage **AGREED**

4. Concessions & Merchandising Signage **AGREED**

5. Product & Sponsor Displays **AGREED**

6. No Commercial Exploitation **AGREED**

J. Stadium Naming Rights **AGREED**

K. Temporary Construction

1. Super Bowl Stadium Plan **AGREED**

2. Permit & Approval Priority **AGREED**

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

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

L. Stadium Contractors **AGREED**

M. Entertainment Staging Area **AGREED**

N. Merchandise & Program Sales

1. Program Sales **AGREED**
2. Novelty Sales **AGREED**
3. Novelty Vending Locations **AGREED**
4. Stadium Store **AGREED**
5. Novelty & Program Storage **AGREED** with a cap of \$220,000 in expenses.

O. Food & Beverage Concessionaire

1. Subcontracting **AGREED**
2. Food & Beverage Sales **AGREED**
3. Scope of Services **AGREED**
4. Vended Products **AGREED**
5. NFL Approval of Signage, Packaging, Trays & Cups **AGREED**
6. Alcohol Service **AGREED**
7. Menu & Price List **AGREED**
8. Menus for NFL Suites and Hospitality Areas **AGREED**

9. Sponsor-Provided Products **AGREED**

P. Parking

1. Gameday Parking **AGREED**, detailed map of parking ramps plus estimate of surface lot square footage within 1 and 2-mile radius of Stadium, is included in Exhibits, provided to League office.
2. Staff Parking **AGREED**
3. Event Parking **AGREED**
4. Staff Parking for Planning Meetings & Surveys **AGREED**
5. Parking Revenue **AGREED**
6. No Handbills, Flyers or Other Distribution Items **AGREED**

Q. Media

1. Media Work Room **AGREED**, with a cap of \$410,000 for Q.1 and Q.2 combined.
2. Post-Game Interview Room **AGREED**
3. Working Positions for the Media **AGREED**
4. Press Box Booths **AGREED**
5. International & Domestic Broadcast Booths **AGREED**

6. Media Day **AGREED** Host Committee has also offered to pay rent at Excel Center for Media Day should NFL choose this alternate location to stage this event. See Enhancements pages as well.

7. Photographers Trailer Compound **AGREED**

8. Sideline Broadcast Camera Positions **AGREED**

R. Broadcasting Compound Total of R.1-R.5 to be capped at \$375,000.

1. Domestic Broadcasting Compound (outside) **AGREED**

2. International Broadcasting Compound **AGREED**

3. Networking Broadcasting Compound (inside) **AGREED**

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

5. Temporary Installations **AGREED**

S. Credit Cards

1. Credit Card Authorization System **AGREED**

2. Payment & ATM Systems **AGREED**

T. Electronic Information Systems **AGREED**

U. Advance Sale Tickets **AGREED**



V. Trademarks **AGREED**

W. Stadium Tours **AGREED**

X. Staffing Training **AGREED**

## II. TICKET ALLOCATIONS

### A. Control of Ticket Sales

The NFL will control all ticket sales to the Game. Gameday admittance will be permitted only with a Game ticket or NFL-issued Gameday credential.

As of the release of this document, and subject to several exemptions approved by the NFL owners, distribution of tickets for Super Bowl is as follows:

<u>TICKETED GROUPS</u>	<u>TOTALS</u>
2 Participating Teams (17.5% Each) Host Team	35.0%
29 Other Teams (1.2% Each)	5.0%
NFL	34.8%
	25.2%*

\*Of this number, the Host Committee will have the right to purchase 750 tickets for its business use (see further details in Paragraph C).

If selected as the Super Bowl host, none of the Host Committee, Stadium, the Host Team, or any of their respective employees or agents, may re-sell their allotted Game tickets at a price exceeding face value, engage in sales of game tickets directly to the public, or enter into a sponsorship agreement or hospitality/travel package agreement with any ticket broker, tour packager, or other secondary ticket marketer to provide Super Bowl tickets in return for other consideration.

#### B. Ticket Revenues

The NFL will set all ticket prices and will receive 100% of the revenues from ticket sales, including tickets for club seats, suites and other premium seating. As further noted in "Government Guarantees" section, the Host Committee is required to seek tax exemptions for revenue on Super Bowl game tickets and Super Bowl-related event tickets with respect to sales, amusement, or entertainment taxes, and other surcharge obligations. If such exemptions are not granted, the Host Committee will be obligated to reimburse the NFL for any such taxes or surcharges levied on Super Bowl game tickets and other Super Bowl related event tickets.

#### C. Club Seats

The NFL will set the ticket prices for, and must have exclusive access to, all club seats without restriction or obligation (whether to season ticketholders, suite owners or otherwise).

#### D. Luxury Suites

##### 1. **Luxury Suite Allocations**

The NFL must be allocated a minimum of one-half (50%) of all luxury suites (suite selection to be negotiated between the NFL and Host Committee) existing at the time of the Game, and in no case fewer than seventy (70) suites. Of this number:

- a. A minimum of 75% of the NFL's allotted suites must be between the end lines.
- b. A minimum of thirty (30) of the allotted suites must be consecutively
- c. positioned on the press box side.
- d. A minimum of an additional seven (7) suites, to be used for broadcasting partners, must be located on the press box side of the Stadium.
- e. Four (4) 50-yard line locations must be provided for the televising network,
- f. each of the two participating teams (each on opposite sides of the field), and the NFL Commissioner.
- g. The NFL will receive a percentage of all new suites constructed in the
- h. Stadium after the Bid is accepted, equal to the percentage of suites received by the NFL in the accepted Bid. (i.e. If the NFL received 72% of the Stadium's suites in the accepted Bid, the NFL will receive 72% of all new suites constructed after the Bid has been accepted).

## 2. Event or Party Suites

The NFL will be given the exclusive right to suites sold on a game-by-game basis, or hospitality/party suites, regardless of whether constructed prior to the Bid or after the Bid has been accepted. These suites are in addition to the luxury suite allocation above.

## 3. Suite Licensing Fees

The NFL will set the maximum licensing fee for all suites. Each of the participating teams and the Host Team will have the right to retain or waive licensing fees for their allotted suites, at their option, but may not sell the suite in excess of its determined price. The NFL will retain all revenue generated from suite licensing fees for NFL controlled suites.

## 4. Suite Holder Obligations

In the event that the Stadium's contracted suite holders are, by lease agreements existing at the time of the Bid, entitled to purchase a portion of their allotted seats, the NFL will accommodate within its ticket allocation up to 25% of total suite holder capacity in other designated areas within the Stadium (not including seats within other suites or seats within the Stadium's club seat section) as determined by the NFL. This quantity represents one-half of the suite tickets in one-half of the suites within the Stadium, and is consistent with past Super Bowl practice. Any additional quantity of tickets required

to re-seat suite holders will be the responsibility of the Host Team.

5. Unsold Suites

All suites that remain unsold as of September 1st prior to the Game will revert to the NFL's allocation of suites (in addition to those previously guaranteed in the Bid). Copies of all lease agreements for Super Bowl suites must be provided to the NFL upon request by September 14th of the year preceding the Game.

6. NFL Suite

The NFL shall be granted the use of one (1) suite for all regular season Games in the season of the designated Super Bowl at no cost. If the NFL does not plan to use the suite for any specific game, the NFL will have the option to offer access to the suite to the Host Committee for its business use.

E. Host Committee Ticket Allocation

The Host Committee will have the option of purchasing up to 750 Super Bowl Game tickets. These tickets may be used to accommodate Host Committee guests and may be included in sponsorship and hospitality packages sold by the Host Committee directly to end-users in the local market only, subject to compliance with the Host Committee sponsorship policies and process described further herein and in the agreement entered into by the Host Committee with the NFL upon the award of the Super Bowl. Host Committee tickets may not be offered for public sale or resold in the secondary market.

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



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

Name: Melvin Tennant

II. TICKET ALLOCATION

A. Control of Ticket Sales **AGREED**

B. Ticket Revenues **AGREED**

C. Club Seats **AGREED**

D. Luxury Suites

1. Luxury Suite Allocations **AGREED**

2. Event or Party Suites **AGREED**

3. Suite Licensing Fees **AGREED**

4. Suite Holder Obligations **AGREED**

5. Unsold Suites **AGREED**

6. NFL Suite **AGREED**

E. Host Committee Ticket Allocation **AGREED**

### III. HOTELS

#### A. Regional Hotel Inventory

A sufficient quantity of quality hotel accommodations is essential to a successful Super Bowl. There must be 35% as many hotel rooms as the number of Stadium seats guaranteed in the Bid, located in properties within a 60-minute drive of the Stadium (e.g. for a 75,000-seat Stadium, there must be a minimum of 27,000 hotel rooms within the 60-minute radius). Distance estimates must be based on peak hour drive-times. Evidence of at least 19,000 top quality, full service rooms irrevocably contracted for the NFL and NFL-related groups must be included in your Bid.

Hotel agreements submitted to the National Football League will hold available rooms based on a Three (3) Night Minimum stay.

#### B. Hotel Room Availability and Rate Commitment

##### 1. Hotel Commitments

The NFL requires that the Bid Committee obtain firm, irrevocable and binding advance commitments from the hotels identified by the Bid Committee as meeting the above qualifications. The form hotel agreement that is required to be executed by the hotels is attached as Form III.3 (the "**NFL Hotel Agreement**"). Each NFL Hotel Agreement must be executed by the **General Manager** of each hotel. Sales managers should **NOT** sign these agreements if at all possible. It is imperative that the entire management chain of the hotel be made aware of the commitments being made by the hotel in the NFL Hotel Agreements. Additionally, the hotel owner agreement that is attached as an exhibit to the NFL Hotel Agreement must be executed by the entity owning the hotel property. **Note that the General Manager will generally NOT have authority to sign the hotel owner agreement and efforts must be made to identify the hotel owner and have the hotel owner agreement properly executed.** The hotel owner agreement is necessary as it allows the NFL to file evidence of these agreements in the local land records to ensure that changes in ownership of hotels do not affect the enforceability of these hotel agreements.

The Bid Committee must supply maps and complete a spreadsheet outlining the following information regarding committed hotels: location/region, hotel names, total hotel room and suite inventory, NFL room and suite block, contracted rate per agreement, total hotel room block per location/region, and overall hotel room block.

The NFL Hotel Agreements require the below-listed information from each hotel. The NFL Hotel Agreements must be filled out completely and accurately and must be signed by both the General Manager of the applicable hotel and the Host Committee. Names and titles of the signatories must be inserted on the signature pages. The hotel owner agreement must be notarized. The NFL Hotel Agreements should be considered non-negotiable. Any revisions that are made by hotels must be **handwritten** and the NFL will have the right to reject the requested revisions and/or remove the revised NFL Hotel Agreement from the bid for purposes of determining the number of committee hotel rooms offered by the Bid Committee. **The NFL will require any incomplete or improperly completed NFL Hotel Agreements that are submitted with a preliminary bid to be corrected prior to submission of a final bid.** In each NFL Hotel Agreement, the hotels must:

- a. Disclose the total number of rooms and suites in the hotel
- b. Confirm the number of rooms and suites being offered in connection with the Bid (in most cases, the Super Bowl room block should be no less than 90% of the total hotel room inventory)
- c. Provide the February 2014 group room rates offered by the hotel. All hotels must agree that the rate disclosed does not exceed the average of the hotel's typical February rate and will be the best daily convention rate charged during February 2014. These rates should be confirmed by the local Convention and Visitors Bureau. The rate that will apply to the Super Bowl room block will be calculated based on the February 2014 as described in the Hotel Agreement.
- d. Sign the Anti-Gouging Agreement (Form III.4).

## 2. Hotel Rebate

The Bid Committee must disclose whether it will seek a rebate from the hotels. Per the NFL Hotel Agreement, the NFL will approve up to a 10% room rebate per utilized room per night. The Host Committee will be responsible for paying 50% of the rebates collected to the NFL upon final



settlement. In the case of the NFL staff, team and media hotel rooms, this section is not applicable and no rebates will be charged or collected.

**3. Convention & Visitors Bureau Commitment**

The NFL requires a written commitment from all applicable area convention and visitors bureaus (CVB) to work cooperatively with the NFL and hotels on the assignments for the NFL-related groups.


