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**SPORTS INDUSTRY PIONEER PAT GALLAGHER JOINS BAY AREA SUPER
BOWL HOST COMMITTEE TEAM**

**Former Giants Executive to Lead Marketing, Communications and
Partnership Efforts for Super Bowl L**

SAN FRANCISCO — Sports industry pioneer Patrick J. Gallagher was today named Executive Vice President of Marketing, Partnerships and Communications for the San Francisco Bay Area Super Bowl Host Committee, the entity responsible for the planning, production and delivery of Super Bowl L. The 50th anniversary of the sporting world's biggest annual event, Super Bowl L will be held in February 2016 at Levi's Stadium in Santa Clara.

"Pat is one of the most innovative leaders in the sports and entertainment industry, so I am thrilled to have someone of his caliber joining our team," said Keith Bruce, CEO of the Host Committee. "It is our goal to deliver a phenomenal Super Bowl and a series of spectacular Super Bowl event experiences that both unite and invite the entire region to participate, and Pat will be instrumental in helping us to realize that vision."

In this new role, Gallagher will be responsible for all of the marketing and communications related to the planning, operations and delivery of Super Bowl L, and the activities leading up to Super Bowl week in the Bay Area, as well as the partnerships and fundraising necessary to stage the game and its associated events.

Gallagher most recently worked as part of the bid committee on the development of the successful Super Bowl L bid for the Bay Area. His focus on securing corporate support for the bid has resulted in strong participation from the business community, with early partners including leading Bay Area companies Apple, Google, Intel and Yahoo!.

"Pat's role is critical to our success; continuing to develop and deliver a partner program that helps us to not only defray the costs related to hosting Super Bowl L, but also to support our legacy fund," said Bruce. "We are committed to making Super Bowl L the most philanthropic ever, so we are very focused on our fundraising efforts."

As detailed by Host Committee Chairman Daniel Lurie in the Bay Area's bid to

host a Super Bowl, the Host Committee will designate 25% of all funds raised to go to high-performing nonprofits in the Bay Area at the conclusion of the events in 2016. A separately governed nonprofit body is being organized to administer this first-of-its-kind charitable effort.

“Super Bowl L will place a significant focus on engaging the entire Bay Area, from our philanthropic commitments to developing innovative and personally tangible ways for fans to get involved,” said Gallagher. “I am excited to help shape an event that will enable the people from across the Bay Area to participate, as well as shine a light on our region as a premier sporting destination.”

With 40 years experience in professional sports, entertainment and tourism, Gallagher has an extensive background in creating unique fan experiences and corporate partnerships. One of the longest serving executives in San Francisco Giants history, he was president of Giants Enterprises LLC, the subsidiary of the Giants responsible for developing profitable non-baseball ventures and business opportunities for the organization. In addition, he was a major contributor to the design, development and marketing of the Giants acclaimed waterfront ballpark, AT&T Park. Prior to his leadership role with Giants Enterprises, Gallagher served as senior vice president of business operations during 23 of the Giants’ Candlestick Park years and was the Giants’ first Director of Marketing.

Gallagher formed Gallagher & Associates in 2010 to focus on management consulting and concept development in professional sports, technology, entertainment and the visitor/hospitality industries. He is co-founder and a board member of San Francisco’s annual Fight Hunger Bowl, and a board member of the Bay Area Sports Hall of Fame.

In 2015 and 2016, Super Bowl L celebration events will be hosted throughout the Bay Area, including free public celebrations and the “NFL Experience” in San Francisco, and the game itself at the 49ers’ new, leading edge Levi’s Stadium in Santa Clara. The new stadium will be the most technologically advanced stadium in the country, with features including high-speed synchronous Wi-Fi for over 70,000 fans and sustainable design materials such as a green roof.

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About the San Francisco Bay Area Super Bowl Host Committee

Working in partnership with Bay Area public officials, the 49ers and the NFL, the San Francisco Bay Area Host Committee is responsible for managing the planning and delivery of Super Bowl L’s celebration elements, including the Super Bowl Village, public exhibits, and preparation of game day. The Host Committee is committing 25% of all revenues to fund Bay Area community initiatives and high-performing nonprofits, which will make it the most giving

Super Bowl on record. To be hosted in the state-of-the-art Levi's Stadium in Santa Clara, Super Bowl L will also celebrate its 50th anniversary as the greenest and most technologically advanced to date. For more information, visit www.sfsuperbowl.com.

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