

**Indiana University-Purdue  
University Indianapolis Faculty  
Council  
April 5<sup>th</sup> 2011**

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**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

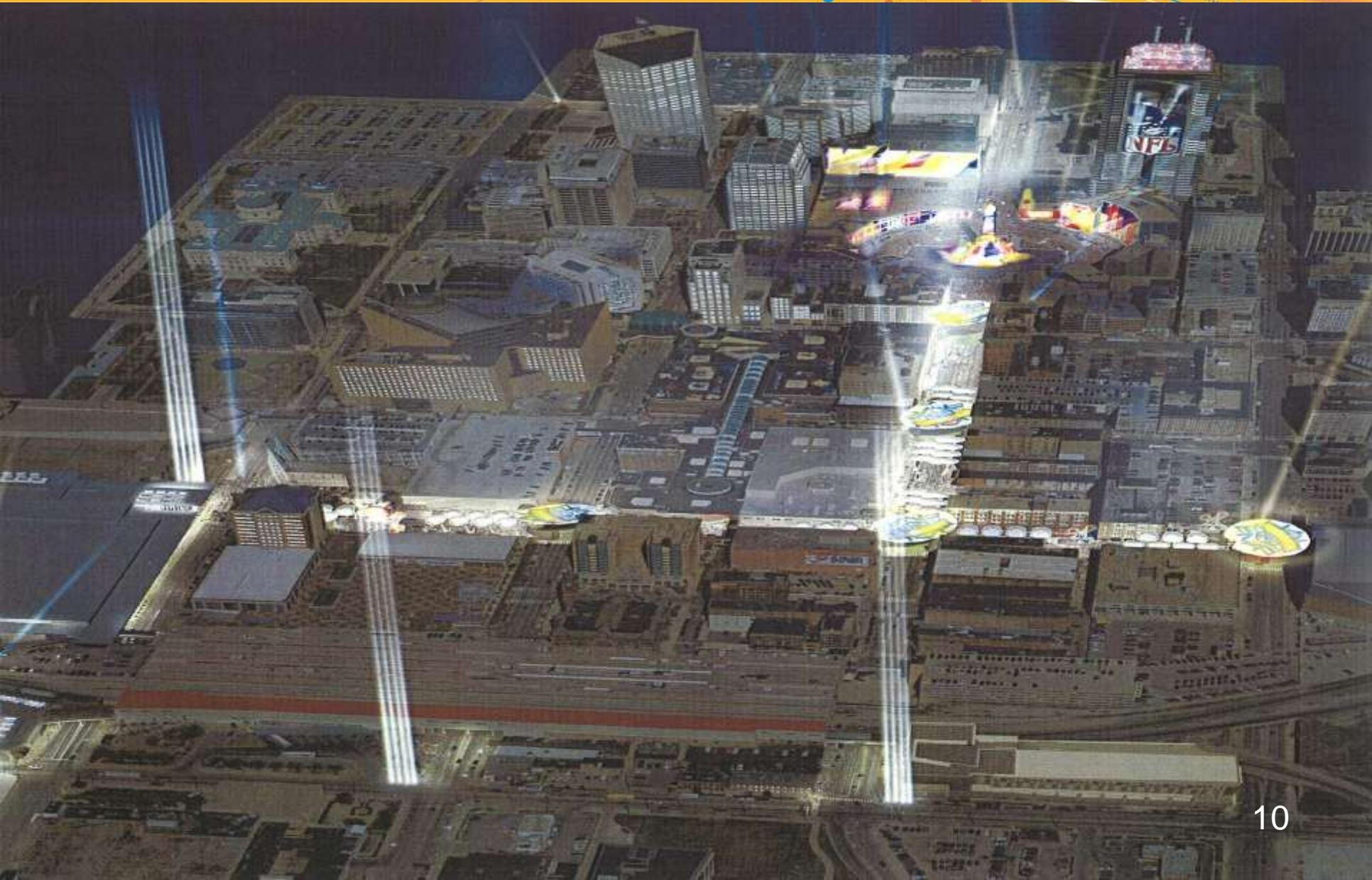


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# Exceed NFL Expectations



**SUPER BOWL XLVI**  
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RATIO







# Leave a Lasting Legacy



**SUPER BOWL XLVI**  
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# 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**  
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- 1. Housing re-development**
- 2. Business corridor development  
along East 10<sup>th</sup> Street**
- 3. Neighborhood facilities on Tech  
Campus**

