

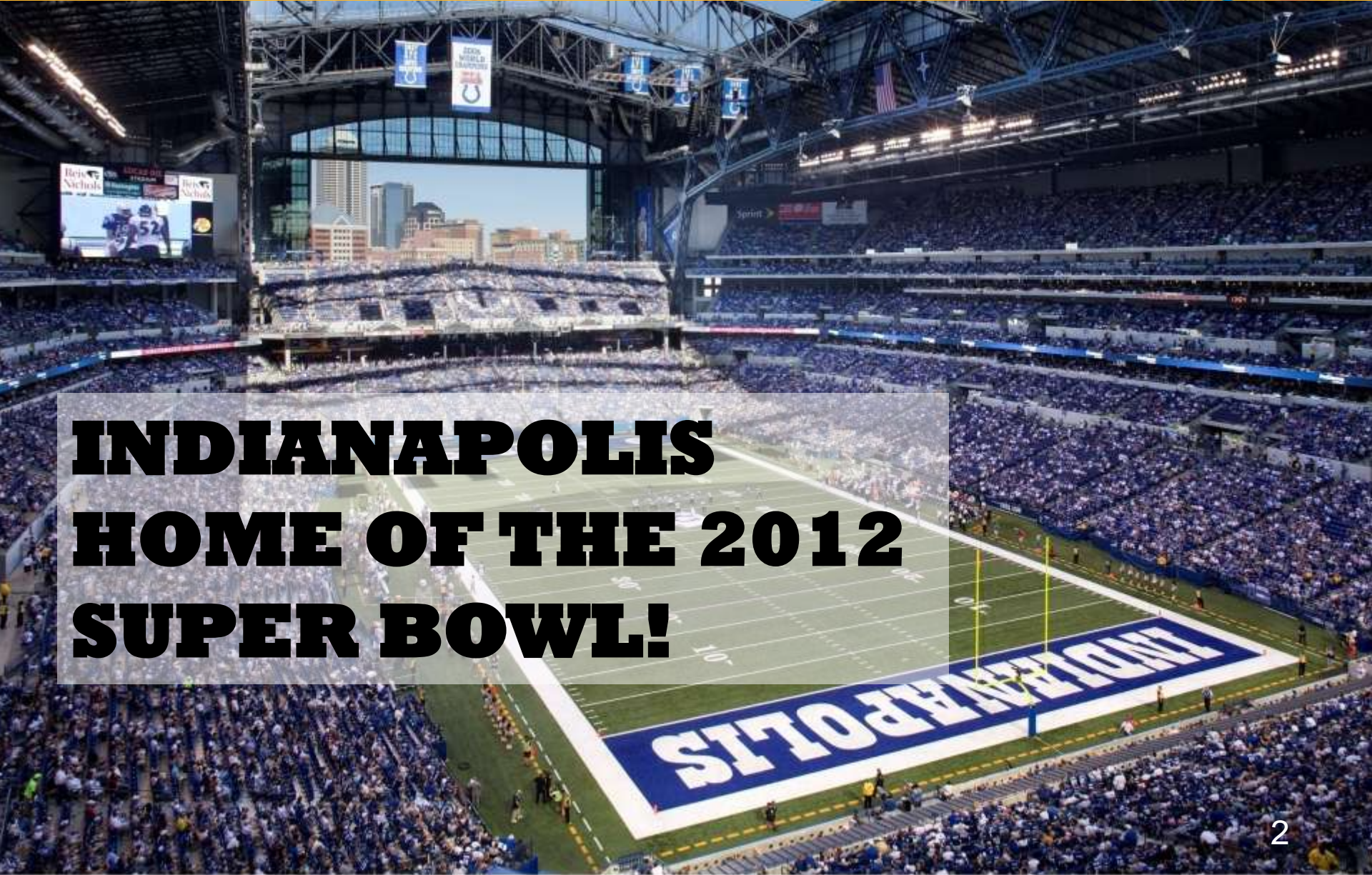
Indiana University-Purdue University Indianapolis Faculty Council

April 5th 2011

Marshawn Wolley
Director, Emerging Business and
Community Outreach



SUPER BOWL XLVI
HOST COMMITTEE



**INDIANAPOLIS
HOME OF THE 2012
SUPER BOWL!**

The Game... Power & Reach

- **America's unofficial holiday**
- **NFL Estimates \$125-400 million overall economic impact for cities – wide variance due to dozens of competing factors**
- **All 11 of the most watched primetime network telecasts since 2000 (2011 surpassed all others with 111 million viewers)**
- **30-second ad is \$3 million**
- **230 countries/34 languages for an estimated global audience of one billion**
- **150,000 visitors expected, 65% of all Super Bowl attendees are corporate decision makers**