**C. NFL-Related Hotel Room Block**

The Bid Committee should propose recommended hotels, and alternate hotels, to meet the specific needs of the NFL as outlined below. The final determination as to how individual hotels will be designated, assigned, or utilized will be at the sole discretion of the NFL. The Bid Committee should identify the following:

**1. NFL Headquarters Hotel**

- a. The NFL requires that at least one hotel must reserve a minimum of one thousand (1,000) rooms, representing 100% of total hotel rooms and all suites in the hotel beginning on the Monday prior to the Super Bowl Game to be considered for the NFL Headquarters Hotel. A minimum of 100,000 gross square feet of function space is also required to house the majority of the NFL's function/office space (see details below). Prospective Headquarters Hotels should sign and agree to the attached Headquarters RFP. The hotel designated as the NFL Headquarters hotel must consent to the following:
- b. A total minimum room block of 1,000 rooms beginning the Monday prior to Super Bowl; a total of 350 rooms beginning two Mondays prior to Super Bowl; A minimum of 15 suites; and a total of 100 rooms beginning three Mondays prior to the Super Bowl.
- c. NFL staff room rates should be accommodated at the best available rate (approximately 300 rooms) at peak.
- d. Media hotel rates, for approximately 200 rooms, should be competitive for the individual Bid

Community's respective market and the maximum rate will be determined by the NFL once the individual bid cities are determined (Approximately 200 rooms).

- e. All function and meeting space must be provided, at no cost to the NFL, for use as NFL staff office and event space, beginning nineteen (19) days prior to the Game and continuing through the Monday after the Game. A more precise schedule of move-in and move-out dates for function space will be provided for Super Bowl LII. The hotel must agree to hold all function space in the hotel for use by the NFL at no cost until that date.
- f. If some sleeping rooms must be used for office space instead of meeting rooms, up to thirty-five (35) such rooms will have all furniture, excluding TVs, removed from the room at no cost to the NFL.
- g. A minimum of an additional 15,000 square feet of securable storage space must be provided, beginning January 16th.
- h. Exclusive use of the hotel's computer/Internet wireless and cable infrastructure including access to all communication rooms/closets at no cost to the NFL.
- i. Any applicable telephone, computer/Internet installation/usage, wiring and service surcharges incurred by the NFL must be waived.
- j. The Host Committee will locate a manned guest information desk in the lobby of each hotel, within line of sight of the Concierge Desk and/or Registration area at no cost to the NFL.
- k. Hotels must agree to allow the NFL to arrange for products such as soft drinks, beer, and snacks to be provided for NFL offices and functions by sponsor companies at no charge and without corkage fees. Sponsors covered by this provision as of the date of this document (and subject to change) include Anheuser-Busch, Pepsi, and Frito-Lay.
- l. The headquarter hotel(s) will provide the NFL a total of one hundred fifty (150) complimentary room-nights for pre-event planning trips to be applied as identified by the NFL between the date of selection as a Headquarter Hotel through the end of December immediately preceding the applicable Super Bowl. All other rooms utilized for pre-event planning will be at an agreed upon discounted rate.
- m. On-site or nearby parking for approximately  NFL fleet vehicles will be provided by the hotel 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 these parking accommodations cannot be provided by the Headquarters Hotel, nearby parking must be provided by the Host Committee at no cost to the NFL); and any curbs,

side street, or metered parking, within or adjacent the headquarters hotel will be provided at no cost to the NFL.

- n. Hotels shall be required to provide, free of charge or commission to the NFL (or its selected vendor)
  - i) a minimum area of one hundred and fifty (150) square feet of commonly trafficked lobby space for the NFL and/or its concessionaires, designees or employees to sell Super Bowl novelties and merchandise during the reservation period if the NFL elects in its discretion to do so; ii) up to four (4) tables; iii) electricity, iv) one (1) phone line or IT line with the call-out ability to operate credit card transactions; and (v) an internet connection, if requested.
- o. Hotel shall be required to provide, free of charge, to the NFL free Internet service and free use of gym facilities for all NFL staff hosted at the headquarters hotel.
- p. NFL must be permitted to install decor on the interior and exterior of the hotel (final approval of the designs will be approved by the NFL and the Hotel) as early as 2 weeks prior to the Game at no additional costs to the NFL.

## 2. Additional Media Hotel(s)

The NFL requires a room block of one thousand (1,000) rooms in the least number of hotels possible within close proximity to the Media Center for additional media requirements. Many arrivals will be scheduled for the Sunday/Monday prior to the Game, with departures on the Monday following the Game. Suggested media rates should be competitive for the individual bid city's respective market and the maximum rate will be determined by the NFL once the individual bid cities are determined.

## 3. NFL Staff / Production Teams

The NFL requires approximately five hundred (500) rooms at one or more properties near the Stadium for working staff such as the half-time show production staff, security, field preparation crew, and NFL Experience staff (a property similar to a Residence Inn or Exec-U-Stay property) for stays often-days to one-month at a significantly reduced rate. Additional facilities for long-term stays should be identified, as well. One additional hotel providing approximately two hundred (200) rooms at a reduced rate for spillover staff should be located in close proximity to the NFL Headquarters Hotel. Average length of stay at this property will be eight (8) nights.

The Host Committee should identify long-term housing options as described below. Facilities that

commit to fulfillment are required to confirm rates as part of the bid process. The NFL requires a commitment of approximately forty (40) 3-bedroom, fifty (50) 2-bedroom and twenty (20) 1-bedroom apartments at one or more properties within 20-minute drive to the Stadium for working staff such as production and security for stays of approximately 30-40 days at a **significantly reduced rate**.

These apartments should include such amenities as: Wi-Fi, full kitchens, washer/dryer facilities, TVs in bedrooms and work-out facilities on-property. The NFL's budget is currently \$175 per night for a three-bedroom unit, \$150 for a two-bedroom unit and \$125 for a one-bedroom unit.

#### D. Team Hotels

##### 1. Primary Team Hotels- Super Bowl Week

The NFL requires primary team hotels in close proximity to each of the teams' respective practice sites for use by the participating clubs during Super Bowl week. As part of the Bid submission process, the Bid Committee should work with the NFL to identify hotels that fit the criteria below. The bid submission should include at least two options for the AFC team hotel and two options for the NFC team hotel, and all proposed team hotels should sign a letter of support indicating agreement with the specification in this section. The NFL will maintain the right to contract with different hotels than those recommended by the Bid Committee. The selection of a different hotel will not relieve the Host Committee of any obligations outlined in this Bid. If the hotel applies charges for items listed below as complimentary or at no cost to the NFL, the Host Committee will be financially responsible.

- a. The NFL requires 100% of the total room inventory in two (2) top quality hotel properties, one for each team, in close proximity to the respective practice sites. A minimum of three hundred (300) rooms are required in each property. Exclusivity is a key qualifier for consideration as a team hotel.
- b. The NFL requires the following to be provided by the Host Committee at no cost to the NFL:
  - i. One hundred fifty (150) standard rooms, plus an additional seven (7) suites, for eight (8) nights from the Sunday one week prior to the Super Bowl through the Monday following the game (total of 1,256 room nights).

- ii. This must include two Presidential Suites and/or the two best suites in the hotel
  - iii. Ten (10) rooms for five (5) nights beginning on the Tuesday twelve days prior to the Super Bowl for the team's advance staff (total of 50 room nights).
  - iv. Thirty (30) room nights for NFL and/or team staff for planning trips to
  - v. be used at the NFL's discretion.
- c. The NFL requires the hotels to provide exclusive and complimentary use of ALL meeting/function space, beginning Friday, nine (9) days prior to the Super Bowl through 1:00pm on the Monday following the game. Please note the regardless of the total amount of meeting/function space, all of it must be committed exclusively to the NFL. Exclusivity is a key qualifier for consideration as a team hotel. Hotels under consideration must meet the following minimum meeting space requirements:
  - i. A minimum total of 40,000 gross square feet of meeting space, including 15,000 square feet for team press conferences.
  - ii. A minimum of 25 separate meeting rooms in close proximity to one another, including large rooms for team meetings and meals. If a sufficient number of meeting rooms does not exist, sleeping rooms may be utilized.
  - iii. All meeting/function space must be provided at no cost to the NFL and with no food and beverage minimum.
  - iv. At the NFL's discretion, sleeping rooms may be converted to offices to supplement available meeting space at no cost to the NFL.
- d. If alternative locations or tenting is required to accommodate any of the above needs, this will be provided by the Host Committee, at no cost to the NFL.
- e. The NFL requires that the hotel provide a waiver allowing the NFL, at its option, to deliver sponsor-provided food and beverage into the meeting space with no corkage or service fees applied.
- f. On-site or nearby parking for approximately one hundred (100) 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.) and media attending press conferences will be free of charge. If these parking accommodations cannot be provided by the Team Hotel, nearby parking must be provided by the Host Committee at no cost to the NFL. Any curbside street parking (including meter parking) that is in close proximity to the team hotel will be provided at no cost to the NFL.
- g. Exclusive use of the hotel's computer/Internet infrastructure and any applicable telephone, computer and Internet installation/usage, wiring, and service surcharges incurred by the NFL must be waived

- and any charges for facility space must be waived.
- h. The hotel must agree to televise the NFL Network for one year prior to Super Bowl at no cost to the NFL or the team.
  - i. If in the NFL's sole discretion, the cellular signal strength is not adequate then the Host Committee will be responsible placing a sufficient number of portable cellular towers or other similar temporary infrastructure at no cost to the NFL.
  - j. Wireless Internet use will be provided free of charge to media attending press conferences held at the hotel.
  - k. NFL must be permitted to install decor on the interior and exterior of the hotel (final approval of the designs will be approved by the NFL and the Hotel) as early as 2 weeks prior to the game at no additional costs to the NFL.

## 2. Team Hotels- Spillover & Saturday Night Option

In addition to the primary team hotels described above, the NFL will allocate rooms to each participating club at a spillover hotel and a Saturday night stay option hotel. The NFL will select these hotels at its discretion. Meeting space at these hotels must be provided at no cost and with no food and beverage minimums. Any meeting space rental charges and/or food and beverage minimums will be the financial responsibility of the Host Committee.

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



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

Name: Melvin Tennant

### III. HOTELS

#### A. Regional Hotel Inventory **AGREED**

#### B. Hotel Room Availability & Rate Commitment

1. Hotel Commitments **AGREED** As of 4/29/14 19,877 rooms pledged to Minnesota Bid, documentation provided to League office. New projects planned but not yet under construction represent over 1,700 additional rooms by 2018, grid included in Exhibits provided to League Office.
2. Hotel Rebate **AGREED**
3. Convention & Visitors Bureau Commitment **AGREED**

#### C. NFL-Related Hotel Room Block

1. NFL Headquarters Hotel **AGREED**, with the understanding that Minneapolis does not have one “single” hotel with 1,000 rooms.
2. Additional Media Hotel(s) **AGREED**
3. NFL Staff/Production Teams **AGREED**

#### D. Team Hotels

##### 1. Primary Team Hotels – Super Bowl Week **AGREED**:

- D.1.d a cap of \$15K per hotel if tenting is required
- D.1.e with provision that the Host Committee will cover only the cost difference between Hotel F&B minimum and what NFL will guarantee

##### 2. Team Hotels – Spillover & Saturday Night Options **AGREED**



## 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)
- 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. [REDACTED] premier quality buses per participating team for [REDACTED] days provided by the Host Committee at no cost to the NFL.
- c. Two hundred and fifty (250) 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 Gameday.

b. Limousines should be available for thirty (30) hour minimums, spread out over five days.

#### 4. Stadium Transport Commitment

The NFL requires that:

- a. █ days prior to Super Bowl Sunday, █ parking spaces, outside the secure perimeter but on campus (within walking distance) must be made available. Should public transportation exist at the campus the number of parking spaces may be able to be reduced.
- b. Super Bowl Sunday, █ parking spaces off-site of the Stadium with transportation to & from for █ accredited personnel. █ parking spaces on-site and/or █ parking spaces on-site and public transportation capabilities for █ fans.

#### 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 Transportation Operations Center to accommodate 250 staff, as well as an adjacent Bus Yard able to accommodate overnight parking for up to 300 buses within close proximity to the Stadium (not to exceed 15 miles) at no cost to the NFL.

The Transportation 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 January 1st and will be under the control of the NFL until one week after the Super Bowl Game. The facility must supply office furniture consistent with temporary offices tables (at least 150 eight foot tables), chairs (400 folding chairs at a minimum), adequate office lighting (or supplemental lighting as the operations run 24/7), "sound mufflers" (should the space be open and not divided/carpeted) and HVAC. There also needs to be lockable

space of at least 1,000 square feet (it can be broken up into a few areas). Should the selected site not be set up in a way that the Transportation provider deems functional, the costs associated with making the site usable will be borne by the Host Committee and agreed upon by the NFL and/or their Transportation provider.

The space should contain individual offices as well as a large meeting space no less than 15,000 square feet are needed. These offices must be broken into at least three areas -large bus operations area (4,000 square feet of dividable space), 3 smaller offices of at least 600 square feet and a conference room that has wall space to project plans and a telephone that has conference capabilities. There needs to be at least [REDACTED] complementary parking spaces associated with the office space (in addition to the space needed for the bus parking) for Transportation Operations Staff.