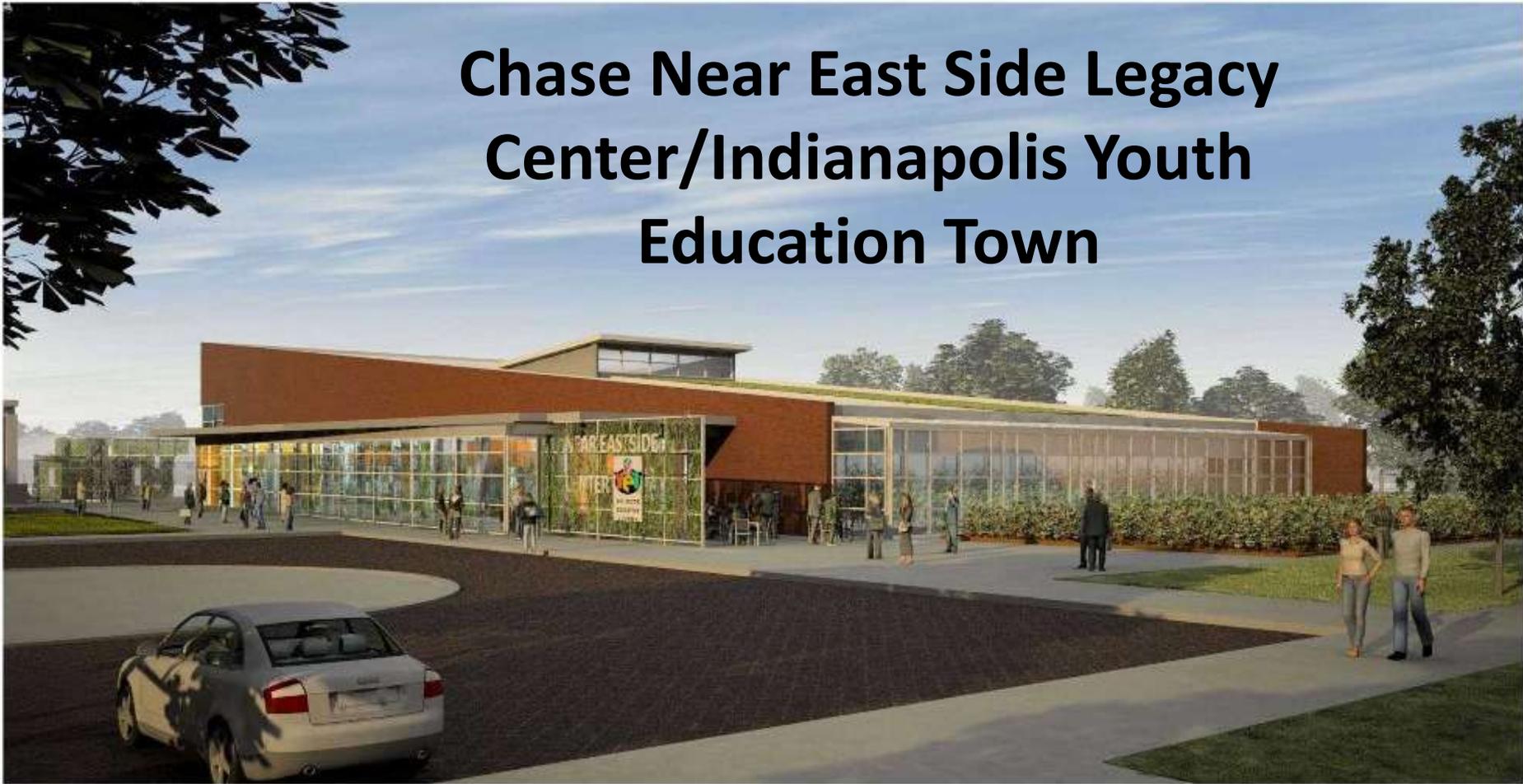
- **St. Clair Place – positively impact up to 200 homes**
- **St. Clair Senior Apartments**
  - **Completion Fall 2011**
  - **33 one and two-bedroom units for senior citizens**
- **Jefferson Apartments – Opened May, 2010**
  - **18 rental units, 2 condos, 2 commercial bays**
- **\$5.8 Million Neighborhood 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



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# Engage and Involve Broad Community



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



JOIN  
THE CHALLENGE

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:

Submit

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





**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.ou2012sb.com](http://www.ou2012sb.com) and knitting kits are available for a limited time at Indianapolis-Madison County Public Library locations. Due to the limited supply, you may also purchase knitting materials at local retail outlets.