Previous Host Cities

• Miami	10
• New Orleans	9
• Los Angeles	7
• Tampa Bay	4
• San Diego	3
• Phoenix	2
• Atlanta	2
• Detroit	2
• Houston	2
• Jacksonville	1
• Palo Alto	1
• Minneapolis	1
• North Texas	1



Future Host Cities

- Indianapolis 2012
- New Orleans 2013
- New York/New Jersey 2014



2012 Indianapolis Super Bowl Host Committee

- 501(c)(6) created to provide centralized planning and execution of 2012 Super Bowl, will dissolve May 2012
- Manage local resources - city services, event venues, accommodations, and thousands(!) of volunteers
- Serve as extension of the NFL in the local community
- Serve as the city's ambassador to incoming Super Bowl fans, guests, and corporations



SUPER BOWL XLVI
HOST COMMITTEE

2012 Indianapolis Super Bowl Host Committee Financing

- 501(c)(6) funded by Corporate and Individual Donations of \$25 Million
- Legacy Building funding is separate - \$11.2 Million, all privately funded



SUPER BOWL XLVI
HOST COMMITTEE

Host Committee Goals

- Exceed NFL expectations for Host City
- Leave a lasting legacy on the Near Eastside
- Identify and deploy a new generation of diverse civic talent
- Engage & involve broad community

