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**SUPER BOWL 50
HOST COMMITTEE**

**SAN FRANCISCO BAY AREA SUPER BOWL 50
HOST COMMITTEE UNVEILS LOGO**

LOGO DESIGNED BY AWARD-WINNING BAY AREA GRAPHIC ARTIST MICHAEL SCHWAB

HOST COMMITTEE ANNOUNCES NEW PARTNERS

SAN FRANCISCO — Today, just over a year since winning the Super Bowl bid for the Bay Area, the San Francisco Bay Area Super Bowl 50 Host Committee revealed its official logo and announced Bay Area companies that have agreed to join their regional effort.

“This is the Host Committee’s new identity, so we wanted a logo design that would represent both the richness of our region, as well as mark the significance of the 50th Super Bowl coming here in 2016,” said Keith Bruce, CEO for the Host Committee. “We are incredibly proud to partner with Michael Schwab on creating an identity that is uniquely Bay Area.”

The San Francisco Bay Area Super Bowl 50 Host Committee logo was designed by award-winning graphic artist and Bay Area resident, Michael Schwab. Schwab has produced logos and posters for dozens of prestigious clients, including the Golden Gate National Parks, Pebble Beach and Major League Baseball.

“I’m thrilled to be part to this effort and draw attention to the Bay Area for this 50th celebration,” said Schwab.

The Host Committee also announced several Bay area companies who have signed on as its regional partners. With fundraising for the 2016 game and affiliated events ongoing, this support is building on the \$30 million in pledges secured shortly before the NFL awarded the game to the San Francisco Bay Area last May.

“We are benefiting from both the generosity and expertise of the Bay Area’s business community; these companies are standing shoulder to shoulder with us to make sure the Bay Area shines,” said Bruce. “We’re right in the place we want to be a year after winning the bid, with \$40 million in support to date.”

The Host Committee is proud to have the support of the following family of companies: Apple, Boston Consulting Group, Dignity Healthcare, Gap, Gibson Dunn & Crutcher, Google, Intel, Kaiser Permanente, KPIX 5, Optum, San Francisco 49ers, San Francisco Travel, Seagate, Sonoma County Tourism, Value Act Capital, Wilson Sonsini Goodrich & Rosati and Yahoo.

“We believe that Super Bowl 50 will have a tremendous positive impact on the region, boosting the local economy and providing lasting community benefit that will live on long after the game has been played,” said Lloyd Dean, Chief Executive Officer and President for Dignity Health. “We’re proud to join the community of Bay Area companies coming together in support of the Host Committee’s efforts.”

The Host Committee also previewed initiatives that will be unveiled in the fall, including the launch of the its legacy fund which will disperse the 25% set aside for high-performing nonprofits, and NFL Business Connect, the NFL’s Super Bowl business development initiative that offers procurement opportunities for local small businesses.

Super Bowl 50 will be played at Levi’s Stadium in Santa Clara on Feb. 7, 2016, and will be preceded by a weeklong series of public events in the Bay Area.

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About the San Francisco Bay Area Super Bowl 50 Host Committee

Working in partnership with Bay Area public officials and the NFL, the San Francisco Bay Area Super Bowl 50 Host Committee is responsible for Super Bowl 50 and its celebration elements, including the Super Bowl Fan Village, public exhibits and management of game day logistics. The Host Committee will donate 25% of every dollar raised to Bay Area high-performing nonprofits. To be hosted in the state-of-the-art Levi’s Stadium in Santa Clara in 2016, Super Bowl 50 will celebrate its golden anniversary in the Golden State through a series of events that showcase all the Bay Area has to offer. For more information, visit www.sfbaysuperbowl.com.

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