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2021

MIAMI BEACH



2021 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP

NEW EVENT – COLLEGE FOOTBALL PLAYOFF

- Four-team event to determine college football's national champion on the field.
- Playoff Semifinal winners compete for the National Championship at a neutral site.

HIGHLY COMPETITIVE BID PROCESS

- Similar to Super Bowls and Final Fours.
- Six different sites since its inception in 2015.
- Collective bid response effort led by key community leadership groups.
- City of Miami Beach Commission adopted a resolution in support of the bid in October 2017.
- In November 2017, Miami was awarded our first College Football Playoff National Championship to be played on Mon, Jan 11, 2021 at Hard Rock Stadium.

COLLEGE FOOTBALL

- More popular than ever.
- Has delivered ESPN the biggest audiences in cable history.

2021 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP

ECONOMIC BENEFIT TO MIAMI BEACH

- Will generate significant economic impact for the region.
- Will deliver a high influx of tourists.
- Provide tremendous media exposure.



BENEFITS TO MIAMI BEACH

FIRST MAJOR EVENT SINCE COVID-19

- The 2021 College Football Playoff National Championship will be the first major national event (at a neutral site selected through a bid process) to be held since the onset of the COVID-19 pandemic.
- Other comparable major events cancelled or postponed to date:
 - ✓ NCAA Men's Final Four (Atlanta)
 - ✓ NCAA Women's Final Four (New Orleans)
 - ✓ MLB All-Star Game (Los Angeles)
 - ✓ Democratic National Convention (Milwaukee)
 - ✓ Republican National Convention (Charlotte)
 - ✓ 2020 Summer Olympics (Tokyo)

BENEFITS TO MIAMI BEACH

HOTELS

- The Host Committee anticipates that the following headquarter hotels will be based in Miami Beach:
 - ✓ Fontainebleau Miami Beach – Team Hotel
 - ✓ The Ritz-Carlton, South Beach - CFP Headquarters, CFP VIP, ESPN
 - ✓ Loews Miami Beach - ESPN
 - ✓ Royal Palm - Playoff Premium (CFP Luxury Experience Packages)
 - ✓ 1 Hotel South Beach - Sponsors, Playoff Premium (CFP Luxury Experience Packages)
- Additional fan and alumni room nights expected at Miami Beach hotels.

HOSPITALITY

- CFP and ESPN plan to host hospitality events and programs at Miami Beach hotels and venues.

BENEFITS TO MIAMI BEACH

BEACHWALK AT LUMMUS PARK

- Live broadcasts from set in Lummus Park during Championship Weekend
- SportsCenter, College Football Live, College GameDay live from Miami Beach
- CFP sponsor activations surrounding ESPN set
- Beauty shot for national and local media outlets covering championship game



MIAMI BEACH SPONSOR AND COMMUNITY BENEFITS

MARKETING (PRINT, DIGITAL AND SOCIAL)

- The City of Miami Beach to be recognized on all Host Committee-produced marketing, digital and social collateral as it pertains to all events staged in the City of Miami Beach.
- The Host Committee will work directly with City of Miami Beach administration to finalize what those sponsorship recognition pieces will look like.
- Use of Host Committee logo in marketing materials (subject to approval)
- Fan guide – Miami Beach restaurants, bars and attractions



COLLEGE FOOTBALL PLAYOFF APP – VIRTUAL FAN EXPERIENCE

- Logistical integration of the City of Miami Beach logo in the virtual fan experience that lives inside the College Football Playoff app.

MIAMIBEACH

MIAMI BEACH SPONSOR AND COMMUNITY BENEFITS

EXTRA YARD FOR TEACHERS

- \$20,000 investment at Nautilus Middle School through Miami-Dade County Public Schools' innovative Middle School Redesign (MSR) initiative.
- All Miami-Dade County teachers will also be invited to participate in the CFP Foundation's free Extra Yard for Teachers Summit.



VOLUNTEER PROGRAM

- Upon CFP request, the Host Committee will work with volunteer groups in the City of Miami Beach to provide opportunities for involvement with Championship Weekend activities.

HOST COMMITTEE REQUEST TO THE CITY OF MIAMI BEACH

CASH SPONSORSHIP

- A cash sponsorship in the amount of \$400,000 in support of College Football Playoff and Host Committee efforts taking place in the City of Miami Beach.

CITY SERVICES IN KIND SPONSORSHIP

- A city contribution for College Football Playoff and Host Committee event-related public services (police, fire, sanitation) in an amount not to exceed \$100,000.

SPECIAL EVENT PERMIT FEE WAIVERS

- A waiver of city special event permit fees (application, park user, square footage, vehicle beach access, etc.) in the amount not to exceed \$50,000 (as specific site plans are not currently known).
- The events taking place in Lummus Park will include the ESPN broadcast compound and CFP passive sponsor activations.
- Host Committee will work directly with City of Miami Beach administration to finalize Lummus Park move-in and move-out dates.

HOST COMMITTEE REQUEST TO THE CITY OF MIAMI BEACH

CLEAN ZONE

- A creation of a "Clean Zone," to provide competing event protection with respect to third-party events requiring a city special event permit for dates to be confirmed.
- In the area generally bounded by 22nd Street to the north, 5th Street to the south, Jefferson Street (between Dade Boulevard and 15th Street) and Washington Avenue (between 15th Street and 5th Street) to the west, and by the Atlantic Ocean to the east.

SPONSORSHIP WAIVER

- A Coca Cola sponsorship waiver during this time.