The NFL requires the Bus Yard be paved, lit for night time operations and include 24 hour security. The Bus Yard is required for exclusive use beginning ten (10) days prior to Super Bowl Gameday and will remain under the exclusive control of the NFL until five (5) days after the Super Bowl Game. A trailer is necessary as well and needs to be placed within the Bus Yard. The trailer will need to have power to operate at least 5 laptops, an industrial size copier/printer and be large enough for 12 people to work within. It will need tables, chairs, lockable storage and will have to be cleaned (or a dumpster provided) daily. There will also need to be Port O Johns located in the Bus Yard- at least 3 standard and 1 ADA type. A 20' x 20' tent with side walls and HVAC is also necessary for driver briefings. There will need to be power to the tent with a sound system for broadcasting messages and conducting training sessions. There will need to be at least ten (10) eight foot tables and 250 folding chairs. There will need to be trash receptacles placed within and a floor that muffles sound must be placed. The area cannot be prone to flooding. If there is indoor office space that can host training sessions for 250 people (and all of the specifications mentioned above can be met) that is also acceptable.

Should the NFL choose to co-locate their parking permit operations with the Transportation Operations Center, additional space may be needed. This space should be no less than 15,000 square feet broken into at least two offices (one front of house and one back of house). There will also need to be an area that is easily accessible to the public and contains parking space for the public (100 spaces) for when they come to the area to pick up their parking passes.

## D. Traffic Management Plan

Under the supervision of the National Football League and its contracted vendor, the Super Bowl Host Committee will be responsible for and provide Traffic Management Plan support for the Super Bowl and related events at no cost to the National Football League. This plan will include but not be limited to:

The development of a traffic management plan (TMP) which lays out a set of coordinated traffic management strategies and describes how they will be used to manage the roadway impacts caused by a special event. Traffic management strategies for a special event include street & lane closure permitting, temporary traffic control measures and devices, public information and outreach, and operational strategies such as travel demand management, signals retiming, and traffic incident management in support of **all official NFL venues and/or events for Super Bowl**. The scope, content, and level of detail of a TMP may vary based on the State or local transportation agency's special event traffic zone policy and the anticipated traffic zone impacts of the event.

Some of the key benefits of a TMP are to help:

- Address the broader safety and mobility impacts of special event traffic zones at the corridor and network levels.
- Promote more efficient and effective roadway restrictions and roadway closure phasing and compound build-out staging, minimize roadway impact contract duration, and control costs.
- Improve traffic zone safety for event compound construction workers and the traveling public.
- Minimize the traffic and mobility impacts of a special event traffic zone.
- Improve public awareness.
- Minimize complaints from the traveling public and local businesses and communities.
- Minimize circulation, access, and mobility impacts to local communities and businesses.
- Improve intra- and inter-agency coordination.
- Identify responsibilities and actions.

TMP development begins during Super Bowl transportation systems planning and progresses through the venue design phase of the special event project. Existing project development processes can provide

valuable information to guide TMP development. Developing the TMP will involve the identification of applicable transportation management strategies to manage the impacts of the special event project. The costs for the management strategies needs to be incorporated in early project estimates and the budgeting process to ensure that funding is available for TMP implementation. The TMP development process is iterative and evolves through project design. As the TMP evolves, it is important to reassess the management strategies to confirm that the special event traffic zone impacts are addressed and the necessary funding is available. The TMP may be reevaluated and revised prior to and during implementation and monitoring. Finally, both project level and program level assessments of the TMP are recommended to evaluate the effectiveness of the management strategies and improve TMP policies, processes, and procedures.

#### E. 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. A minimum of thirty (30) VMS signage units must be available at no cost to the NFL fourteen (14) days prior to Super Bowl Sunday and fifty (50) available on Super Bowl Sunday. All costs to transport the VMS to their designated location and all fueling will be borne by the Host Committee.

#### F. Park and Ride Public Transportation System

The municipality (ies) hosting NFL Experience and/or the Super Bowl Game will operate a Park and Ride shuttle system during the operating days and hours of NFL Experience and on Gameday, respectively, at no cost to the NFL, either free or at a reasonable cost to the public. Media must have the ability to ride the Public Transportation System for free with their Super Bowl Credential.

#### G. 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.

The Super Bowl Bid Committee agrees to all conditions as outlined in  
Section IV of the Super Bowl Bid Specifications.      X      YES        
      NO

(If "no", please attach a detailed description of exceptions by section and  
subsection, i.e. I.A.2.)

A handwritten signature in black ink, appearing to read "Melvin Tennant", written over a horizontal line.

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

Name:      Melvin Tennant

#### IV. TRANSPORTATION

##### A. NFL Transportation Requirements

1. Minimum Vehicle Availability **AGREED** The NFL replaced Minimum Vehicle Availability with “Host Committee Local Transportation Inventory Form” that has been provided to the League Office.
2. NFL Transportation Needs **AGREED**
3. Commitment Terms **AGREED**
4. Stadium Transport Commitment **AGREED**

B. Anti-Gouging Commitments **AGREED**, as forms no longer required per NFL

C. Transportation Operations **AGREED**, with a cap of \$200,000

D. Traffic Management Plan **AGREED**, with a cap of \$200,000

E. Variable Message Signs (VMS) **AGREED**, provided NFL agrees to work in close co-operation with the City of Minneapolis regarding programming of VMS signs. Host Committee cost to be capped at \$100,000.

- F. Park and Ride Public Transportation System **AGREED**, Minnesota Park & Ride plan will be designed to be self-funded from reasonable rates to be paid by the public for this service. A cap of \$100,000 for anticipated expenses would be provided if needed.
- G. Airport Merchandise Sales **AGREED**, provided Host Committee is allowed to negotiate on NFL's behalf to secure Concessionaire.



## V. PRACTICE SITES

### A. Practice Facilities

The NFL Rule of Equity ("Equity Rule") is the underlying policy of all matters related to the Super Bowl practice sites. The Host Committee will be responsible for providing facilities, accommodations, and equipment equivalent to those available to the local NFL team. The specifications listed below are a minimum standard that must be met by the Host Committee, however any additional accommodations that exist at the local NFL team's facility must be replicated at both Super Bowl practice sites to ensure compliance with the Equity Rule.

The NFL requires two practice facilities for the participating clubs' exclusive use, from the Saturday eight (8) days prior to the Super Bowl through Gameday. All facilities and accommodations must be provided at no cost to the NFL and/or participating teams, with rental fees and all operational expenses waived or paid by the Host Committee. Operational expenses include, but are not limited to: security, host facility staff, power and infrastructure, IT support, water, ice, basic locker room catering, and rental of additional equipment required to comply with the Equity Rule.

The Super Bowl Bid should include proposed practice facilities that meet the specifications listed below, and all proposed practice facilities should sign a letter indicating their agreement with this document. If a college facility is being proposed as a practice site, their letter should indicate an agreement to provide the Super Bowl team with a level of accommodation equal to or greater than what their football program receives. The final decision on practice site selection will be made by the NFL. The NFL will maintain the right to select a new practice site at any time if the proposed facilities are determined, in the NFL's sole discretion, to be insufficient. The selection of a different facility will not relieve the Host Committee of any obligations outlined in this document.

1. Fields

A minimum of two high-quality, NFL-standard playing fields in each location. At least one field should be natural grass, and at least one field must have the same field surface composition as the Stadium's field. If the Stadium's playing surface is an NFL-authorized synthetic surface, at least one field at each practice facility must be the same surface as the Stadium playing surface. If the practice site includes an indoor practice field it must be provided at no cost to the NFL. (Refer to section V.D)

The NFL will work with the Host Committee and host facility on a maintenance plan to ensure that all practice fields meet NFL standards. If, in the NFL's sole discretion, the fields need to be re-sodded or refurbished in any way the Host Committee will be financially responsible, with the NFL or its designee responsible for the process. This may include a full re-sodding of the field(s) and/or the installation of an artificial surface, if necessary as determined by the NFL.

2. Locker Rooms

The facility must include NFL quality locker rooms and related facilities (showers, toilets, etc.) with lockers for at least sixty-five (65) players. Any necessary build-out or renovation of the locker rooms will be at no cost the NFL. The NFL and the participating teams must have exclusive use of the locker rooms for the duration of Super Bowl week.

3. Coaches Locker Room & Head Coaches Office

Exclusive use of a second, separate, locker room and related facilities for at least twenty (20) coaches and other team personnel. The football coaches locker room is strongly preferred.

A separate area must also be provided in proximity to the NFL team locker rooms for the head coach to use as an office/changing area. This area should include a refrigerator, desk, phone, Internet access, and locker/changing space with showers and restroom conveniently adjacent.

4. Meeting Facilities

Exclusive use of all football team meeting rooms, which at a minimum must meet the specifications listed below. All meeting rooms must include power, chairs, and desks tops to accommodate the following, all in school room configuration:

- 1 Room: 100
- 2 Rooms: 50
- 6 Rooms: 20
- 2 conference rooms for the coaching staff

Teams may prefer to host meetings at the team hotel, but meeting space at each practice facility must be provided for the team's option.

#### 5. Training Room

Adequate space and equipment identical to that used by the local NFL team will be provided at no cost to the NFL. If the facility has a professional quality training room it must be made available to the NFL and team for their exclusive use for a minimum of three (3) hours per day. The time period will be determined at the team's discretion, but it is anticipated to be 90 minutes before practice and 90 minutes after practice. The available quantity/quality of equipment should be equal to or exceed what is available at the facility of the local NFL team.

#### 6. Weight Room

At a minimum, an adequate space and equipment identical to that used by the local NFL team will be provided at no cost to the NFL. If the facility has a professional quality weight room it must be made available to the NFL and team for their exclusive use for a minimum of three (3) hours per day. The time period will be determined at the team's discretion, but it is anticipated to be 90 minutes before practice and 90 minutes after practice. The available quantity/quality of equipment should be equal to or exceed what is available at the facility of the local NFL team. An adequate space and equipment identical to that used by the local NFL team will be provided at no cost to the NFL.

#### 7. Security/Privacy

Each practice facility must be configured such that teams may practice in privacy without access by, and out of view of, unauthorized individuals. A suitable amount of security will be provided at no cost to the NFL or the teams to ensure there is no unauthorized access to the facility or viewing by

individuals from locations outside of the facility of any team activities occurring in the facility, including practice. If, in the NFL's discretion, additional security or other measures (i.e., fencing with opaque covering, window covering, etc.) are required to provide a suitable amount of security and privacy, such costs will be absorbed by the Host Committee. If there are any offices or other facilities with windows facing the practice fields, the Host Committee will be responsible for the costs of covering the windows (to the NFL and team's satisfaction) to prevent unauthorized viewing of team practices. Any fields or recreational facilities (i.e. basketball courts) in close proximity to practice fields must be vacated while the team is practicing. The areas of and the route between the locker room and meeting space must be completely secure with access only permitted by team and NFL personnel.

**8. Catering**

Basic catering needs for the team practices will be provided at no cost to the NFL. This includes, but is not limited to, water (estimated 12 cases per day), ice (estimated 800 pounds per day), soda, fruit, gum, coffee, etc. Adequate ice storage must be available in close proximity to the practice fields. If an ice merchandiser must be rented, the service will be provided at no cost to the NFL. The NFL or the participating team, at its option, must be able to provide its own food and beverage service with no additional service charges or corkage fees.

**9. Practice and Field Equipment**

Each facility must come equipped with the minimum amount of standard NFL Game and field equipment provided at no expense to the NFL or the teams. The list available in the questionnaire should be considered a guideline, though the available equipment must be equal to that used by the local NFL team. The Host Committee will be responsible for reimbursing the NFL for the rental of any equipment required to meet this standard.

Please reference the questionnaire for the minimum requirements.

**10. Team Meal Area**

The participating teams will have the option of holding team meals at the practice site or team hotel. Accordingly, each practice site should include approximately 3,000 square feet for team meals. The

space should be located in close proximity to the locker room and team meeting rooms. If the space is in an adjacent building, additional security as well as golf carts to transport players between buildings will be provided at no cost to the NFL. This space must be provided to the NFL with no rental fees or food & beverage minimums. If, in the NFL's sole discretion, the available space is not sufficient for the team meals then tent installation will be provided at no cost to the NFL.

#### 11. Press Conferences

Large press conferences to include every coach and player on the participating teams will be held on Wednesday and Thursday of Super Bowl week (exact dates and times are subject to change at the NFL's discretion), with approximately 24 hours required for setup. The teams will have the option of holding their respective press conferences at the practice site, which should include approximately 12,000 square feet for this activity. If the proposed practice site is a college facility, this may be accommodated in a gymnasium or similar facility. The press conference space should be located in close proximity, but not adjacent, to the locker room and team meeting rooms. If the space is in an adjacent building, additional security, as well as golf carts to transport players between buildings will be provided at no cost to the NFL. This space must be provided to the NFL with no rental fees or food & beverage minimums. If, in the NFL's sole discretion, the available space is not sufficient for the press conferences then tent installation will be provided at no cost to the NFL.