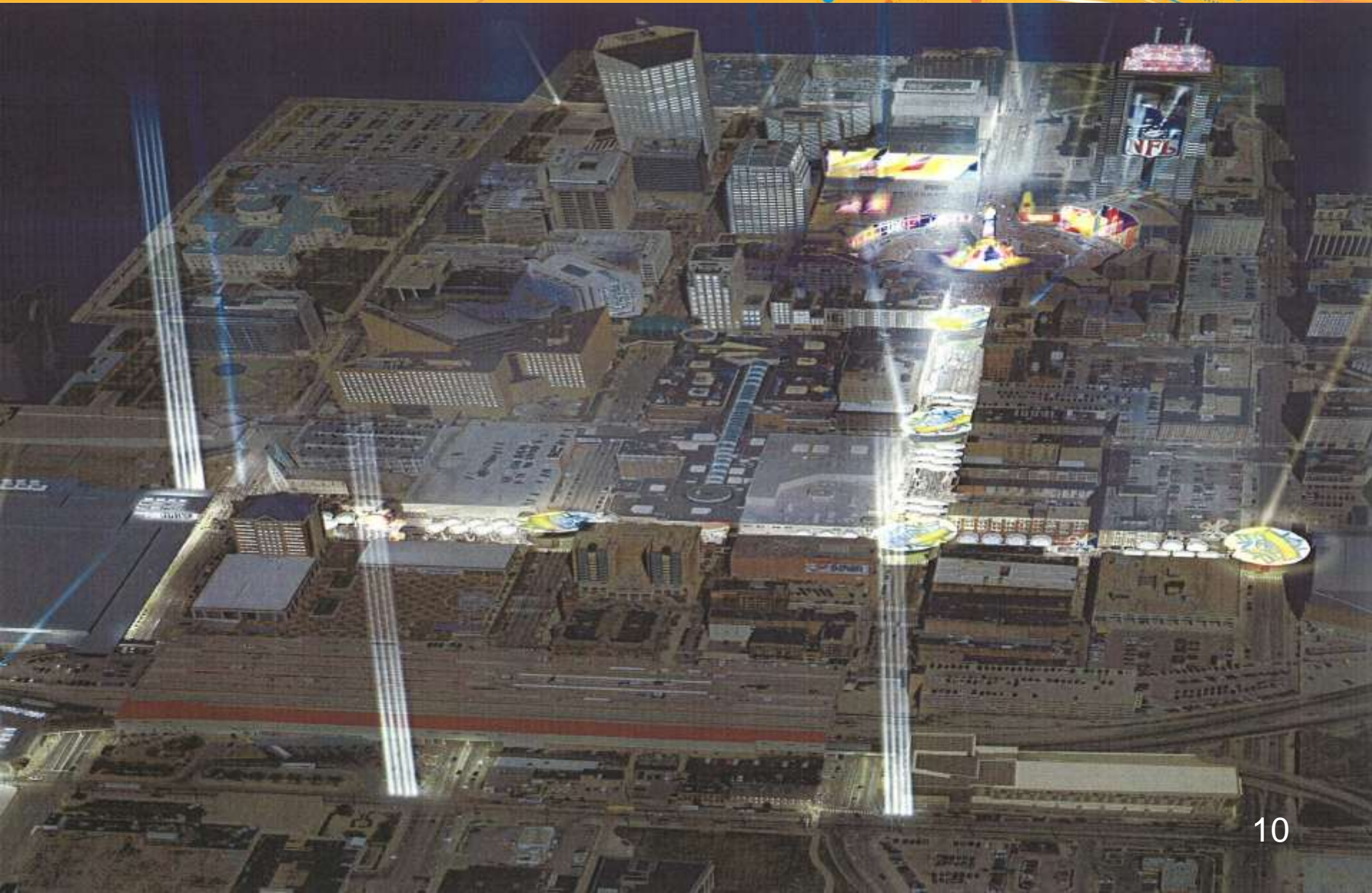


SUPER BOWL XLVI
HOST COMMITTEE

Exceed NFL Expectations



SUPER BOWL XLVI
HOST COMMITTEE













Leave a Lasting Legacy



SUPER BOWL XLVI
HOST COMMITTEE

The Legacy Project Vision

To use the energy, excitement and deadline of the 2012 Super Bowl to provide enduring contributions to the residents of the Near Eastside of Indianapolis by advancing their Quality of Life Plan



SUPER BOWL XLVI
HOST COMMITTEE

- 1. Housing re-development**
- 2. Business corridor development
along East 10th Street**
- 3. Neighborhood facilities on Tech
Campus**

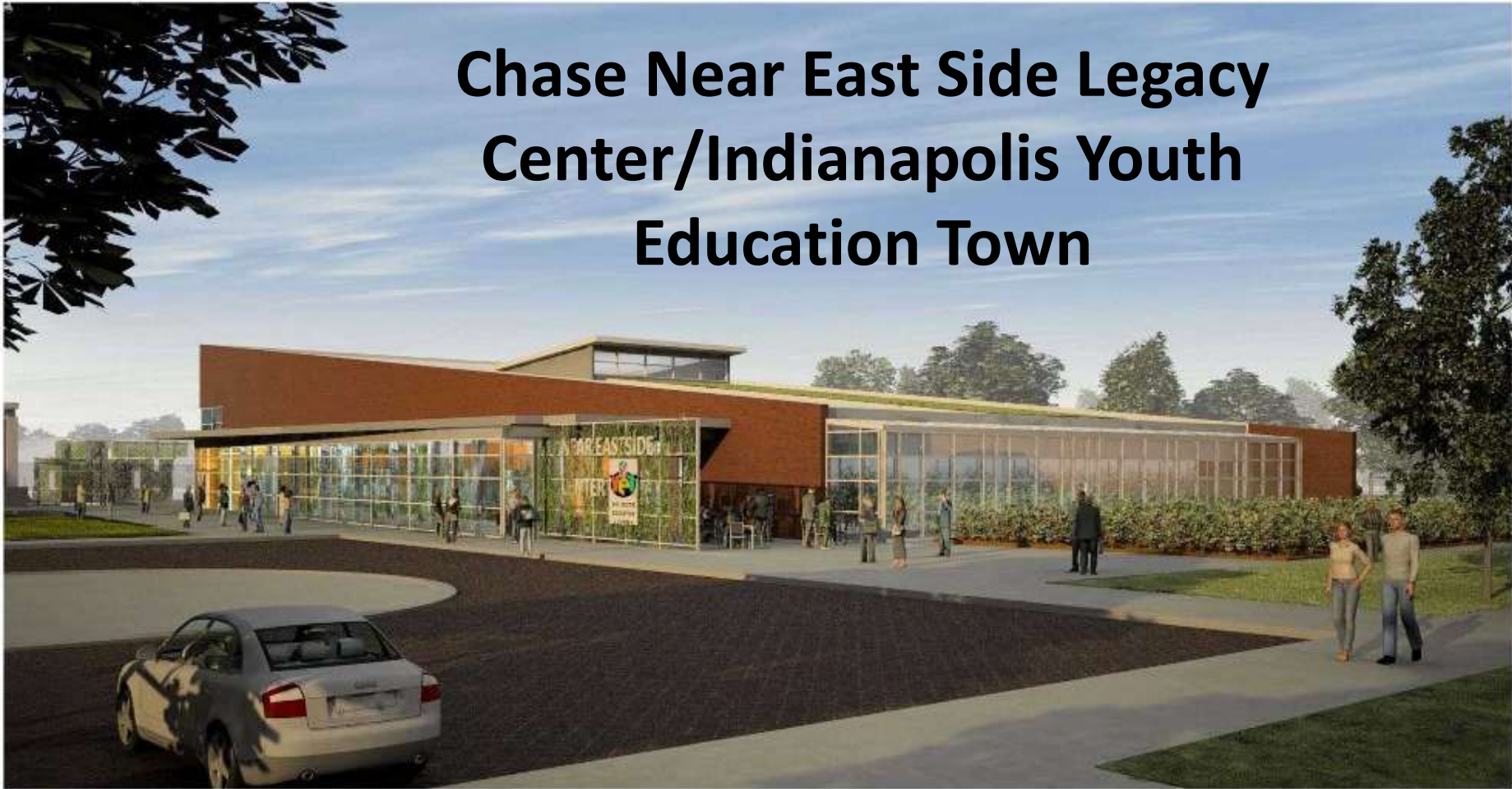
- **St. Clair Place – positively impact up to 200 homes**
- **St. Clair Senior Apartments**
 - **Completion Fall 2011**
 - **33 one and two-bedroom units for senior citizens**
- **Jefferson Apartments – Opened May, 2010**
 - **18 rental units, 2 condos, 2 commercial bays**
- **\$5.8 Million Neighborhood Stabilization Program for grants**
- **\$4 Million State Farm Investment**
- **\$10 Million Retro-fit Grant**