Please visit [www.ou2012sb.com](http://www.ou2012sb.com) for additional information, including approved colors, types of yarn and sample scarf patterns.

Print 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!



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# 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



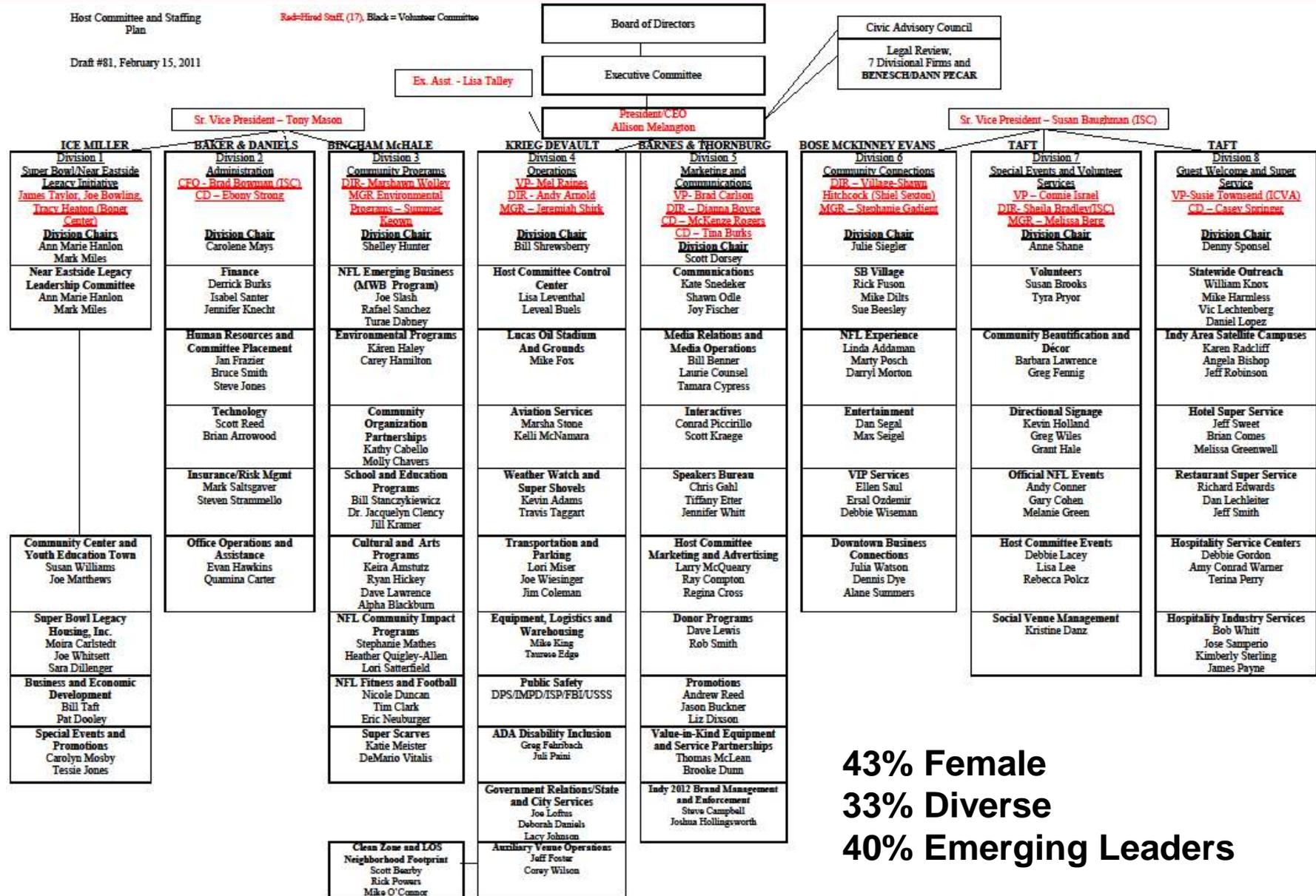
**SUPER BOWL XLVI**  
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# 2012 Super Bowl XLVI – Indianapolis Host Committee

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](http://www.IndianapolisSuperBowl.com)

Facebook: 2012 Indianapolis Super Bowl  
Host Committee

Twitter: @superbowl2012

You Tube: youtube.com/indysb2012



**SUPER BOWL XLVI**  
HOST COMMITTEE

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



**SUPER BOWL XLVI**  
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# Countdown to Super Bowl XLVI

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



**SUPER BOWL XLVI**  
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# Question and Answers



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