#### 12. Parking

On-site parking for team buses and approximately one hundred (100) NFL fleet & staff vehicles must be available at no cost to the NFL. This must include a minimum of fifteen (15) VIP parking spaces immediately adjacent to the facility entrance and/or practice field. Parking for service vehicles (i.e. media trucks, moving vans, delivery vehicles, etc.) will be free of charge. Parking will be provided at no cost to media attending press conferences at the practice facilities.

If there is street parking (including metered spaces) in close proximity to the practice facility, control of those spaces must be secured at no cost if the NFL determines that they are necessary. Considerations include security and adequate space for bus staging.

### 13. Laundry Facilities & Towels

Laundry facilities should be available on-site at no cost to the NFL. The team will require approximately 500 towels per day for practice. The use of laundry facilities, towels, and/or a professional laundry service (if necessary), must be provided at no cost to the NFL.

### 14. Internet, Wiring & Communications

Each facility will be equipped with a basic, standard video distribution system accessible to the participating teams. If there are any charges associated with the installation/wiring for video systems the charges will not be assumed by the NFL.

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 participating teams, will be provided at no cost to the NFL. Wireless Internet use will be provided free of charge to media attending press conferences held at the practice site. No branding related to the abovementioned items will be allowed unless approved by the NFL.

The facility must meet the NFL's 2016-2017 standards for cellular and Wi-Fi coverage and capacity. The 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.

## B. Practice Location

### 1. Travel Time

The NFL requires that each team's practice facility be no more than twenty (20) minutes travel time (during peak hours) from that team's hotel and no more than thirty (30) minutes travel time (during peak hours) from the other team's hotel and practice site.

### 2. Practice Site Proximity

The NFL requires the practice sites for the two (2) teams not be shared or adjacent.

## C. Practice Facility Exclusivity

### 1. Exclusivity Period - Fields

The NFL must retain exclusive use of the fields for [REDACTED] days prior to the team's arrival (with exceptions only if a university or high school facility is offered as an option and the facility is still being utilized by the host football program based on a continuing season (i.e. playoffs, Bowl Games, high school championships)). No activity will be permitted on the fields for at least [REDACTED] of Super Bowl practice. This period may be extended at the sole discretion of the NF if it is necessary to maintain an NFL quality playing surface.

### 2. Exclusivity- NFL Team Facility

The NFL requires that if a team facility is offered as a practice site, it must be reserved exclusively for the NFL for two weeks prior to the Super Bowl Game. If the host club does not participate in the Super Bowl, it must vacate the practice site to the satisfaction of the participating club, ensuring adequate privacy as outlined in A.7 above. This provision applies to a high school or university field as well.

#### D. Weather Provisions

1. Indoor Practice Facilities -Warm Weather Climates

The NFL requires that two (2) indoor practice facilities be identified in close proximity to each practice facility in case of inclement weather, at no cost to the NFL. If the proposed primary practice site includes an indoor practice field, it must be provided to the NFL at no cost. The surface should be NFL quality artificial turf with dimensions similar to that of an NFL field. The ceilings should be at least 40 feet high, though 70 feet is preferable. If a suitable existing facility is not available, installation of an NFL quality artificial turf field in a gymnasium, airport hangar, or other similar venue, approved by the NFL, must be provided at no cost to the NFL.

2. Indoor Practice Facilities -Cold Weather Climates

If the average game week temperature is below 50 degrees, each proposed practice site must include an NFL quality indoor practice facility. The facility should include a full NFL field with a ceiling clearance of at least 60 feet. Fulfillment of the above-described requirements are to be provided at no cost to the NFL.

The Super Bowl Bid Committee agrees to all conditions as outlined in Section V 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: Melvin Tennant



**Exception V.A.1 Fields**

The NFL will have the use of all practice fields utilized by the University of Minnesota football team, however there are no grass fields.

## V. PRACTICE SITES

### A. Practice Facilities

1. Fields **EXCEPTION**, The NFL will have the use of all practice fields utilized by the University of Minnesota football team, however there are no grass fields. Letter of support from University of Minnesota Athletic Director included in Letters of Support section.
2. Locker Rooms **AGREED**
3. Coaches Locker Room & Head Coaches Office **AGREED**
4. Meeting Facilities **AGREED**
5. Training Room **AGREED**, With a cap of \$50K for any additional equipment purchase deemed absolutely necessary above existing equipment stock at U of M or Winter Park for any additional equipment (\$50,000 total to cover items #5 and #6).
6. Weight Room **AGREED**
7. Security/Privacy **AGREED**
8. Catering **AGREED**
9. Practice & Field Equipment **AGREED**
10. Team Meal Area **AGREED**

11. Press Conferences **AGREED**

12. Parking **AGREED**

13. Laundry Facilities & Towels **AGREED**

14. Internet, Wiring & Communications **AGREED**

B. Practice Location

1. Travel Time **AGREED**

2. Practice Site Proximity **AGREED**

C. Practice Facility Exclusivity

1. Exclusivity Period – Fields **AGREED**, providing NFL accepts mutually-acceptable scheduling with U of M team for use of facility during Game Week. See letter acknowledging U of M's commitment to be flexible to meet NFL's needs from University of Minnesota Athletic Director Norwood Teague in Letters of Support section.

2. Exclusivity – NFL Team Facility **AGREED**

D. Weather Provisions

1. Indoor Practice Facilities – Warm Weather Climates **AGREED**

2. Indoor Practice Facilities – Cold Weather Climates **AGREED**

## 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. Clean Zones

The Host Committee will be required to work with the applicable local or regional government, and with area airports, to establish "Clean Zones" within designated areas, including a minimum one-mile radius surrounding the Stadium, and a 6-block radius around the NFL Headquarters Hotel and the location of the NFL Experience (if the latter is not already located within the Stadium Clean Zone). Clean Zones are an important tool in protecting the public health, safety and welfare during major public events.

Clean Zones are most often established by the enactment of a temporary city ordinance that restricts certain activities within a Clean Zone and provides for the temporary suspension of new, and possibly existing, permits for certain activities. The duration of the ordinance is typically the week prior to the Super Bowl until the Monday or Tuesday following the game. Clean Zone ordinances may involve temporary prohibitions on certain activities or may put in place special permitting procedures. To the extent a Clean Zone ordinance involves a permitting process, the municipality should be permitted to consult with the NFL, as event operator, in connection with issuing permits. This will enable the NFL to help minimize any unnecessary or unintended affects that may arise from enforcement of the Clean Zone ordinance.

Clean Zone ordinances generally should address:

- Temporary Structures and Inflatables- Restrictions on temporary structures, including, but not limited to, temporary retail locations. This should also include restrictions on installation or display of "inflatables".
- Temporary Signage and Building Wraps- Restrictions on temporary advertising signage (generally excluding signage advertising goods or services served on-site), banners, video screens, electronic message boards, projections on buildings, or building "wraps" (temporarily wrapping buildings in advertising banners or signage).
- Temporary Sales Permits -A suspension of the issuance of sales permits for consumable or non-consumable items.
- Enforcement - Local law enforcement should be expressly permitted to enforce the ordinance by removing prohibited signage and structures, in addition to any fines that may be imposed.

#### B. Anti-Counterfeit Merchandise Enforcement

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

#### C. 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 during event days as well as build out and tear down, at NFL Experience including build out and tear down, and with regard to all other facilities used for NFL Official Events as described in this Bid.

## 2. Fire and Medical Emergency Agencies

## 3. Public Safety Costs

The NFL requires that all necessary and recommended public safety and security deployments at the Stadium and sites/venues of NFL Official Events as described in this Bid will be provided at no cost to the NFL. This includes public safety deployments necessary for ingress and egress to the Stadium and NFL Official Event venues, including, but not limited to, the NFL Experience, Media Center, Media Day, Tailgate, etc. Any costs associated with these deployments will be the responsibility of the Host Committee, local government authorities or otherwise provided at no cost. In addition a list of services and functions that must be provided to the NFL at no cost (any cost associated with these services and functions shall be the responsibility of the Host Committee) can be found in the exhibits.

## 4. Medical / Emergency Preparedness

After a Super Bowl has been awarded, the Host Community will submit an integrated unified multi-discipline emergency plan or concept of operations that includes all elements of planning, prevention, preparedness, response, and recovery for Super Bowl Gameday and other major NFL events. The Host Community will be required to integrate the activities of law enforcement, emergency medical services (EMS), fire-rescue, public health, emergency management organizations, and health care organizations from the locals, state and federal levels in this plan. The plan shall be in accordance with the guidelines in Appendix X. Any costs associated with the development and implementation of this plan, including the deployment of required services, will be at no cost to the NFL.

Public safety agencies shall complete daily unified Incident Action Plans as outlined by the National Incident management System (NIMS).

**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, NFL Headquarters hotel, team hotels, family/spillover hotels, Media Center, NFL Experience, Tailgate, NFL House and any other Super Bowl-related areas or events as designated by the NFL.

**D. Airport Personnel Support**

The NFL requires resolutions [REDACTED] at the Host Community-area airports 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.

**E. Ticket Resale Laws**

The NFL requires disclosure of any current city and state ticket resale laws.

**F. Tax Exemptions**

The NFL requires that none of the National Football League, its Affiliates (as defined below), or any of the Member Clubs, 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 Stadium and in the Host Community and making preparatory advance site visits up to one year before the staging of the Game. The NFL shall also be entitled to file for refund with the applicable governmental taxing authority for any of the aforementioned taxes that it paid through invoicing from

its vendors that were subject to the taxes ("pass-through taxes"). Tickets to the Game, NFL Experience, NFL House, NFL Honors, NFL On Location (including all travel, entertainment, hospitality and gift package components) and other NFL Official Events, as well as parking to such 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. In order to fully implement the above tax exemptions, the relevant governmental taxing authority must promulgate the necessary legislation, regulations or other formal written guidance at least two years before the staging of the Game. As previously noted in "Ticket Allocations," if the relevant governmental taxing authority does not grant the above tax exemptions on tickets, the Host Committee will be obligated to reimburse the NFL for any such taxes or surcharges levied on tickets for the Super Bowl Game and all Super Bowl-related events. In addition, if the relevant governmental taxing authority does not grant the National Football League and its affiliates, or its Member Clubs, the other requested tax exemptions and/or refund opportunities as a result of holding the Game at the site (and preparatory visits), the Host Committee will be obligated to reimburse the NFL for any such taxes or surcharges levied.

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

- National Football League- A not-for-profit trade association under Section 501(c)(6) of the Internal Revenue Code.
- National Football League Management Council- A not-for-profit trade association under Section 501(c)(6) of the Internal Revenue Code.
- NFL Ventures, L.P.- A Delaware partnership taxable under Subchapter K of the Internal Revenue Code.
- NFL Ventures, Inc. -A Delaware corporation taxable under Subchapter C of the Internal Revenue Code.
- NFL Productions, LLC – A Delaware single-member limited Liability Company wholly owned by Ventures, L.P.
- NFL Enterprises, LLC -A Delaware single-member limited Liability Company wholly owned by



- Ventures, L.P.
- NFL Properties, LLC- A Delaware single-member limited Liability Company wholly owned by Ventures, L.P.
  - NFL International LLC – A Delaware single-member limited Liability Company wholly owned by Ventures, L.P.
  - NFL Productions, Inc. – A Delaware corporation taxable under Subchapter C of the Internal Revenue Code
  - NFL Network Services, Inc.- A Delaware corporation taxable under Subchapter C of the Internal Revenue Code
  - NFL Combine Properties, Inc. – A Delaware corporation taxable under Subchapter C of the Internal Revenue Code
  - National Football League Foundation- A District of Columbia not-for-profit organization under Section 501(c)(3) of the Internal Revenue Code
  - 32 Equity, LLC- A Delaware partnership taxable under Subchapter K of the Internal Revenue Code
  - 1332 Equity, LLC- A Delaware partnership taxable under Subchapter K of the Internal Revenue Code.

## **G. 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.

#### H. 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 its sponsors or other designees at no additional charge.

I. [REDACTED]

[REDACTED]

#### J. Alcohol Ordinance Waiver

The NFL requires assistance from the Host Committee in obtaining waivers or exemptions from any laws and/or ordinances that prohibit the serving of alcoholic beverages such that beverages may be served until at least 4:00AM following the Game at the sites of the NFL and Teams post-game parties.