- **John H. Boner Community Center**
 - **Completion EOY 2011**
- **People's Health Center**
 - **27,000 sq. foot near completion**
- **Indy Food Co-op**
- **Streetscape Improvements**



Chase Near East Side Legacy Center/Indianapolis Youth Education Town



Near East Side Education and Wellness Center/NFL YET

Partnership with Host Committee, IPS, Near Eastside Neighborhood, Boner Center

- 11 programming partners serving 5,500 youth annually
- 200 hours per week of programming
- \$11.2 million investment
- 27,000 square feet of space, 1,000 square foot green house
- Construction late 2010 to Dec 2011 - Pursuing LEED certification
- IPS Ownership of building
- Boner Center programming partner with IPS for scheduling and neighborhood coordination

Tech High School Benefits

- New Education and Wellness Center
- New field turf for football field
- Re-surfacing of track



SUPER BOWL XLVI
H O S T C O M M I T T E E

Engage and Involve Broad Community



SUPER BOWL XLVI
HOST COMMITTEE

- **1st & Green**
- **2,012 Trees by 2012**
- **Super Scarves**
- **NFL Emerging Business**
- **Super Service**



[LOGIN](#) :: [ABOUT 1st & GREEN](#) :: [REDUCE CARBON](#) :: [SAVE WATER](#) :: [GREEN IDEAS](#) :: [CONTACT US](#)

The 2012 Super Bowl Environmental Challenge Carbon Tracker

309,097

To date, we have offset 309,097 pounds of carbon.

JOIN THE CHALLENGE

What is 1st & Green?

By joining the 1st & Green Environmental Challenge, you become an active participant that can help make a difference in offsetting carbon and saving water.

[READ MORE](#)

Carpooling Is Fun

Plan a carpool to your next event or activity. You'll save money in fuel costs, prevent pollution, and have more fun along the way!

[READ MORE](#)

The 2012 Super Bowl Water Savings Counter:

575,582

To date, we have saved 575,582 gallons of water.

Sign in below. [Forgot Your Password?](#)

EMAIL:

PASSWORD:

[Not a member?](#) [JOIN NOW!](#)

Submit





SUPER SCARVES
CAST ON TO KICK OFF
A community project of the 2012 Indianapolis Super Bowl

The 2012 Indianapolis Super Bowl Host Committee is looking to outfit our 8,000 volunteers with hand-knit scarves, and we want your help!

Instructions are available at www.oui2012sb.com and knitting kits are available for a limited time at Indianapolis-Marion County Public Library locations. Due to the limited supply, you may also purchase knitting materials at local retail outlets.

Please visit www.oui2012sb.com for additional information, including approved colors, types of yarn and sample scarf patterns.

Printed on recycled paper

8,000 SCARVES!





