

SUPER BOWL 50 HOST COMMITTEE

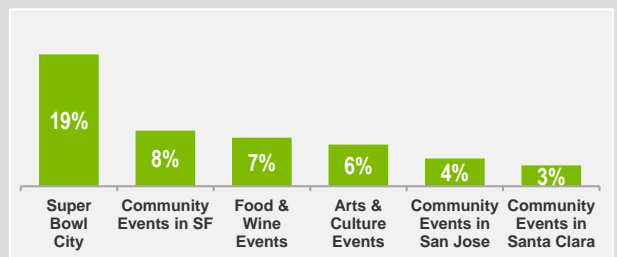
COMMUNITY IMPACT REPORT

1.9 MILLION BAY AREA ADULTS ATTENDED A SUPER BOWL 50 RELATED EVENT (1/3 OF THE POPULATION)

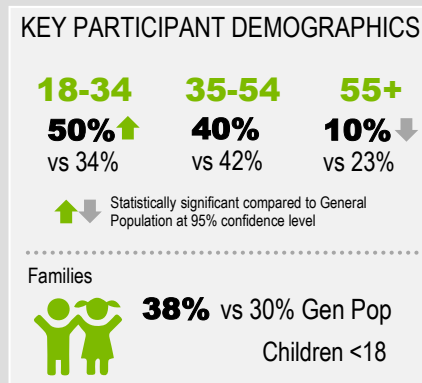
MAJOR EVENT IMPACT IMPORTANCE



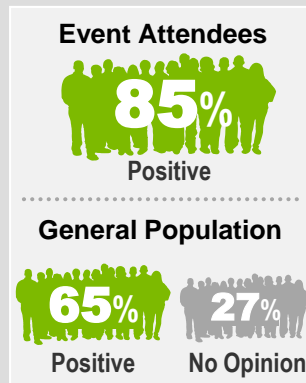
ATTENDANCE AT SB50 EVENTS



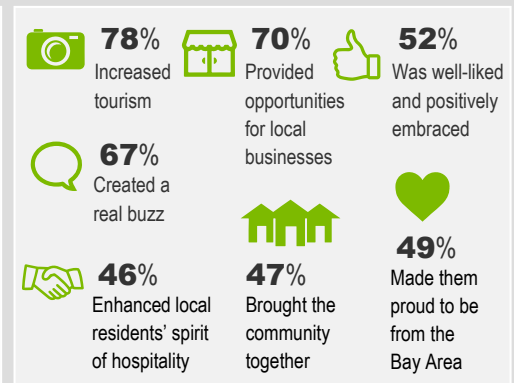
PARTICIPATION HIGHEST AMONG MILLENNIALS, FAMILIES



PERFORMANCE RATING BY BAY AREA RESIDENTS



% WHO AGREE SUPER BOWL 50...



COMMUNITY INTEREST IN HOSTING FUTURE SPORTS EVENTS