#### K. 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.

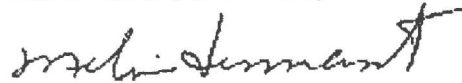
L. Winter Weather

- 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:
- Snow and ice removal in and around the Stadium, including temporary support facilities and operational areas within the secured perimeter (as described in the Stadium section).
- Procurement of snow removal equipment, and staging of such equipment inside the secured perimeter.
- Clearing walkways and parking of snow and ice at all NFL facilities, including but not limited to the Stadium, NFL Headquarters Hotel, team hotels, team practice sites, media center, NFL Experience and other hotels and facilities as determined by the NFL.
- Clearing snow and ice at team practice facilities, including the playing surface.
- The NFL and Super Bowl shall receive priority over all other ice and snow removal projects, except those that directly threaten life or public safety. The NFL, in consultation with local officials, shall determine which key venues, routes, etc. should be considered priorities. Key NFL venues (including parking lots, sidewalks, routes to/from, etc.) include, but are not limited to, the Stadium, NFL Headquarters Hotel, team hotels, team practice sites, media center, NFL Experience and other hotels and facilities as determined by the NFL.
- 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.
- Any/all additional heating costs associated with the Stadium and key NFL facilities.

If applicable, the Host Committee will be responsible for submitting a detailed winter weather plan to the NFL no later than [REDACTED] to the date of the 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.       X       YES         
       NO

(If "no", please attach a detailed description of exceptions by section and  
subsection, i.e. I.A.2.)

A handwritten signature in black ink, appearing to read "Melvin Tennant", written over a horizontal line.

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

Name:       Melvin Tennant

VI. GOVERNMENT GUARANTEES

A. Clean Zones **AGREED** See letter of support from Hennepin County Commissioners in Letters of Support Section, also covering Hennepin County Chiller Plant.

B. Anti-Counterfeit Merchandise Enforcement **AGREE** to enforce all applicable laws

C. Public Safety/Security

1. Event Safety Resolutions **AGREED**

2. Fire & Medical Emergency Agencies **AGREED**

3. Public Safety Costs **AGREED**

4. Medical/Emergency Preparedness **AGREED**

5. Security Contractor **AGREED**

D. Airport Personnel Support **AGREED**

E. Ticket Resale Laws **AGREED**

F. Tax Exemptions **AGREED**

G. Vehicle Licensing

1. DMV Contact **AGREED**

2. Licensing Fees **AGREED**

H. Transportation System Signage **AGREED**

I. Airspace **AGREED**

J. Alcohol Ordinance Waiver **AGREED**

K. Open Records/Public Information Laws **AGREED**

L. Winter Weather **AGREED,**

[REDACTED]


[REDACTED]

## VII. SUPER BOWL BOULVEVARD

The Host Committee will offer area fans an interactive football themed event known as "Super Bowl Boulevard," for multiple days prior to the game, designed as the central social and entertainment hub for fans in celebration of the Super Bowl.

The Host Committee must recommend an appropriate site for "Super Bowl Boulevard". Final selection of proposed locations is at the sole discretion of the NFL.

The location of Super Bowl Boulevard will link multiple blocks, in a downtown or city center location, and Super Bowl venues, such as the NFL Experience, the Media Center, etc. By linking several key downtown streets and venues, the event will provide a unique and centralized experience for fans and guests. The location will accommodate entertainment stages, broadcast partner broadcast positions, sponsor activation, etc.

<p>The Super Bowl Bid Committee agrees to all conditions as outlined in Section VII of the Super Bowl Bid Specifications. <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO</p> <p>(If "no", please attach a detailed description of exceptions by section and subsection, i.e. I.A.2.)</p> <p> Signature: _____</p> <p>Name: <u>Melvin Tennant</u></p>
--

VII. SUPER BOWL BOULVEVARD **AGREED**, with a Host Committee expense cap of \$2,500,000 for such items as (but not limited to) attractions, concert venue(s), warming stations and decorations. **Indeed as a bid enhancement.**



## VIII. NFL EXPERIENCE

The NFL offers area fans an interactive football theme park known as "NFL Experience" at or near the site of the Stadium for multiple days beginning approximately [REDACTED] days prior to the Game. A portion of the proceeds of the NFL Experience held during the Super Bowl Period support the NFL Foundation Super Bowl Legacy Grant Initiative. The Bid must recommend an appropriate site for "NFL Experience" based on the minimum specifications outlined below. Final selection of proposed locations is at the sole discretion of the NFL.

### A. Venue

NFL Experience has been successfully staged in parking lots within close proximity to the stadium, in convention centers and in other facilities suitable for attendance and parking for more than 150,000 visitors up to ten (10) days of operation. This facility, whether indoor or outdoor, should be provided at no cost to the NFL.

#### 1. Minimum Square Footage (Indoor)

If proposed as an indoor event, the NFL will require a minimum space of eight hundred fifty thousand (850,000) square feet. An indoor facility is required if the average daily Game Week temperature is below 50 degrees.

#### 2. Minimum Square Footage (Outdoor)

The NFL requires a location with at least one million (1,000,000) square feet, if the location is an outdoor facility to be tented. The NFL will require approximately two hundred thousand (200,000) square feet of tenting. If the location is an outdoor facility, it must include a minimum of seven (7) acres of grass and thirteen (13) acres of asphalt, with adequate drainage. If the location must be paved, the asphalt and paving must be provided by the Host Committee at no cost to the NFL.

In the case of outdoor locations, the Host Committee would be financially responsible for any property rental expenses as well as cost of tenting and temporary structures.

3. Lease Exclusivity

The NFL must be the lessee of, and have exclusive control over the site.

B. Access

1. Load In /Load Out

If the NFL Experience location is indoors, the site must be available for set-up [REDACTED] to the public opening [REDACTED] before the Super Bowl Game) and one (1) week after closing for tear-down. If the NFL Experience location is outdoors, then the site must be available for set-up [REDACTED] month prior to opening and for [REDACTED] weeks after closing.

2. Access **Control**

The NFL must have the exclusive right to control access to the facility during the entire period from set-up through tear down.

C. [REDACTED]

[REDACTED] ce site are the exception, the jurisdictions of which must be disclosed at the time of the Bid.

#### D. Additional Staffing

The Host Committee must confirm a minimum of [REDACTED] hired staff a day, working in approximately [REDACTED] hour shifts for up to [REDACTED] hours per day, at no cost to the NFL, to be supplemented by volunteers as needed. These staff should be able to fulfill roles that require medium to high impact involvement and be capable of managing between five and ten (5-10) volunteers at a time.

#### E. Security

The NFL must be permitted to provide security personnel for the NFL Experience.

#### F. Utilities

In the case of an outdoor location, the NFL requires ample power (three [3] one megawatt transformers) and water supply for use at the NFL Experience location at no cost to the NFL. The NFL requires that if temporary installations are necessary to provide utilities, they be implemented at no cost to the NFL.

#### G. 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 2016-17 standards for cellular and Wi-Fi coverage and capacity. The 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**

a. The NFL requires the use of the television CAPTV/IPTV 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 costs may include, but are not limited to, expansion of the current system to allow for additional television monitors at the NFL's discretion. 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.

**H. Food and Beverage**

The NFL must retain rights to designate the caterers and food and beverage providers and to retain 100% of all proceeds from food and beverage concession sales at the NFL Experience. If a food and beverage licensee exists on property, the licensee will agree to relinquish their license for the duration of the NFL Experience event. NFL requests formal (independent) documentation agreeing to these terms [specifically, a letter from concessionaire(s)].

## **I. Merchandise Sales**

The NFL must retain rights to designate vendors and to retain 100% of all proceeds from novelty sales at the NFL Experience.

## **J. 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 Experience site at its sole discretion.

### **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 at the site.

## **K. Parking**

### **1. Parking Facilities**

The NFL requires at least 10,000 parking spaces as close in proximity to NFL Experience as possible for visitor and staff parking. Staff and contractor parking will be provided throughout the installation, event, and dismantle periods at no cost to the NFL. The NFL requires approximately 200 spaces two weeks prior to the event for build-out and two weeks post event for load-out and 300 spaces during the event.

### **2. Parking Revenue**

The NFL requires the right to retain 100% of the proceeds if the Stadium parking lots are utilized, or the NFL is required to manage parking facilities, and 50% of the parking gross proceeds for public or privately managed lots. Policies and prices charged for parking for the NFL Experience will be

determined by the NFL. NFL requests formal (independent) documentation agreeing to these terms. Provide detail on parking in response questionnaire.

**3. Media/Satellite Parking Locations**

The NFL requires a suitable adjacent location with unobstructed access to the southwest sky large enough to park required television trailers, at no cost to the NFL.

**4. Metered Parking**

Any curbside/metered parking within the NFL Experience perimeter must be secured and provided at no cost to the NFL for the period that the NFL Experience is open to the public.

**L. Operations**

**1. Period of Operation**

The NFL must have the option to operate NFL Experience beginning the Thursday ten (10) days prior to the Game. NFL has no obligation to operate all ten days.

**2. Business Licensing**

The event must be treated as one entity for business licensing.

**3. Permit & Approval Priority**

The municipality in which NFL Experience 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 NFL Experience 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.

#### Fire Department & Building Department Priority

The municipality in which the NFL Experience 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 NFL Experience as a top priority.

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

The municipality in which NFL Experience 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.

#### M. Local Media Support


The NFL requires written proposals from local newspapers, television and radio stations, and outdoor advertising (billboard) companies to provide significant advertising and promotional time and/or space for the NFL Experience during the month leading up to the Super Bowl Game at no cost to the NFL, including:

1. At least fifteen hundred (1,500) gross rating points on each of, a minimum of, two television stations (including the Super Bowl broadcast network and the local member club flagship station);
2. At least twenty (20) color pages of space, in aggregate, in leading daily newspaper(s) and at least twelve (12) page color NFL Experience Fan Guide with a focus on the Event to be inserted in two (2) drops;

3. Four (4) week promotions on at least six (6) format-exclusive radio stations, each including a minimum of two-hundred fifty (250) live or pre-recorded 30-second spots which may include recognition of one or more NFL Experience sponsors at the NFL's option, plus a commitment to live remote broadcasts from NFL Experience. An affidavit of performance will be required by the NFL after the promotions have concluded;
4. At least ten (10) billboard positions in high-traffic areas near the airport(s) and on main freeway arteries. The Host Committee will be responsible for the production and installation, of the billboard at no cost to the NFL. [Note: See additional billboard position requirements in Section XII.I.I.]

#### N. General Liability Insurance

If not covered by the stadium agreement, 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 Foundation, Inc., and each of those entities respective affiliates, and their respective officers, directors, shareholders, agents, representatives and employees as additional insureds.

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

### A. Venue **AGREED**

1. Minimum Square Footage (Indoor)
2. Minimum Square Footage (Outdoor)
3. Lease Exclusivity

### B. Access **AGREED**, with the understanding that The MCC does not relinquish “control” of the loading dock during any event

1. Load In/Load Out
2. Access Control

### C. Staffing **AGREED**, with the understanding that all non-management employees at the Minneapolis Convention Center are covered by union jurisdiction.

### D. Additional Staffing **AGREED**

### E. Security **AGREED**

### F. Utilities **AGREED**

#### G. Communications Requirements

1. Voice, Data and Internet **AGREED**, provided that negotiations for NFL needs will need to be agreed upon with the Minneapolis Convention Center's exclusive network provider.

MCC and Host Committee will facilitate these discussions to ensure NFL needs is met. Any added costs required will be the responsibility of the Host Committee up to a maximum of \$50,000.

2. Cellular & Wi-Fi Coverage & Capacity **AGREED**
3. Television/Broadcast Signal Distribution **AGREED**

H. Food & Beverage **AGREED**, provided that Kelber Catering (the Minneapolis Convention Center's exclusive caterer) is retained as the Caterer for NFL Experience, subject to the NFL's verification and reasonable agreement that Kelber can sufficiently accommodate the needs of all NFL events held at the Minneapolis Convention Center.

I. Merchandise Sales **AGREED**

J. Signage & Advertising Exclusivity

1. Exclusivity **AGREED**

K. Parking

1. Parking Facilities **AGREED**
2. Parking Revenue **AGREED**
3. Media/Satellite Parking Locations **AGREED**
4. Metered Parking **AGREED**

L. Operation Note: If NFL chooses to move part of NFL Experience outdoor the Host Committee will contribute \$100,000 toward tenting or other needs to achieve this. If this \$100,000 is not required for NFL Experience, it may be applied toward Super Bowl Boulevard expenses.

1. Period of Operations **AGREED**
2. Business Licensing Permit & Approval Priority **AGREED**
3. Permits, Review and Approval Fees **AGREED**

M. Local Media Support **AGREED**

N. General Liability Insurance **AGREED**

## IX. NFL TAILGATE PARTY

The NFL hosts a pre-game party for up to 10,000 invited guests, including team owners, sponsors, broadcast rights holders, and other special guests, on the day of the Game (the "Tailgate Party"). The Tailgate Party often plays host to a portion of the broadcasting network's televised pre-game show.