**EMERGING
BUSINESS**



Emerging Business

Program Objectives

The NFL and Host Committee will conduct a series of three workshops focused on preparing for and doing Super Bowl business - **Two workshops completed (Nov. 16, 2010 and Feb. 22, 2011)**

- Inform minority and woman-owned businesses of available opportunities surrounding the Super Bowl
- Provide business development education, training, and programming that reflects the needs of the local business community
- Work with minority and woman-owned businesses to forge local connections benefitting business development and growth in connection with Super Bowl 2012 and beyond





- **Free Online Hospitality Training Program developed by:**
 - **Indianapolis Super Bowl Host Committee**
 - **Indianapolis Convention & Visitors Association**
 - **IU School of Physical Education and Tourism Management**
 - **Indianapolis Airport Authority**

SUPER SERVICE TRAINING PROGRAM



- **Ensure Hospitality Community is knowledgeable of and prepared for Super Bowl**
- **Enhance image of our state by exceeding visitors' expectations**
- **Participants receive the following at completion of Program:**
 - **Certificate and pin**
 - **Event updates from Super Bowl Host Committee**
 - **Opportunity to enter contests and earn incentives**
- **Super Service will continue as IU Program after Super Bowl**



To Date:
12,000
Registered!



SUPER BOWL XLVI
HOST COMMITTEE



The Event... Beyond the Game

Events Open to the Public:

- Super Bowl Village
- Concerts/Entertainment
- NFL Experience

Private Events:

- Private Parties and Events –
130 in 6 days!



The Event... Beyond the Game

Independent and Sanctioned Events

Hall of Fame Gala Dinner
Taste of the NFL
Players Association Party
Maxim Party
Sports Illustrated Party
Playboy Party
Sponsor and Broadcaster-
Hosted Parties
Bud Bowl
E4 Super Bowl Party
Legends of Charity
Motorola Fireworks & Laser
Shows
DirectTV Event

NFL Retired Players Bowling
Tournament
Host Committee Media Party
Super Learning Gala
Player's Inc VIP Party
EA Madden Challenge
Leather & Laces
ESPN Party
ESPN Radio Live
The Jack Daniel's Experience
Super Comedy Week
Bowl with Champions
Hearts and Helmets Celebrity
Party

944 Super Village
Gridiron Glamour
Fox O&O
MasterFoods
SB Team Parties
Players Gala
The Big Game Tailgate
Arizona Indian Festival
ALMA Showcase
Amer-I-Can Foundation
Par & Poker Celebrity
Challenge for Charity
Super Canstruction
Promise Cardio Kickoff