### A. Venue

The NFL requires an indoor or outdoor location of at least 400,000 square feet in immediate proximity (i.e. a short walk) to the Stadium for the Tailgate Party. Whether indoor or outdoor, the location must be provided at no cost to the NFL. If the average daily temperature is below 50 degrees, the Tailgate Party must be in an indoor facility. The NFL must be the lessee of and have exclusive control over the site.

### B. Access

The NFL requires that outdoor Tailgate Party locations be available for set-up [REDACTED] and for [REDACTED] Game. Indoor facilities must be available for [REDACTED] to, and [REDACTED] Gameday. Although the Tailgate Party is held the day of the Game, the NFL must have the option to use the site the [REDACTED] the Game for other special events.

### C. Staffing

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

#### D. Security

The NFL must be permitted to provide its own contracted security personnel for the NFL Tailgate Party.

#### E. Utilities

The NFL requires ample power and water supplies for use by the NFL at the Tailgate Party location.

#### F. 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 Tailgate, 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 2016-2017 standards for cellular and Wi-Fi coverage and capacity. The 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 CAPTV/IPTV 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 costs may include, but are not limited to, expansion of the current system to allow for additional television monitors at the NFL's discretion. 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.

### G. Food and Beverage

The NFL must retain the right to designate the caterers and food and beverage providers. If a food and beverage licensee exists on property, the licensee must agree to relinquish their license for the duration of the Tailgate Party event.

The in-house caterer must also 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.

### H. Merchandise Sales

The NFL must retain rights to designate vendors and to retain 100% of all proceeds from merchandise sales at the Tailgate Party.

#### 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 Tailgate 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

If not covered by the stadium agreement, 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 Foundation, Inc., and each of those entities respective affiliates, and their respective officers, directors, shareholders, agents, representatives and employees as additional insureds.

#### K. Permit & Approval Priority

The municipality in which Tailgate 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 Tailgate shall receive the highest status of priority and attention.

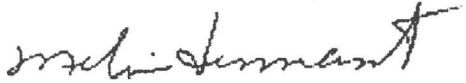
In addition, the City Officials who are responsible for permitting and approvals shall provide full cooperation with the NFL in finding appropriate and /or alternative methods to permit temporary projects.

L. Fire Department & Building Department Priority

The municipality in which Tailgate 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 Tailgate as a top priority.

M. Permits, Review & Approval Fees

The municipality in which Tailgate 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.

<p>The Super Bowl Bid Committee agrees to all conditions as outlined in Section IX of the Super Bowl Bid Specifications. <u>      X      </u> YES <u>      </u> <u>      </u> NO</p> <p>(If "no", please attach a detailed description of exceptions by section and subsection, i.e. I.A.2.)</p> <p> Signature: _____</p> <p>Name: <u>      Melvin Tennant      </u></p>
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IX. NFL TAILGATE PARTY

A. Venue **AGREED**, [REDACTED]

B. Access **AGREED**

C. Staffing **AGREED**

D. Security **AGREED**

E. Utilities **AGREED**

F. Communications Requirements

1. Voice, Data and Internet **AGREED**, with a cap of \$100,000 from the Host Committee
2. Cellular & Wi-Fi Coverage & Capacity **AGREED**, with a cap of \$100,000 from the Host Committee
3. Television/Broadcast Signal Distribution **AGREED**, with a cap of \$100,000 from the Host Committee

G. Food & Beverage **AGREED**

H. Merchandise Sales **AGREED**

I. Signage & Advertising Exclusivity

1. Exclusivity **AGREED**

2. Exploitation & Affiliated Rights **AGREED**

J. General Liability Insurance **AGREED**

K. Permit & Approval Priority **AGREED**

L. Fire Dept. & Building Dept. Priority **AGREED**

M. Permits, Review & Approval Fees **AGREED**

## X. NFL HONORS

A televised event, the NFL salutes its best players and plays with "NFL Honors," a star-studded football and entertainment event. The two-hour primetime awards special will air nationally and will feature live performances and player appearances.

### A. Venue

1. Minimum Square footage (Indoor) Dimensions for stage and backstage areas are: Tech: 35 x 35  
Green Room: 15 x 35  
Interview, Producer, Teleprompter, etc.: 30 x 35 Stage: 70'w x 60'd;  
Working Office Space inside Venue: 2650 sq. ft.
2. Minimum Square footage (outdoor) For Red Carpet- 185' continuous feet.
3. Lease Exclusivity  
Lease Exclusivity must be the leasee of, and have exclusive control over the site.

### B. Access

1. Load In/Load Out  
[REDACTED] to airdates and [REDACTED] airdates
2. Access Control  
The NFL must have the exclusive right to control access to the facility during the entire period from set-up through tear down.

### C. Staffing

The NFL must retain the option to use its own staff for its operational requirements, rather than existing facility staff. Union contracts in force at the event site are the exception, the jurisdictions of which must be disclosed at the time of the Bid.

#### D. Security

The NFL must be permitted to provide security personnel for the event.

#### E. Utilities

The NFL requires access to ample power (provide minimum of what is needed) and water supply for use at the event location. The NFL requires that if temporary installations are necessary to provide utilities, they be implemented at no cost to the NFL.

#### F. 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.

Minimum of 50 megs of bandwidth and prefer 100 megs. This is for all uses, office, media, edit bays, etc.

##### 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.

G. Food and Beverage

The NFL must retain rights to designate the caterers and food and beverage providers and to retain 100% of all proceeds from food and beverage concession sales at the event, if applicable. If a food and beverage licensee exists on property, the licensee will agree to relinquish their license for the duration of the event. NFL requests formal (independent) documentation agreeing to these terms [specifically, a letter from concessionaire(s)].

H. Merchandise and Sales

The NFL must retain rights to designate vendors and to retain 100% of all proceeds from novelty sales at the event.

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 (event/program) site at its sole discretion.

#### 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 at the site.

#### J. Parking

1. The NFL requires a minimum of 600 parking spaces for staff, media, contractors, and guests.

#### K. General Liability Insurance

If not covered by the stadium agreement, 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 Foundation, 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 X of the Super Bowl Bid Specifications. X YES \_\_\_\_\_ NO  
(If "no", please attach a detailed description of exceptions by section and subsection, i.e. I.A.2.)



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

Name: Melvin Tennant

- X. NFL HONORS
  - A. Venue **AGREED**
  - B. Access **AGREED**
  - C. Staffing **AGREED**
  - D. Security **AGREED**
  - E. Utilities **AGREED**, with a cap of \$15,000
  - F. Communications Requirements **AGREED**, with a cap of \$35,000 for items F.1-F.3
    - 1. Voice, Data and Internet **AGREED**
    - 2. Cellular & Wi-Fi Coverage & Capacity **AGREED**
    - 3. Television/Broadcast Signal Distribution **AGREED**
  - G. Food and Beverage **AGREED**
  - H. Merchandise and Sales **AGREED**
  - I. Signage and Advertising Exclusivity
    - 1. Exclusivity **AGREED**
    - 2. Exploitation & Affiliated Rights **AGREED**
  - J. Parking **AGREED**
  - K. General Liability **AGREED**

## XI. NFL HOUSE

NFL HOUSE is a high-end, exclusive drop-in hospitality facility for our most valued and influential guests to meet, unwind, network and conduct business.

### A. Venue

NFL HOUSE is looking for a unique space that captures the essence of the local environment. The venue should offer a large gathering area that can accommodate approximately eight hundred- one thousand (800-1,000) guests. Additional features would include a smaller area for private parties of approximately two hundred fifty three hundred (250-300) people, private meeting spaces and an area for amenities.

#### 1. Minimum Square footage (Indoor)

The NFL requires a location with at least fifteen thousand (15,000) square feet.

#### 2. Lease Exclusivity

Lease Exclusivity must be the lessee of, and have exclusive control over the site.

### B. Access

#### 1. Load In/Load Out

The site must be available for set-up five (5) days prior to opening (approximately 10 days before Super Bowl Game) and three (3) days after closing for tear-down.

### C. Security

The NFL must be permitted to provide security personnel for NFL HOUSE.



#### D. 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 CAPTV/IPTV 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 costs may include, but are not limited to, expansion of the current system to allow for additional television monitors at the NFL's discretion. 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.

#### E. Merchandise and Sales

The NFL must retain rights to designate vendors and to retain 100% of all proceeds from novelty sales at NFL HOUSE.

#### F. Parking

##### 1. Parking Facilities

The NFL requires at least 20 parking spaces as close in proximity to NFL HOUSE as possible for visitor and staff parking. Staff and contractor parking will be provided throughout the installation, event, and dismantle periods at no cost to the NFL.

##### 2. Metered Parking

Any curbside/metered parking within the NFL HOUSE perimeter must be secured and provided at no cost to the NFL for the period that NFL HOUSE is open to the public.

#### G. Operations

##### 1. Fire Department & Building Department Priority

The municipality in which NFL HOUSE 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.

##### 2. Permits, Review and Approval Fees

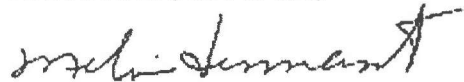
The municipality in which NFL HOUSE is located shall, through the Host Committee, provide all permits and review and approval services at no cost to the NFL for all NFL related facilities.

H. General Liability Insurance

If not covered by the stadium agreement, 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 Foundation, 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 XI of the Super Bowl Bid Specifications.      X      YES         
       NO

(If "no", please attach a detailed description of exceptions by section and  
subsection, i.e. I.A.2.)



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

Name:      Melvin Tennant

## XI. NFL HOUSE

### A. Venue

1. Minimum Square Footage **AGREED**
2. Lease Exclusivity **AGREED**, provided that the selected venue's catering accommodations are considered.

### B. Access **AGREED**

### C. Security **AGREED**

### D. Communications Requirements

1. Voice, Data and Internet **AGREED**
2. Cellular & Wi-Fi Coverage & Capacity **AGREED**
3. Television/Broadcast Signal Distribution **AGREED**

### E. Merchandise and Sales **AGREED**

### F. Parking

1. Parking Facilities **AGREED**
2. Metered Parking **AGREED**

G. Operations

1. Fire Department & Building Department Priority **AGREED**
2. Permits, Review and Approval Fees **AGREED**

H. General Liability Insurance **AGREED**

## XII. NFL 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 rent-free venue of its choice at least 75,000 square feet of unobstructed space for a party on the Friday prior to the Game to accommodate approximately 1,200 – 1,400 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 Friday Night 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 Friday Night 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 NFL Friday Night Party, 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 2016-2017 standards for cellular and Wi-Fi coverage and capacity. The 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.

Should the NFL choose to broadcast the event, the facility shall enable the NFL and/or NFL's designated broadcasters and its designees to telecast, radio broadcast or otherwise distribute accounts and descriptions of the Events from the Premises, including, but not limited to, by providing the NFL and its designees with production truck and trailer locations that they may require at no cost to the NFL or broadcaster and by waiving any origination or other Premises fees that may typically be imposed by the facility on a telecaster, broadcaster, distributor or member of the media.



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 at the NFL Friday Night Party site at its sole discretion.

2. Exploitation & Affiliates' Rights

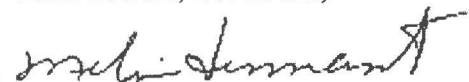
The NFL requires a release of any contractual obligations that may conflict with its commercial exploitation rights and/or commercial affiliates' rights.

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 Foundation, 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 XII of the Super Bowl Bid Specifications.      X      YES         
       NO

(If "no", please attach a detailed description of exceptions by section and  
subsection, i.e. I.A.2.)



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

Name:       Melvin Tennant

XII. NFL FRIDAY NIGHT PARTY

A. Venue **AGREED**

B. Access **AGREED**

C. Staffing **AGREED**, provided that the selected venue's catering accommodations are considered.

D. Food & Beverage **AGREED**, provided that the selected venue's catering accommodations are considered.

E. Security **AGREED**, [REDACTED]

F. Parking **AGREED**

G. Utilities **AGREED**, with a cap of \$35,000.

H. Communications Requirements

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

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

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

I. Signage & Advertising Exclusivity

1. Exclusivity **AGREED**

2. Exploitation & Affiliated Rights **AGREED**

J. General Liability Insurance **AGREED**

### XIII. NFL ON LOCATION

NFL On Location is the League's official source for business-to-business and fan event experiences, hospitality and travel programs.

NFL On Location offers complete Super Bowl hospitality programs that include various combinations of Game tickets, hotel rooms, Gameday hospitality, and other elements.

To accommodate up to 15,000 NFL On Location patrons, usable space in and around the Stadium is required for Gameday hospitality. Designated space and infrastructure must be provided at no cost to the NFL.

#### A. Venue

Usable hospitality space must meet the following requirements:

##### 1. Minimum Square Footage

A minimum of 225,000 sq. ft. of space in, at, or near the stadium is required to accommodate these Gameday hospitality needs. The NFL must be the lessee of and have exclusive control over the site.