Identify and Deploy a New Generation of Diverse Civic Talent



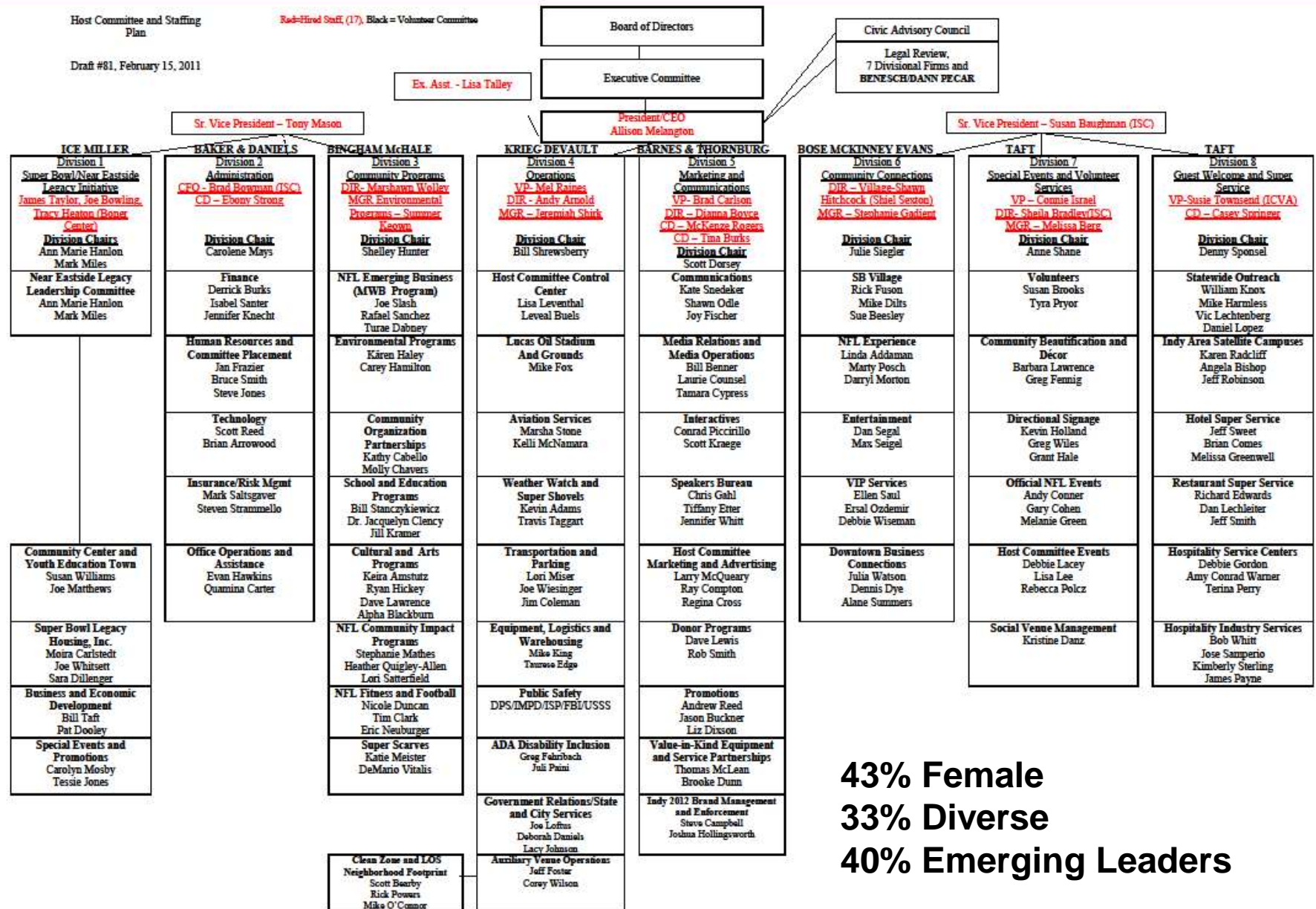
SUPER BOWL XLVI
HOST COMMITTEE

2012 Super Bowl XLVI – Indianapolis Host Committee

Host Committee and Staffing Plan

Red=Hired Staff (17), Black = Volunteer Committee

Draft #81, February 15, 2011



43% Female
33% Diverse
40% Emerging Leaders

- **21 Full Time Executive Staff includes**
 - 3 Full Time Legacy Staff on Near Eastside**
 - 5 Loaned Executives**
- **60 Volunteer Leadership Committees**
- **213+ Volunteer Sub-Committees**
- **TBD Volunteer Task Forces**
- **8,000 Super Bowl Week Volunteers**



Allison Melangton, *President and CEO*



Tony Mason, *Senior Vice President*



Susan Baughman, *Senior Vice President*



Michele (Mel) Raines, *Vice President of
Event Operations and Government Relations*



Susie Townsend, *Vice President of Guest Welcome
and Super Service*



Brad Carlson, *Vice President of Marketing*





Dianna Boyce, *Director of Communications*



Sheila Bradley, *Director of Volunteer Services*



Andy Arnold, *Director of Event Operations*



Lisa Talley, *Executive Assistant*



Marshawn Wolley, *Director of Emerging
Business/Community Outreach*



Summer Keown, *Manager of
Environmental Programs*





Brad Bowman, *CFO*



Connie Israel, *Vice President of Events and
Volunteer Services*



Shawn Hitchcock, *Director of Special Projects*



Jeremiah Shirk, *Manager of Transportation
and Logistics*



Casey Springer, *Coordinator of Guest
Welcome and Super Service*





McKenze Rogers, *Coordinator of Marketing and Communications*



Missy Berg, *Manager of Community Connections and Special Events*



Stephanie Gadiant, *Manager of Community Connections and Special Events*



FIND US AT:

www.IndianapolisSuperBowl.com

**Facebook: 2012 Indianapolis Super Bowl
Host Committee**

Twitter: @superbowl2012

You Tube: youtube.com/indysb2012



SUPER BOWL XLVI
H O S T C O M M I T T E E

**GET YOUR WINTER ON.
IT'S COOL.**



SUPER BOWL XLVI
HOST COMMITTEE

Countdown to Super Bowl XLVI

***306 days and counting
down.....***



SUPER BOWL XLVI
H O S T C O M M I T T E E

Question and Answers



SUPER BOWL XLVI
HOST COMMITTEE

INDIANAPOLIS HOME OF THE 2012 SUPER BOWL!