##### 2. Proximity

- a. NFL On Location (hospitality space for 6,000 complete program patrons): Indoor (in-stadium or on stadium grounds in tented venues) must be within the 300ft. stadium security perimeter. In stadium is preferred.
- b. Additional Hospitality Space (hospitality for 9,000 stand-alone patrons): Tented or permanent venues located outside the Stadium security perimeter, but no further than an unobstructed 1/4 mile walk from the security perimeter.

##### 3. Usable Space

Any indoor (in-stadium) space proposed must be provided with electricity, heating or

cooling systems, sprinkler systems, plumbing, etc., at no cost to the NFL, and conform to all occupancy and ADA codes.

Any outdoor space proposed must be able to accommodate tented structures outfitted with sides and floors. Tenting costs will be the expense of the Host Committee. Any existing, permanent structure proposed must conform to all occupancy and ADA codes, and provided to the NFL at no rental cost.

#### B. Access

The NFL requires that all NFL On Location Hospitality locations be available for - no less than two (2) weeks prior and for one (1) week after the Game. Although NFL On Location Hospitality is held the day of the Game, the NFL must have the option to use the site at any time during the hold period for other special events.

#### 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 On Location site are the exception, and must be disclosed at the time of the Bid.

#### D. Additional Staffing

The Host Committee must confirm a minimum of fifty (50) hired staff, for up to 12 hours on Gameday and for designated hours (to be determined at a later date) for a number of training sessions at no cost to the NFL.

#### E. Food and Beverage

The existing Stadium caterer will be used for permanent venues within the Stadium walls; provided the Stadium caterer must agree to a fair and reasonable pricing structure for services provided to NFL On Location. For NFL On Location hospitality events outside of the stadium walls, or in non-stadium venues, the NFL must be able to negotiate the designation of its own caterer and provide its own food and beverage service (alcoholic and non alcoholic) distribution. However, stadium caterer will have the opportunity to Bid if desired. Where applicable, the in-house caterer must provide alcoholic and non-alcoholic beverage service to the NFL's caterer at cost.

#### F. General Liability Insurance

The NFL requires that in the utilization of existing venues the facility owners or management companies must each 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, the National Football League Foundation, and each of those entities respective affiliates, and their respective officers, directors, shareholders, members, partners, agents, representatives and employees as additional insureds.

#### G. Merchandise Sales

The NFL must retain rights to designate vendors and to retain 100% of all proceeds from merchandise sales at NFL On Location venues.

#### H. Parking

Parking for staff, contractors, and guests must be provided at no cost to the NFL during the entire period of access, including the event.

I. Signage and Advertising Exclusivity

The NFL must have the exclusive and unlimited right to place signage at the site, not subject to any limitations on advertising, sponsorship, 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 On Location sites at its sole discretion.

J. Exploitation & Affiliate Rights

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

K. Utilities

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

L. 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, 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 2016-17 standards for cellular and Wi-Fi coverage and capacity. The 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.

The Super Bowl Bid Committee agrees to all conditions as outlined in  
Section XIII of the Super Bowl Bid Specifications.     X     YES     
           NO

(If "no", please attach a detailed description of exceptions by section and  
subsection, i.e. I.A.2.)



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

Name:     Melvin Tennant

### XIII. NFL ON LOCATION

#### A. Venue

1. Minimum Square Footage **AGREED**, provided NFL could accommodate lower SF footprint. Alternate will be identified if this is not acceptable (may be site not chosen for NFL Tailgate).
2. Proximity **AGREED**
3. Usable Space **AGREED**

#### B. Access **AGREED**

#### C. Staffing **AGREED**

#### D. Additional Staffing **AGREED**

#### E. Food & Beverage **AGREED**

#### F. General Liability Insurance **AGREED**

#### G. Merchandise Sales **AGREED**

#### H. Parking **AGREED**

#### I. Signage & Advertising Exclusivity **AGREED**

#### J. Exploitation & Affiliate Rights **AGREED**



K. Utilities **AGREED**

L. Communications Requirements

1. Voice, Data and Internet **AGREED**
2. Cellular & Wi-Fi Coverage & Capacity **AGREED**
3. Television/Broadcast Signal Distribution **AGREED**

#### XIV. 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 Gameday and must be available at least five days prior to opening for installation, through the Wednesday following Gameday 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 at no cost to the NFL 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, which must be accommodated at no cost to the NFL, 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. Decor**

Installation of the NFL's decor 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 9th, 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, with any per line charge from the facility or other entity 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 2016-2017 standards for cellular and Wi-Fi coverage and capacity. The 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 decor 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 Foundation, 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 Media 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.

**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 the Media Center as a top priority.

**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 with any rental costs paid by the Host Committee. The Host Committee is responsible for providing a facility that in the NFL's sole discretion meets the specifications detailed below. The bid response should identify a minimum of three (3) recommendations that meet these specifications. If at any point during the Super Bowl planning process the NFL determines that the recommended facilities do not adhere to these requirements, the NFL may request that the Host Committee identify additional options. The NFL reserves the right to select their preferred facility. The selection of a facility beyond those recommended by the Bid Committee and/or Host Committee will not eliminate the Host Committee's responsibility to provide the facility at no rental cost to the NFL.

The Accreditation Center is ideally located within walking distance 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. Though not required, it is preferred that Gameday Staff Check In be located in the same venue or adjacent to the Accreditation Center.

### 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.

**a. Communications Requirements 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 2016-17 standards for cellular and Wi-Fi coverage and capacity. The 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.

3. Parking

Facility must have free on-site parking available to accommodate a minimum of one hundred and fifty (150) cars during hours of operation.

4. 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).

5. 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.

6. 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.

#### 7. 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. Gameday Staff Check-In

The Bid Committee must identify any arena, amphitheater, racetrack, hotel, convention center space, government facility or similar indoor sports or entertainment venue(s) within [REDACTED] miles from the stadium for the NFL to consider for Gameday Staff Check In.

The NFL reserves the right to select their preferred facility, with any rental costs paid for by the Host Committee. Though not required, it is preferred that Gameday Staff Check In be located in the same venue or adjacent to the Accreditation Center. The bid response should identify a minimum of two (2) recommendations that meet the following requirements.

##### 1. Lease Term

The space should be provided to the NFL rent free with access for set up starting ten (10) days prior to Gameday and three (3) days after Gameday 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 with a minimum of fifty thousand contiguous net square feet is required, and sixty-five thousand square feet is preferred. If a permanent building is not available then the site must have the space to accommodate the installation of a temporary structure 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 2016-17 standards for cellular and Wi-Fi coverage and capacity. The 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 Foundation 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. For deep winter locations, the NFL reserves the right to stage this event in the summer or fall of the regular season preceding the applicable Super Bowl.

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 Foundation for hosting the NFL Foundation 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.

### a. Venue Access

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

### b. 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 1st 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 XIV of the Super Bowl Bid Specifications.     X     YES     
           NO

(If "no", please attach a detailed description of exceptions by section and  
subsection, i.e. I.A.2.)

A handwritten signature in black ink, appearing to read "Melvin Tennant", written over a horizontal line.

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

Name:     Melvin Tennant

#### XIV. MEDIA CENTER & ADDITIONAL FACILITIES

##### A. Media Center

1. Lease **AGREED**, provided that move-in time remains negotiable
2. Space & Power Requirements **AGREED**, with a cap of \$80,000 and provided that for section f regarding parking spaces, we agree to terms so long as the days are defined as the days of operation of the Media Center, which will begin operation on the Sunday one week prior to Gameday and must be available at least five days prior to opening for installation, through Wednesday following Gameday dismantle.
3. Media Credential Center **AGREED**
4. Press Conference Rooms **AGREED**
5. Décor **AGREED**
6. Shipping & Receiving **AGREED**
7. Office Space **AGREED** provided the NFL can remain flexible in office placement within chosen hotel or add additional space nearby.
8. Power, Communications & Television Services **AGREED**
9. Primary Tenant **AGREED**



10. Exclusivity **AGREED**
11. Sponsor-Provided Products **AGREED**
12. General Liability Coverage **AGREED**
13. Permit & Approval Priority **AGREED**
14. Fire Department & Building Department Priority **AGREED**
15. Permits, Review and Approval Fees **AGREED**

B. Accreditation Center

1. Lease **AGREED**
2. Space & Utility Requirements **AGREED** with a cap of \$30,000
3. Parking **AGREED**
4. Sponsor Donated Products **AGREED**
5. Permit & Approval Priority **AGREED**
6. Fire Department & Building Department Priority **AGREED**
7. Permits, Review and Approval Fees **AGREED**

C. Gameday Staff Check-In

1. Lease **AGREED**, provided proximity requirement is expanded.

2. Space & Utility Requirements **AGREED**

3. Communication Requirements **AGREED**

4. Parking/Shuttle Staging **AGREED**

D. Golf Courses **AGREED**. As NFL has advised only 1 Golf Course needs to be contracted, which is internationally renowned Hazeltine National Golf Course.

E. Bowling Lanes **AGREED**

F. Rehearsal Practice Fields **AGREED**, NFL could also allow additional groups to reach a mutually agreeable schedule for use.

G. Convention Centers, Arenas & Concert Sites

1. Venue Hold **AGREED**

2. Notification of Public Events **AGREED**

## XV. HOST COMMITTEE

### A. Establishment of Host Committee

The NFL requires the establishment of a local Host Committee consisting of, but not limited to influential local business leaders, senior local government representatives, local Convention and Visitors Bureau personnel, local host team personnel, and local Stadium ownership.

### B. Super Bowl Legacies Program

The NFL will require the Host Committee to develop and coordinate a formal plan describing municipal, regional and state projects and initiatives that will be undertaken in preparation for Super Bowl L and LI. In this regard, the Bid Committee and local governments should describe what infrastructure and quality-of-life legacies it will propose to fund and undertake in advance of Super Bowl (e.g., highway and street improvements, beautification programs, permanent way-finding signage installation, park improvements, establishment of a community clean-ups corps). The appointment of a Super Bowl Legacies Committee is strongly encouraged once the Super Bowl is awarded to develop and manage these important contributions to the community.

### C. Performance Bond

- The NFL requires the Host Committee to deliver to the NFL a payment and performance bond or letter of credit issued by a surety company authorized to do business in the Community in the amount of the greater of the following: the amount of the portion of the Host Committee's budget allocated to the paying expenses on the NFL's behalf plus all reimbursement due to the NFL from the Host Committee on NFL-borne expenses plus any sales tax obligations on Game tickets, borne by the Host Committee pursuant to the Bid, or

- Thirty Million dollars (\$30,000,000)

The bond must be valid through the term concluding six months following the Super Bowl and in a form approved in writing by the NFL.

#### D. Social Media and Communications Technology

##### a. Use of Social Media and Communications Technology

To ensure consistency in the use of social media and digital media across various channels, the NFL reserves the right to approve any/all plans for the Host Committee's use of fan/public facing social media, digital media, mobile applications, websites, and related communications technology. The Host Committee should develop a plan for the use of social media and related technology that will be reviewed with the NFL.

##### b. Social Media Monitoring and Response Center

The Host Committee will staff and operate a Social Media Monitoring and Response Center (the "SMRRC") that will utilize social media to enhance the level of customer service provided to fans in the Super Bowl region. The SMRRC will be operational for up to fifteen days prior to Gameday and at least two days following the game. Operating plans for the SMRRC will be developed in collaboration between the NFL and Host Committee, with all aspects subject to final approval by the NFL. At the NFL's discretion, this function may be incorporated into a broader, fan facing, social media activation venue. The location must be approved by the NFL and provided at no cost to the NFL.

##### c. Internet Domain Names

The NFL requires the Bid Committee to register Internet domain names no later than the time the Bid is submitted to protect potential designations, using the extensions org, net, and com.

#### E. Cable Channel Access

The NFL requires the Host Committee to obtain a commitment by local cable operators to provide the NFL Network or another channel of the NFL's choosing, with access to hotels for Super Bowl.

#### F. Host Committee Events

The NFL will have final approval over all Host Committee events, including the programming and promotion thereof, as well as operating hours, location, and business plan. Local Super Bowl-themed quality-of-life programs will be strongly encouraged. The staging of public events by the Host Committee, if any, must be undertaken with the approval of the NFL, which may be withheld at its sole discretion.

#### G. Business Connect- Diversity. Development. Opportunity.

The NFL requires the Host Committee establish a minority and women-owned business development program to support the NFL's goal of preparing local minority and women owned business entities ("MWBEs") for consideration for Super Bowl business opportunities. The Host Committee is required to hire a full-time staff member to work closely with the NFL's Director of Events Business Development on the planning, implementation, and oversight of the NFL Business Connect program. The Host Committee will host, manage, and maintain an on-line database of certified MWBEs in the local community qualified to work with the NFL, NFL contractors, and the Host Committee and will work closely with the Director of Events Business Development on the planning and execution of the business development component of the NFL Business Connect program, including the Playbook Workshop Series and the Business Leadership Forum. The Host Committee is responsible for the budget for the entire Business Connect program, including the Playbook Workshop Series and Business Leadership Forum. The Host Committee will be required to submit a comprehensive Business Connect Report, which will be created with the NFL's Director of Events Business Development, within 30 days of the Super Bowl game to evaluate the impact of the program.

## H. Environmental Program

As part of the positive legacy of Super Bowl L and LI, the NFL requires that a member of the Host Committee staff be responsible, as part of his/her job responsibilities, for active involvement and participation in the planning and implementation of the Super Bowl Environmental Program. This staff person will work closely with the NFL's Environmental Program Director to implement sound environmental procedures, including, but not limited to, maximizing landfill diversion through recycling, donation of (extra) prepared food from events, recovery and donation of construction and decor materials from Super Bowl event venues, collection of books and sports equipment for local children in need, renewable energy offsets to mitigate the greenhouse gas impact of Super Bowl activities, urban forestry projects (part of the Super Bowl legacy), integration of biofuels where available and other appropriate strategies. The Host Committee will be required to submit a comprehensive Environmental Program report within thirty (30) days of the Super Bowl to allow the NFL to evaluate the impact of the Environmental Program.

## I. Welcome Signage

The NFL requires the Bid Committee assist in the procurement of outdoor advertising and decor in various locations that welcome Super Bowl and incoming fans to the community.

### 1. Billboards

The Bid Committee must reserve a minimum of twenty (20) billboards in NFL designated areas in the community (including the vicinities of the Stadium, NFL headquarters hotel, team hotels, practice sites, and airports) at no cost to the NFL. Two of the 20 billboards need to be made available from September preceding the Super Bowl through the day following the game. [See Section VIII.M.4. for additional requirements on the location of billboards] Billboards from January 1 – Post Game. First installation at no cost to the NFL, any additional vinyl changes at cost. These billboards may or may not include Super Bowl sponsor messaging in addition to welcome messages. Additional billboards not contracted by the HC or NFL within the Stadium vicinity should be reserved for purchase or first right of refusal by NFL sponsors at the standard rate card with no mark-up.

2. Airport Banners

The Bid Committee must reserve standard banner locations in airport terminal(s) and on approach roads for NFL use, at no cost to the NFL. The Host Committee is to commit a minimum of \$60,000 to overall Airport Decor Program. Additional airport advertising locations, such as electronic, backlit, and other signage, must be reserved and made available for NFL use, at no cost.

3. Mass Transportation Signage & Promotion

The Bid Committee must obtain commitments to allow the NFL to place welcoming signage on mass transportation vehicles and station stops, and on passenger and commuter rail rolling stock and stations at no cost to the NFL. The local mass transportation system must participate in a cross-promotion with the NFL during the NFL season leading up to the Super Bowl to encourage ridership and attendance at NFL Experience.

J. Street Banner & Decor Program

The Host Committee, in conjunction with the NFL, is required to undertake an area-wide street banner program, consisting of at least two thousand (2,000) banner locations hung at the airport(s), Stadium area, downtown(s), and in high traffic areas, etc.

1. Design and Installation

The NFL will design and print all street pole banners, which will be installed by the city no later than the first week of January prior to Super Bowl. The Bid Committee will ensure that the street pole banners will be permitted to include NFL trademarks (including, but not limited to, the NFL Shield and Super Bowl logo), as well as branding and identification of NFL sponsors, as determined by the NFL.

2. Locations

The Host Committee must work with local cities/counties to identify, permit and reserve street

pole banner placement. Banner installation and de-installation will be provided at no cost to the NFL.

### 3. Additional Decor Elements

The Bid Committee must obtain other commitments from local governments, building owners, and other stakeholders to allow the NFL to decorate their facilities with welcoming signage and/or nighttime lighting at no cost to the NFL. The NFL will have final approval over the design of all such signage and/or lighting.

In addition, no other entity shall be permitted to do decor or building wraps on NFL designated buildings (i.e. hotels, team facilities, media center) without the prior written approval of the NFL (See Section VI.A., which describes the Clean Zone ordinance). Buildings to provide space for decor at no additional fee.

### K. Temporary Seating

The Host Committee will be financially responsible for any costs associated with compliance with the requirements in section I.A.2 regarding temporary seating. Any financial responsibilities agreed to by the host Club or Stadium must be guaranteed by the Host Committee. (See I.A.2 for more detail)

### L. Temporary Construction

The NFL shall be responsible for managing temporary construction, including tent structures and additional seating at the Stadium and the venues of the Official Events. 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 L and LI Bid Specifications.

### M. Inclement Weather Planning



The Host Committee will be financially responsible for any costs associated with compliance with any/all inclement weather planning and implementation requirements in this document. (See Section VI.L for more detail)

Note: Define how the 10 year average is calculated in the response questionnaire.

#### N. Public Safety Costs

The Host Committee will be financially responsible for any costs associated with compliance with the requirements for public safety indicated in this document. (See Section VI.C for more detail)

#### O. NFL Right to Alter Aspects of the Bid

The actual award of Super Bowl L and LI does not constitute the wholesale acceptance of every aspect of a Bid. The NFL retains the right to adjust or alter the selection of hotels, Official Event venues, and recommendations made by the Bid Committee. In instances where changes are made, the Host Committee will be responsible for only the financial impact anticipated by the Bid as it was accepted by the NFL Owners (i.e., if additional costs are incurred as a result of the NFL's alterations to the accepted Bid, the incremental cost will be paid by the NFL). No representations or commitments should be made by the Bid Committee or Host Committee to any third party on behalf of the NFL, whether or not contained in the Bid, without the express written consent of the National Football League.

#### P. Risk Management Function

Each Host Committee must implement formal Risk Management procedures to support the financial and operational objectives of the Host Committee. In addition to managing all insurance requirements, the Risk Management Function will assess significant operational risks and identify mitigation plans to

address them. The Risk Management function will be responsible for continuously monitoring the status of mitigation plans, and report regularly with the NFL's Event Management team.

Q. Additional Planning Elements (Optional)

- a. Media Party- A party hosted and funded by Host Committee to entertain local and national media, typically held the Tuesday before Gameday.
- b. Familiarization Trip- A FAM trip is traditionally hosted by the host committee in the Fall 16 months prior to the Super Bowl. The Host Committee would be responsible for all travel expenses and development of the three day FAM for the NFL, Sponsors, Broadcasters and other partners. Approximately 180 people.

The Super Bowl Bid Committee agrees to all conditions as outlined in Section XV of the Super Bowl Bid Specifications.     X     YES     

     NO

(If "no", please attach a detailed description of exceptions by section and subsection, i.e. I.A.2.)



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

Name:     Melvin Tennant

**XV. HOST COMMITTEE**

A. Establishment of Host Committee **AGREED**

B. Super Bowl Legacies Program **AGREED**

C. Performance Bond **AGREED**, with the provision that the Performance Bond requirement be set at \$20,000,000 per NFL agreement at 4/22 NYC meeting.

D. Social Media & Communication Technology **AGREED**

E. Cable Channel Access **AGREED**

F. Host Committee Events **AGREED**

G. Business Connect **AGREED**

H. Environmental Program **AGREED**

I. Welcome Signage

1. Billboards **AGREED**

2. Airport Banners **AGREED**

3. Mass Transportation Signage & Promotion **AGREED**

J. Street Banner & Décor Program

1. Design & Installation **AGREED**

2. Locations **AGREED**

3. Additional Décor Elements **AGREED**

K. Temporary Seating **AGREED**

L. Temporary Construction **AGREED**

M. Inclement Weather Planning **AGREED**

N. Public Safety Costs **AGREED**

O. NFL Right to Alter Aspects of the Bid **AGREED**

P. Risk Management Function **AGREED**

Q. Additional Planning Elements **AGREED**

## XVI. SUPER BOWL LEGACY GRANT

### A. NFL Super Bowl Legacy Grant- A Major Grant Initiative

The NFL intends to leave a legacy to youth in the Super Bowl Host Community via the NFL Super Bowl Legacy Grant initiative. The NFL will make commercially reasonable efforts to donate a total of one million dollars (\$1,000,000) in cash through an RFP & selection process among invited non-profit youth service providers (as well as existing NFL Youth Education Towns) in the Host Community leading up to the start of the football season each Super Bowl year/.

Super Bowl Legacy Grant(s) will be announced and presented by the National Football League Foundation (the league's charitable organization) during Super Bowl Week. At its option and discretion, the NFL Foundation may elect to provide this total level of funding to a singular non-profit youth serving organization in the Host Community or designate this gift to multiple non-profit recipients for maximized community impact. Grant recipient organizations are required to report back to the NFL Foundation on the use of Super Bowl Legacy Grant funds.

The contributions will be used at the NFL Foundation's sole discretion and may focus on youth football field refurbishment projects, capital improvements, youth football support and development initiatives and/or and impactful youth health & wellness program campaigns in conjunction with the NFL team(s) in any Super Bowl market.

#### 1. Matching Funds

The NFL requires the Host Committee to raise funds to match or exceed the one million dollar (\$1,000,000) NFL Super Bowl Legacy Grant. The contributions will be used at the NFL Foundation's sole discretion, but may include for purposes of example, youth football field refurbishment projects, capital improvements, youth football support and development, and impactful youth health & wellness program campaigns in conjunction with the NFL team and the Super Bowl Host Committee that is making the donation. The resulting combined two million dollar (\$2,000,000) gift will be administered to grantees through an NFL Foundation award selection process.

2. Fundraising Coordination

The NFL will require the Host Committee to coordinate with local non-profit organizations, school districts and any other appropriate government agencies to access resources that can contribute to the initial matching funds as well as program development.

3. Operating Plan & Managing Agents

Except as otherwise described herein, the NFL and the NFL Foundation will not assume any role for long-term governance or partner with any local managing agents in relation to these one-time gifts.

4. Grant Advisory Board

The NFL may require the Host Committee to convene an NFL Super Bowl Legacy Grant Advisory Board that will consist of no more than seven members - including representation by the NFL Foundation and the local member professional football club - to discuss grant criteria, oversee the RFP grant distribution process, review grant applications, select award winners and plan and execute the Super Bowl Legacy Grant Initiative press conference and award presentation.

5. Legacy Grant Award Press Conference

The NFL Foundation and the NFL Super Bowl Legacy Grant Advisory Board, Host Committee, and NFL member club will jointly participate in identifying a site for the culminating press conference and award presentation to take place during Super Bowl Week, typically on the Thursday before the Game.

B. NFL Community Outreach and Super Bowl Fundraising Events


Each year, the NFL hosts numerous community events in the Host Community during Super Bowl week, including fundraising events for the NFL Foundation. Such fundraising events include a Celebrity Golf Classic, which typically is held on the Friday or Saturday prior to the Game, and a Super Bowl Celebrity Bowling Classic, which generally is held on Wednesday or Saturday (or both)

during Super Bowl Week. Host Committee commitments have included venue rental fees for two (2) 18-hole golf courses and up to two (2) bowling centers for these events. A free NFL Youth Bowling Clinic typically occurs during the day on the Wednesday prior to the Super Bowl for local underserved youngsters. It is generally held at the same venue as one of the Super Bowl Celebrity Bowling Classic events.

The Host Committee will work with NFL and NFL Foundation staff on all NFL community outreach and fundraising events in order to best reach and support youngsters in the Host Community.

The Super Bowl Bid Committee agrees to all conditions as outlined in Section XVI of the Super Bowl Bid Specifications. ☒ X ☐ YES ☐ NO

(If "no", please attach a detailed description of exceptions by section and subsection, i.e. I.A.2.)



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

Name: Melvin Tennant

## XVI. SUPER BOWL LEGACY GRANT

### A. NFL Super Bowl Legacy Grant

1. Matching Funds **AGREED**
2. Fundraising Coordination **AGREED**
3. Operating Plan & Managing Agents **AGREED**
4. Grant Advisory Board **AGREED**
5. Legacy Grant Award Press Conference **AGREED**

### B. NFL Community Outreach **AGREED**



## **XVI. SUPER BOWL LEGACY GRANT**

### **Minnesota's Super Bowl LII Legacy Program NFL Youth and Coaches Clinic**

Minnesota plans to partner with the NFL to fund a Super Bowl Legacy Program designed to enhance and grow youth football, health and wellness, including Heads Up Football.

During Super Bowl Week we will host free clinics for kids and coaches, staffed by NFL Trainers and Mayo Clinic professionals and physicians. This will be the kickoff to our ongoing effort to build youth participation in these programs including communities throughout Minnesota.

This Legacy Program will have the stamp of approval and participation of specialists and physicians from the world-famous Mayo Clinic, and can help grow the reputation of the program nationwide, making the game of football safer and more fun for youth of all ages.